





# ADVERTISING 2021

Bloomia Holdings INC  
Rank 13 of 27



The relative strengths and weaknesses of Bloomia Holdings 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 Bloomia Holdings INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 17% points. The greatest weakness of Bloomia Holdings INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 72% points.

The company's Economic Capital Ratio, given in the ranking table, is 79%, being 2.9% points below the market average of 82%.

Input Variable	Value in 1000 USD
Assets, Current	13,793
Assets, Non-Current	155
Cost of Goods and Services Sold	14,626
General and Administrative Expense	3,947
Intangible Assets	37
Liabilities, Current	5,099
Liabilities, Non-Current	1,267
Marketing and Selling Expenses	1,015
Other Assets	0
Other Compr. Net Income	0
Other Expenses	2,491
Other Liabilities	0
Other Net Income	110
Other Revenues	17,669
Property, Plant and Equipment	75

Output Variable	Value in 1000 USD
Assets	14,060
Liabilities	6,366
Expenses	22,079
Revenues	17,669
Stockholders Equity	7,694
Net Income	-4,300
Comprehensive Net Income	-4,300
BaseVar	30,142
ECR before LimitedLiability	11%
Economic Capital Ratio	79%