# Stran & Company, Inc.

**SWAGW**

Nasdaq; other; SIC 7311, Services-Advertising Agencies; CIK 0001872525

**A/B**

**on the A/B boundary of 336 graded peers in other**

rank 71 of 336; percentile 21.0; sampling error 2.6 points; lower is stronger

A B C D E

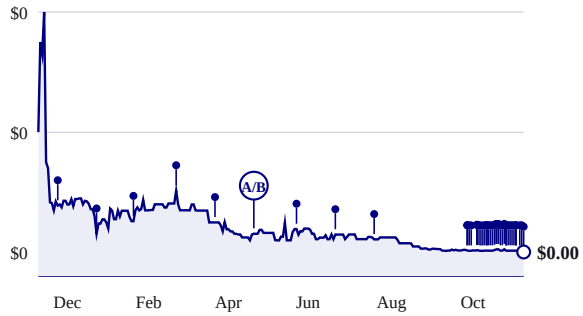
**A/B, the bull**



## Scoreboard

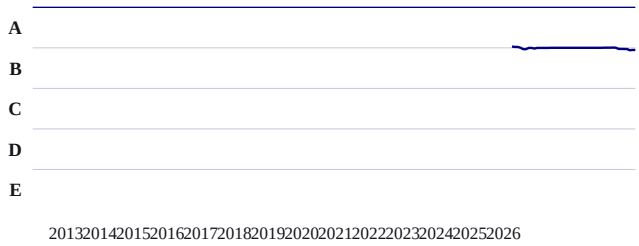
| | |
|---|---|
| **Profitability** | C<br>percentile 48.9 |
| **Solvency** | A/B<br>percentile 22.5 |
| **Growth and financing** | B/C<br>percentile 39.9 |
| **Reliability** | 0.83 AUC<br>filers with $12.5M to $120M assets; 95% interval 0.79 to 0.86; 201 events, 2020 to 2025 |
| **Peer failure rate** | 1.07% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025 |
| **Size band** | $12.5M to $120M assets<br>total assets $49.3M |
| **Standard universe** | inside<br>revenue above $1M and assets above $10M |
| **Warnings** | late filer; fortress balance sheet<br>not computable: dilution, distress |
| **Inputs computable** | 7 of 14 |
| **Graded from** | filings received through Mar 25, 2026<br>228 days before the rescan; latest periodic filing 10-Q received Aug 11, 2026 |
| **Last close** | $0.15<br>2026-02-23; market equity $0; no price enters the letter |

**Share price, twelve months to the rescan**




*Split-adjusted close. Each lollipop is a rescan and carries the letter held then.*

**Letter at every rescan, 2012 to 2026**




*Sector percentile at each rescan, stronger toward the top; facts filed by each date only.*

## Business, in the company's words

*opening of Item 1 of the 10-K received Mar 25, 2026*

are an outsourced marketing solutions provider, working closely with our customers to develop sophisticated marketing programs that leverage our promotional products and loyalty incentive expertise. We develop long-term relationships with our customers, enabling them to connect with both their customers and employees in order to build lasting brand loyalty. It is our mission to drive brand awareness and affect behavior through visual, creative, and technology solutions. purchase products and branding through various third-party manufacturers and decorators and resell the finished goods to customers.

## The fourteen inputs

*lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight*

| Input | Value | Peer median | Percentile, 0 to 100 | Pct | Peers | Period end |
|---|---|---|---|---|---|---|
| **Profitability, sleeve percentile 48.9** | | | | | | |
| Gross profitability | 69.4% | 27.1% | | 6.1 | 286 | 2025-12-31 |
| Return on invested capital | not computable | 10.0% | | | | |

*a prior annual debt, equity, and cash observation is required*

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| | | | | | | |
|---|---|---|---|---|---|---|
| Accruals ratio | 7.5% | (5.8%) | | 94.1 | 504 | 2025-12-31 |
| Gross margin stability, five years | 2.0 pts | 2.2 pts | | 46.6 | 204 | 2025-12-31 |
| **Solvency, sleeve percentile 22.5** | | | | | | |
| Twelve-month failure probability | not computable | 0.04% | | | | |
| *firm-wide XBRL shares cannot be assigned to one ticker class* | | | | | | |
| Altman Z double-prime | 3.88 | 2.05 | | 22.2 | 390 | 2025-12-31 |
| Net debt to EBITDA | not computable | 2.52x | | | | |
| *EBITDA must exceed $100,000* | | | | | | |
| Interest coverage | not computable | 2.18x | | | | |
| *latest aligned inputs end 2021-12-31; latest annual assets end 2025-12-31* | | | | | | |
| Current ratio | 2.34x | 1.33x | | 22.7 | 510 | 2025-12-31 |
| **Growth and financing, sleeve percentile 39.9** | | | | | | |
| Revenue growth, three-year compound | 26.1% | 5.2% | | 9.4 | 398 | 2025-12-31 |
| Free cash flow growth, three-year compound | not computable | 8.9% | | | | |
| *current FCF must be positive and base FCF must exceed $100,000* | | | | | | |
| Reinvestment rate | not computable | 11.9% | | | | |
| *pretax income must exceed the validity floor and imply a 0%-100% tax rate* | | | | | | |
| Asset growth, three years | (0.6%) | 4.1% | | 70.3 | 433 | 2025-12-31 |
| Net share issuance, one year | not computable | (0.5%) | | | | |
| *firm-wide XBRL shares cannot be assigned to one ticker class* | | | | | | |

