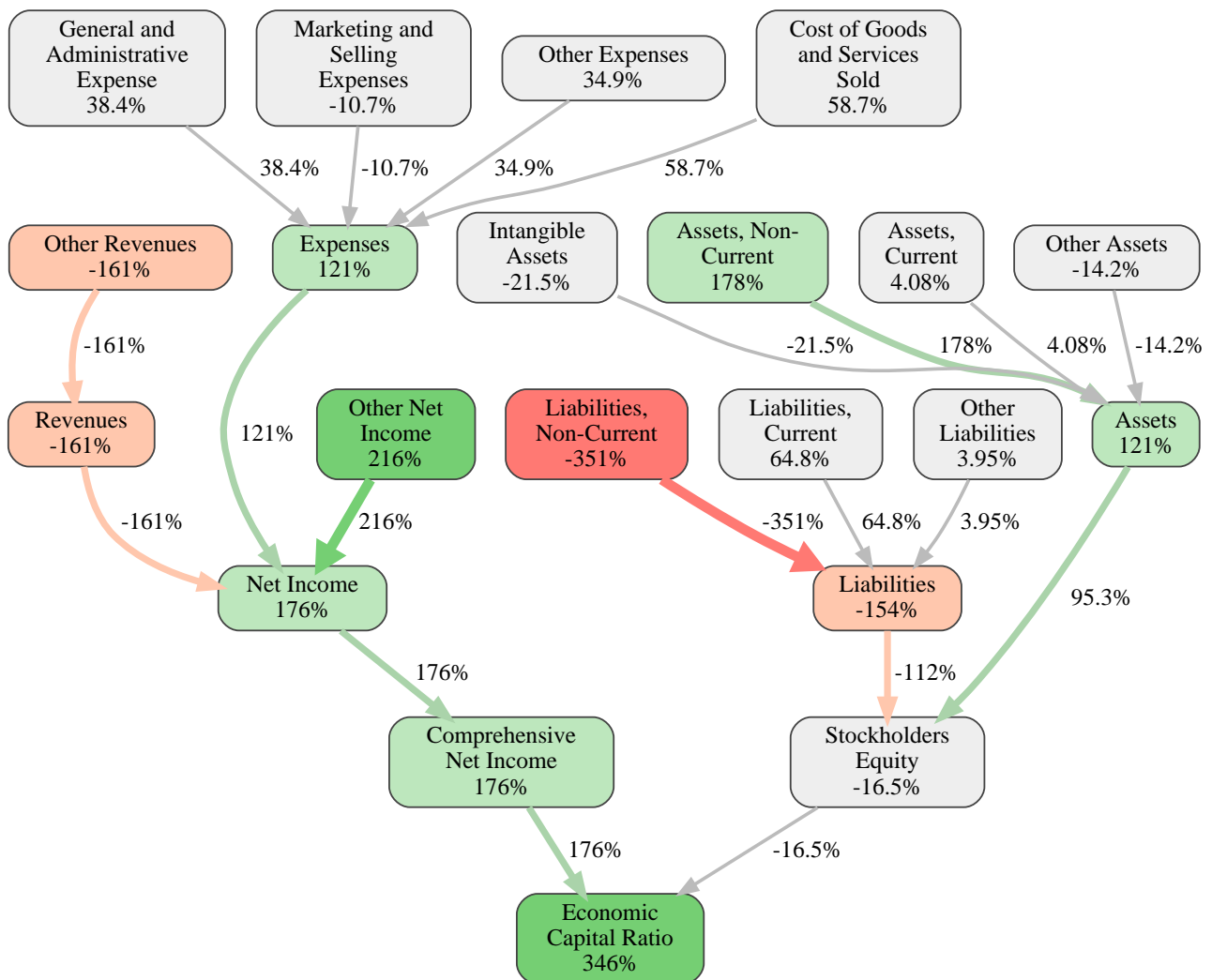




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## ADVERTISING 2017

National Cinemedia LLC  
Rank 12 of 29





# ADVERTISING 2017

## National Cinemedia LLC Rank 12 of 29



The relative strengths and weaknesses of National Cinemedia LLC 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 National Cinemedia LLC compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 216% points. The greatest weakness of National Cinemedia LLC is the variable Liabilities, Non-Current, reducing the Economic Capital Ratio by 351% points.

The company's Economic Capital Ratio, given in the ranking table, is 7.1%, being 346% points above the market average of -339%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 180,900              |
| Assets, Non-Current                | 607,600              |
| Cost of Goods and Services Sold    | 0                    |
| General and Administrative Expense | 23,600               |
| Intangible Assets                  | 0                    |
| Liabilities, Current               | 121,100              |
| Liabilities, Non-Current           | 924,300              |
| Marketing and Selling Expenses     | 72,800               |
| Other Assets                       | -29,600              |
| Other Compr. Net Income            | 0                    |
| Other Expenses                     | 178,400              |
| Other Liabilities                  | 0                    |
| Other Net Income                   | 384,100              |
| Other Revenues                     | 0                    |
| Property, Plant and Equipment      | 29,600               |

| Output Variable          | Value in<br>1000 USD |
|--------------------------|----------------------|
| Assets                   | 788,500              |
| Liabilities              | 1,045,400            |
| Expenses                 | 274,800              |
| Revenues                 | 0                    |
| Stockholders Equity      | -256,900             |
| Net Income               | 109,300              |
| Comprehensive Net Income | 109,300              |
| Economic Capital Ratio   | 7.1%                 |