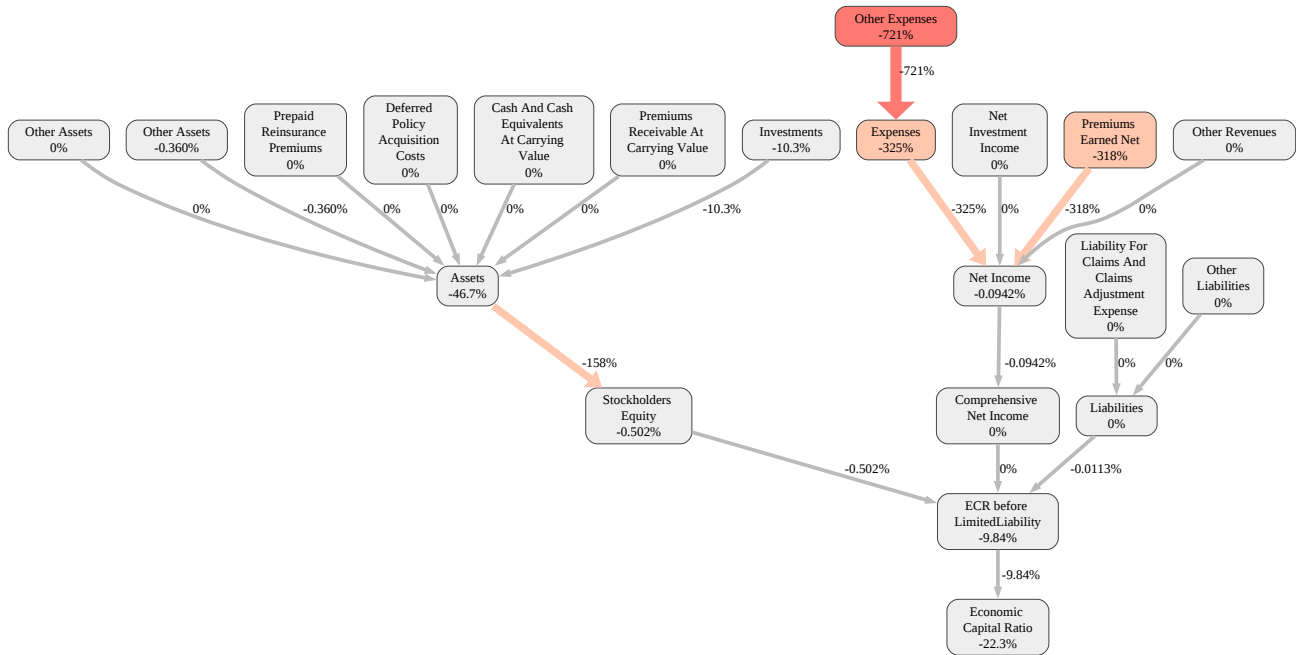




The relative strengths and weaknesses of Mediaalpha Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Mediaalpha Inc compared to the market average is the variable Policyholder Benefits And Claims Incurred Net, increasing the Economic Capital Ratio by 0.000000000000000030% points. The greatest weakness of Mediaalpha Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 721% points.

The company's Economic Capital Ratio, given in the ranking table, is 0%, being 22% points below the market average of 22%.

Input Variable	Value in 1000 USD
Benefits Losses And Expenses	55,556
Cash And Cash Equivalents At Carrying Value	14,542
Costs And Expenses	0
Deferred Policy Acquisition Cost Amortization Expense	0
Deferred Policy Acquisition Costs	0
Goodwill	47,739
Intangible Assets	32,932
Investments	0
Liability For Claims And Claims Adjustment Expense	0
Liability For Future Policy Benefits And Unpaid Claims And Claims Adjustment Expense	256,165
Net Investment Income	0
Operating Expenses	0
Operating Revenue	459,072
Other Assets	80,420
Other Assets	-5,552
Other Compr. Net Income	0
Other Expenses	541,811
Other Liabilities	0
Other Net Income	65,849
Other Revenues	0
Policyholder Benefits And Claims Incurred Net	0
Premiums Earned Net	0
Premiums Receivable At Carrying Value	0
Prepaid Reinsurance Premiums	0
Property Plant And Equipment Net	0
Reinsurance Payable	0

Output Variable	Value in 1000 USD
Liabilities	256,165
Assets	170,081
Expenses	597,367
Revenues	459,072
Stockholders Equity	-86,084
Net Income	-72,446
Comprehensive Net Income	-72,446
BaseVar	2,799,997
ECR before LimitedLiability	-185%
Economic Capital Ratio	0.000000000000000030%



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Input Variable	Value in 1000 USD
Unearned Premiums	0