



The relative strengths and weaknesses of DNA Brands 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 DNA Brands INC compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 962% points. The greatest weakness of DNA Brands INC is the variable Net Income, reducing the Economic Capital Ratio by 593% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,304%, being 733% points below the market average of -572%.

Input Variable	Value in 1000 USD
Assets, Current	261
Assets, Non-Current	35
Cost of Goods and Services Sold	0
General and Administrative Expense	689
Intangible Assets	0
Liabilities, Current	4,346
Liabilities, Non-Current	0
Marketing and Selling Expenses	274
Other Assets	0
Other Compr. Net Income	0
Other Expenses	2,957
Other Liabilities	699
Other Net Income	-773
Other Revenues	249
Property, Plant and Equipment	20

Output Variable	Value in 1000 USD
Assets	317
Liabilities	5,045
Expenses	3,921
Revenues	249
Stockholders Equity	-4,728
Net Income	-4,444
Comprehensive Net Income	-4,444
Economic Capital Ratio	-1,304%