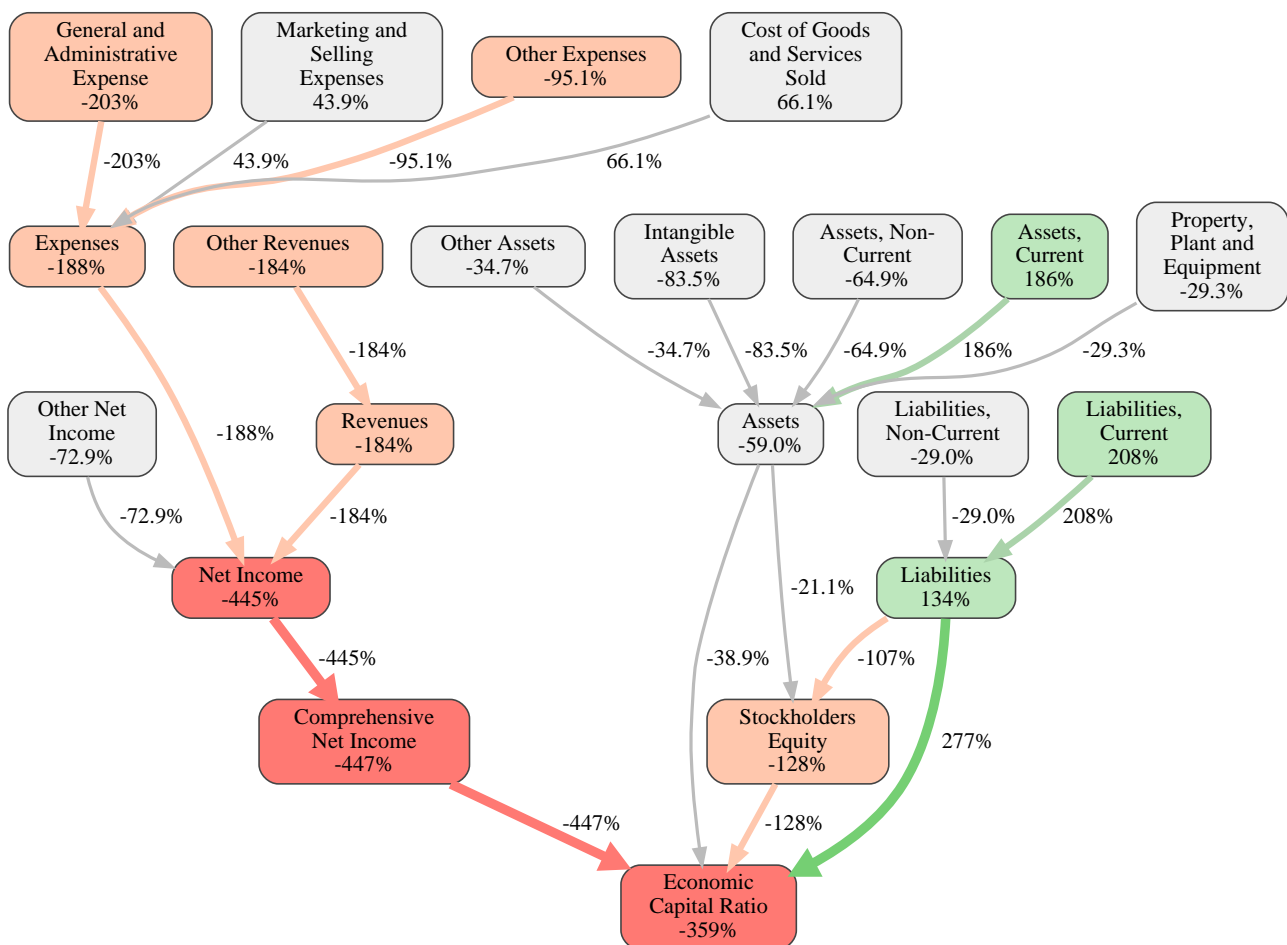




RealRate

ADVERTISING 2018

Starco Brands Inc
Rank 22 of 27



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The relative strengths and weaknesses of Starco 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 Starco Brands Inc compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 208% points. The greatest weakness of Starco Brands Inc is the variable Net Income, reducing the Economic Capital Ratio by 445% points.

The company's Economic Capital Ratio, given in the ranking table, is -826%, being 359% points below the market average of -467%.

Input Variable	Value in 1000 USD
Assets, Current	362
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	341
Intangible Assets	0
Liabilities, Current	896
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	3.5
Other Compr. Net Income	0
Other Expenses	350
Other Liabilities	0
Other Net Income	-46
Other Revenues	8.2
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	366
Liabilities	896
Expenses	691
Revenues	8.2
Stockholders Equity	-531
Net Income	-728
Comprehensive Net Income	-728
Economic Capital Ratio	-826%