# RUM Group Inc.

**RUM**

Nasdaq; business equipment; SIC 7370, Services-Computer Programming, Data Processing, Etc.; CIK 0001830081

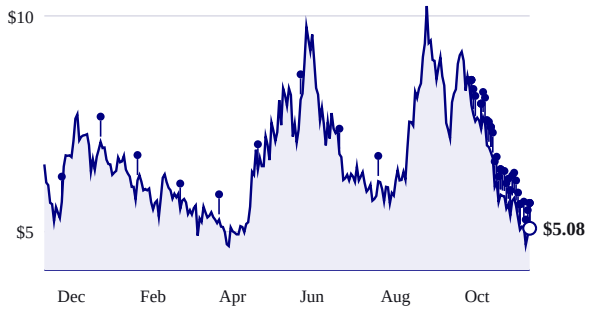
# None

### No letter

6 of 14 inputs computable; 7 are required, with a score in every sleeve

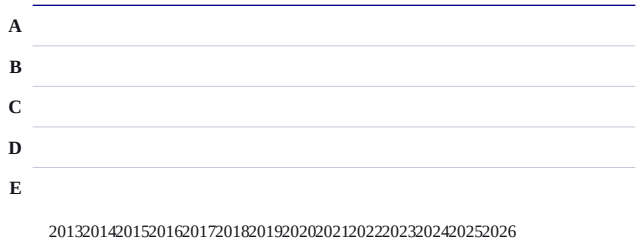
| Scoreboard | |
|---|---|
| **Reliability** | 0.87 AUC<br>filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025 |
| **Peer failure rate** | 1.03% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025 |
| **Size band** | $120M to $591M assets<br>total assets $336.8M |
| **Standard universe** | inside<br>revenue above $1M and assets above $10M |
| **Warnings** | thin data<br>not computable: dilution, distress, fortress balance sheet |
| **Inputs computable** | 6 of 14 |
| **Graded from** | filings received through Mar 5, 2026<br>250 days before the rescan; latest periodic filing 10-Q received Aug 10, 2026 |
| **Last close** | $5.08<br>2026-11-09; 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 5, 2026*

specifies otherwise, references to the "Company," "we," "us" or "our" are to, (a) prior to the consummation of the business combination (the "CF Business Combination") contemplated by that certain business combination agreement, dated December 1, 2021 (as amended, the "CF Business Combination Agreement"), by and between CF Acquisition Corp. VI, a Delaware corporation ("CF VI"), and Rumble Inc., a corporation formed under the laws of the Province of Ontario, Canada ("Legacy Rumble"), either (i) CF VI or (ii) Legacy Rumble, as the context may require, and (b) following the closing of the CF Business Combination, Rumble Inc., a Delaware corporation.

## 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 82.8** | | | | | | |
| Gross profitability | (2.0%) | 28.7% | | 97.9 | 552 | 2025-12-31 |
| Return on invested capital | not computable | 11.4% | | | | |

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| | | | | | |
|---|---|---|---|---|---|
| *one or more required annual facts are missing* | | | | | |
| Accruals ratio | (4.3%) | (7.3%) | 67.7 | 615 | 2025-12-31 |
| Gross margin stability, five years | not computable | 2.3 pts | | | |
| *five annual gross margins are required; found 2* | | | | | |
| **Solvency, sleeve percentile 33.2** | | | | | |
| Twelve-month failure probability | not computable | 0.06% | | | |
| *firm-wide XBRL shares cannot be assigned to one ticker class* | | | | | |
| Altman Z double-prime | 0.93 | 2.21 | 52.7 | 562 | 2025-12-31 |
| Net debt to EBITDA | not computable | 1.08x | | | |
| *one or more required annual facts are missing* | | | | | |
| Interest coverage | not computable | 3.77x | | | |
| *one or more required annual facts are missing* | | | | | |
| Current ratio | 5.84x | 2.01x | 13.7 | 660 | 2025-12-31 |
| **Growth and financing, sleeve percentile 38.1** | | | | | |
| Revenue growth, three-year compound | 36.7% | 6.5% | 7.6 | 532 | 2025-12-31 |
| Free cash flow growth, three-year compound | not computable | 18.0% | | | |
| *four consecutive annual FCF observations are required; found 3* | | | | | |
| Reinvestment rate | not computable | 13.5% | | | |
| *pretax income must exceed the validity floor and imply a 0%-100% tax rate* | | | | | |
| Asset growth, three years | (2.8%) | 5.2% | 68.6 | 557 | 2025-12-31 |
| Net share issuance, one year | not computable | 0.5% | | | |
| *firm-wide XBRL shares cannot be assigned to one ticker class* | | | | | |