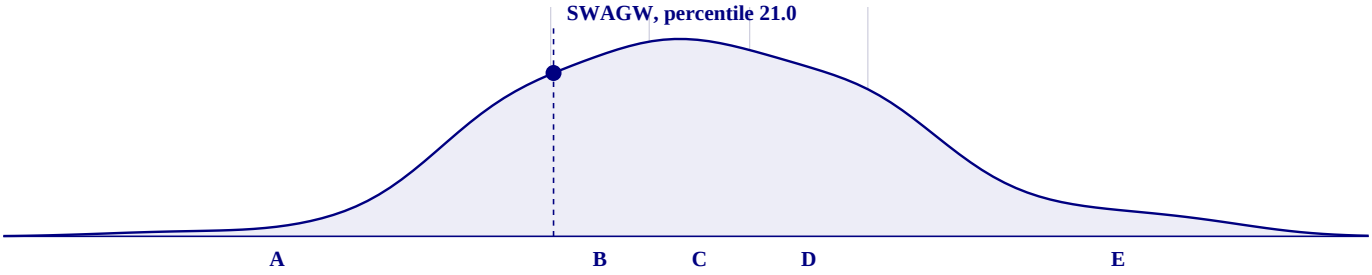
## Warnings

*2 of 7 checks triggered; none of them enters the letter*

| Check | Measured |
|---|---|
| Late filer | found 1 NT 10-K/Q filings in the last eight quarters |
| Fortress balance sheet | cash minus debt is 14,793,667 USD; Altman Z is not used |

## Among 336 peers

*other; letters are fifths of this list*




*Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.*

| Rank | Company | Percentile | Letter | Warnings |
|---|---|---|---|---|
| 67 | Paychex Inc. (PAYX) | 19.7 | A/B | |
| 68 | Republic Airways Holdings Inc. (RJET) | 20.0 | A/B | late filer |
| 69 | Akamai Technologies Inc. (AKAM) | 20.3 | A/B | |
| 70 | Laureate Education, Inc. (LAUR) | 20.6 | A/B | fortress balance sheet |
| 71 | Stran & Company, Inc. (SWAG) | 21.0 | A/B | late filer, fortress balance sheet |
| 72 | Stran & Company, Inc. (SWAGW) | 21.0 | A/B | late filer, fortress balance sheet |
| 73 | Allegion plc (ALLE) | 21.5 | A/B | |
| 74 | Live Nation Entertainment, Inc. (LYV) | 21.8 | A/B | |
| 75 | Information Services Group Inc. (III) | 22.1 | A/B | |
| 76 | Etsy Inc. (ETSY) | 22.4 | A/B | |
| 77 | Centrus Energy Corp. (LEU) | 22.7 | B | fortress balance sheet |

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## What the price implies

*at the 2026-02-23 close; none of these enters the grade*

| Measure | Value | Peer median | Percentile |
|---|---|---|---|
| Twelve-month price change, skipping the latest month | (97.5%) | (0.6%) | 0 |
| Distance from 52-week high | (99.8%) | (25.0%) | 0 |
| EBIT to enterprise value | not computable | 4.4% | |
| Free cash flow yield | not computable | 4.1% | |
| Book value to price | not computable | 0.35 | |
| Sales to price | not computable | 0.71 | |
| Composite equity issuance, five years | not computable | (8.9%) | |
| Relative strength against the sector, log excess return | (3.80) | (0.13) | 0 |

## Diagnostics

*shown on every report; none enters the grade*

| Measure | Value |
|---|---|
| **Piotroski F-score None of 9, period end 2025-12-31** | |
| Return on assets above zero | fail |
| Operating cash flow above zero | fail |
| Return on assets improved | pass |
| Operating cash flow exceeds net income | fail |
| Long-term leverage fell | fail |
| Current ratio improved | pass |
| No new shares issued | fail |
| Gross margin improved | fail |
| Asset turnover improved | pass |
| **Cash, filings, liquidity** | |
| Cash and equivalents | $7.4M |
| Operating cash flow, four quarters | -$3.7M |
| Months of runway | 24.3 |
| Days since last periodic filing | 89 (10-Q received Aug 11, 2026) |
| Median daily dollar volume, 63 sessions | $4 |

