





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 578% points. The greatest weakness of DNA Brands INC is the variable Net Income, reducing the Economic Capital Ratio by 758% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,512%, being 986% points below the market average of -525%.

Input Variable	Value in 1000 USD
Assets, Current	316
Assets, Non-Current	25
Cost of Goods and Services Sold	0
General and Administrative Expense	945
Intangible Assets	0
Liabilities, Current	3,384
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,043
Other Assets	0
Other Compr. Net Income	0
Other Expenses	3,676
Other Liabilities	566
Other Net Income	0
Other Revenues	1,192
Property, Plant and Equipment	32

Output Variable	Value in 1000 USD
Assets	372
Liabilities	3,950
Expenses	5,665
Revenues	1,192
Stockholders Equity	-3,577
Net Income	-4,473
Comprehensive Net Income	-4,473
Economic Capital Ratio	-1,512%