## Warnings

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

| Check | Measured |
|---|---|
| Thin data | 6 of 14 grade factors are computable; minimum is 7 |

## What the price implies

*at the 2026-11-09 close; none of these enters the grade*

| Measure | Value | Peer median | Percentile |
|---|---|---|---|
| Twelve-month price change, skipping the latest month | 10.2% | (2.0%) | 59 |
| Distance from 52-week high | (50.3%) | (33.6%) | 31 |
| EBIT to enterprise value | not computable | 1.7% | |
| Free cash flow yield | not computable | 2.8% | |
| Book value to price | not computable | 0.27 | |
| Sales to price | not computable | 0.31 | |
| Composite equity issuance, five years | not computable | 4.2% | |
| Relative strength against the sector, log excess return | (0.17) | (0.29) | 59 |

## 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 | pass |
| Long-term leverage fell | fail |
| Current ratio improved | pass |
| No new shares issued | fail |
| Gross margin improved | pass |

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| | |
|---|---|
| Asset turnover improved | pass |

**Cash, filings, liquidity**

| | |
|---|---|
| Cash and equivalents | $203.3M |
| Operating cash flow, four quarters | -$106.2M |
| Months of runway | 23.0 |
| Days since last periodic filing | 92 (10-Q received Aug 10, 2026) |
| Median daily dollar volume, 63 sessions | $26.9M |

## 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 | revenue | us-gaap:Revenues | $100.6M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 2 | cost of revenue | us-gaap:CostOfGoodsAndServicesSold | $107.4M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 3 | assets | us-gaap:Assets | $336.8M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 4 | net income | us-gaap:NetIncomeLoss | -$81.8M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 5 | operating cash flow | us-gaap:NetCashProvidedByUsedInOperatingActivities | -$70.4M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 6 | assets | us-gaap:Assets | $195.3M | 2024-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 7 | current assets | us-gaap:AssetsCurrent | $264.5M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 8 | current liabilities | us-gaap:LiabilitiesCurrent | $45.3M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 9 | retained earnings | us-gaap:RetainedEarningsAccumulatedDeficit | -$565.4M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 10 | operating income | us-gaap:OperatingIncomeLoss | -$126.7M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 11 | book equity | us-gaap:StockholdersEquity | $274.8M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 12 | liabilities | us-gaap:Liabilities | $62.0M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 13 | revenue | us-gaap:Revenues | $95.5M | 2024-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 14 | revenue | us-gaap:Revenues | $81.0M | 2023-12-31 | 2025-03-25 | 10-K | 25-001863 |
| 15 | revenue | us-gaap:RevenueFromContractWithCustomerExcludingA... | $39.4M | 2022-12-31 | 2023-03-30 | 10-K | 23-024638 |
| 16 | capital expenditure | us-gaap:PaymentsToAcquirePropertyPlantAndEquipment | $4.1M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 17 | depreciation amortization | us-gaap:Depreciation | $5.8M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 18 | pretax income | us-gaap:IncomeLossFromContinuingOperationsBeforeInc... | -$81.8M | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 19 | income tax | us-gaap:IncomeTaxExpenseBenefit | $67,228 | 2025-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 20 | current assets | us-gaap:AssetsCurrent | $136.1M | 2024-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 21 | current liabilities | us-gaap:LiabilitiesCurrent | $216.7M | 2024-12-31 | 2026-03-05 | 10-K | 26-024099 |
| 22 | assets | us-gaap:Assets | $295.7M | 2023-12-31 | 2025-03-25 | 10-K | 25-001863 |
| 23 | assets | us-gaap:Assets | $367.0M | 2022-12-31 | 2024-03-27 | 10-K | 24-026599 |

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