## Sources

*every fact behind the inputs; each row links to its filing index on sec.gov*

| # | Concept | XBRL tag | Value | Period end | Received | Form | Accession |
|---|---|---|---|---|---|---|---|
| 1 | gross profit | us-gaap:GrossProfit | $34.2M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 2 | assets | us-gaap:Assets | $49.3M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 3 | operating income | us-gaap:OperatingIncomeLoss | -$3.6M | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 4 | pretax income | us-gaap:IncomeLossFromContinuingOperationsBeforeInc... | -$3.3M | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 5 | income tax | us-gaap:IncomeTaxExpenseBenefit | $222,000 | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 6 | total debt | us-gaap:LongTermDebtAndCapitalLeaseObligations | $460,089 | 2022-12-31 | 2023-03-30 | 10-K | 23-024610 |
| 7 | book equity | us-gaap:StockholdersEquity | $35.7M | 2022-12-31 | 2025-04-14 | 10-K | 25-031596 |
| 8 | cash | us-gaap:CashAndCashEquivalentsAtCarryingValue | $15.3M | 2022-12-31 | 2023-03-30 | 10-K | 23-024610 |
| 9 | net income | us-gaap:NetIncomeLoss | -$747,000 | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 10 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | -$4.7M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 11 | assets | us-gaap:Assets | $55.1M | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 12 | revenue | us-gaap:Revenues | $116.2M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 13 | gross profit | us-gaap:GrossProfit | $25.8M | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 14 | revenue | us-gaap:Revenues | $82.7M | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 15 | gross profit | us-gaap:GrossProfit | $24.9M | 2023-12-31 | 2025-04-14 | 10-K | 25-031596 |
| 16 | revenue | us-gaap:Revenues | $76.0M | 2023-12-31 | 2025-04-14 | 10-K | 25-031596 |
| 17 | gross profit | us-gaap:GrossProfit | $15.4M | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 18 | revenue | us-gaap:Revenues | $57.9M | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |

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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 19 | gross profit | us-gaap:GrossProfit | $11.8M | 2021-12-31 | 2023-03-30 | 10-K | 23-024610 |
| 20 | revenue | us-gaap:Revenues | $39.7M | 2021-12-31 | 2023-03-30 | 10-K | 23-024610 |
| 21 | current assets | us-gaap:AssetsCurrent | $38.6M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 22 | current liabilities | us-gaap:LiabilitiesCurrent | $16.5M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 23 | retained earnings | us-gaap:RetainedEarningsAccumulatedDeficit | -$7.5M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 24 | operating income | us-gaap:OperatingIncomeLoss | -$2.0M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 25 | book equity | us-gaap:StockholdersEquity | $30.5M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 26 | liabilities | us-gaap:Liabilities | $18.8M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 27 | depreciation amortization | us-gaap:DepreciationDepletionAndAmortization | $420,000 | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 28 | operating income | us-gaap:OperatingIncomeLoss | -$437,879 | 2021-12-31 | 2023-03-30 | 10-K | 23-024610 |
| 29 | interest expense | us-gaap:InterestExpense | $136,661 | 2021-12-31 | 2022-03-28 | 10-K | 22-015536 |
| 30 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $823,000 | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 31 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | $2.8M | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 32 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $601,000 | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 33 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | -$2.5M | 2023-12-31 | 2025-04-14 | 10-K | 25-031596 |
| 34 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $999,000 | 2023-12-31 | 2025-04-14 | 10-K | 25-031596 |
| 35 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | -$2.0M | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 36 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $626,000 | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |
| 37 | depreciation amortization | us-gaap:DepreciationDepletionAndAmortization | $1.1M | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 38 | pretax income | us-gaap:IncomeLossFromContinuingOperationsBeforeInc... | -$627,000 | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 39 | income tax | us-gaap:IncomeTaxExpenseBenefit | $120,000 | 2025-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 40 | current assets | us-gaap:AssetsCurrent | $45.5M | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 41 | current liabilities | us-gaap:LiabilitiesCurrent | $22.2M | 2024-12-31 | 2026-03-25 | 10-K | 26-034104 |
| 42 | assets | us-gaap:Assets | $49.0M | 2023-12-31 | 2025-04-14 | 10-K | 25-031596 |
| 43 | assets | us-gaap:Assets | $50.2M | 2022-12-31 | 2025-01-22 | 10-K/A | 25-005516 |

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