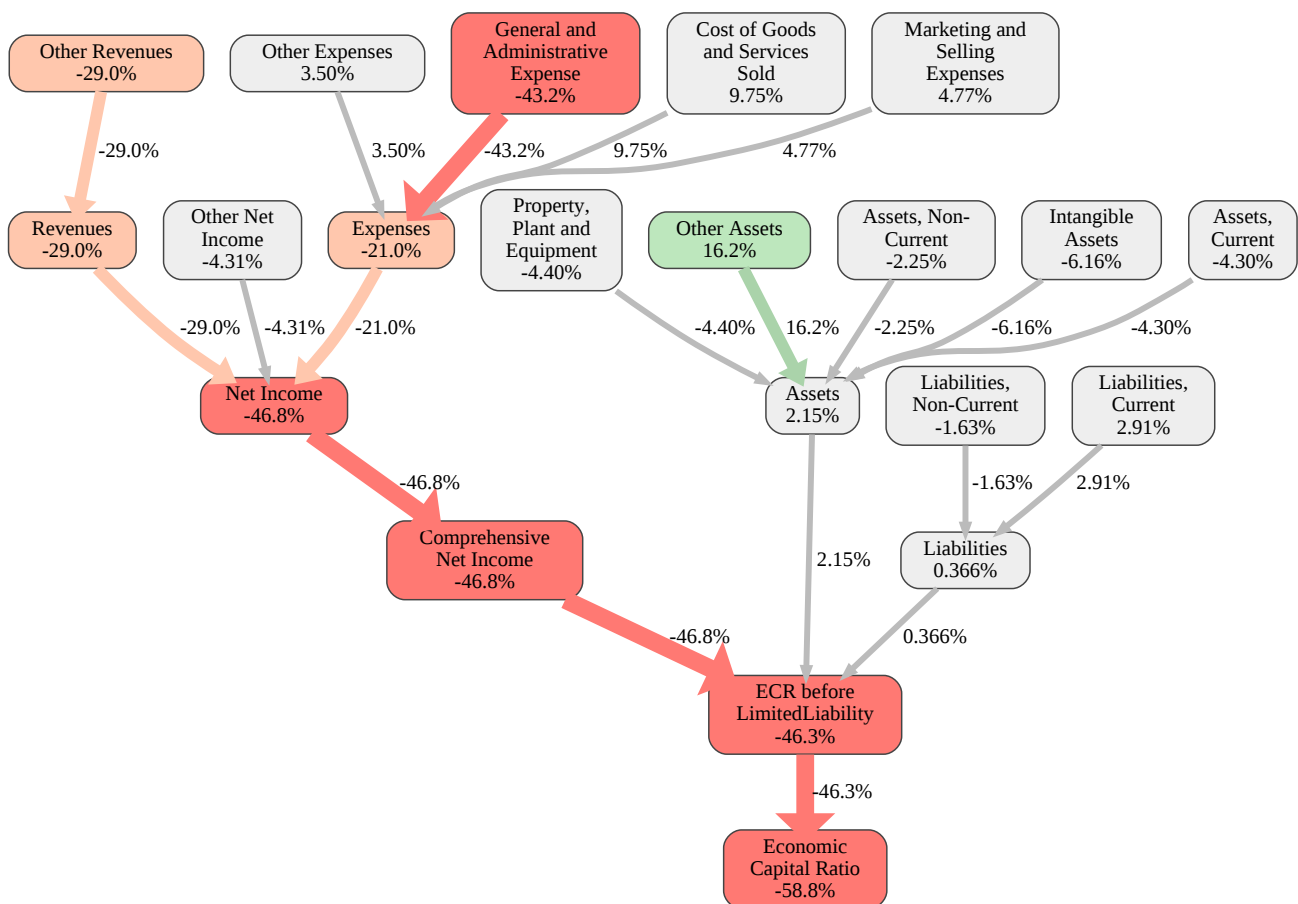






The relative strengths and weaknesses of Mobiquity Technologies Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Mobiquity Technologies Inc compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 16% points. The greatest weakness of Mobiquity Technologies Inc is the variable Comprehensive Net Income, reducing the Economic Capital Ratio by 47% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 59% points below the market average of 80%.

Input Variable	Value in 1000 USD
Assets, Current	1,440
Assets, Non-Current	0
Cost of Goods and Services Sold	88
General and Administrative Expense	8,798
Intangible Assets	1,353
Liabilities, Current	4,562
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	2,964
Other Compr. Net Income	0
Other Expenses	723
Other Liabilities	0
Other Net Income	-937
Other Revenues	112
Property, Plant and Equipment	2.6

Output Variable	Value in 1000 USD
Assets	5,759
Liabilities	4,562
Expenses	9,609
Revenues	112
Stockholders Equity	1,197
Net Income	-10,434
Comprehensive Net Income	-10,434
BaseVar	10,490
ECR before LimitedLiability	-186%
Economic Capital Ratio	21%