Stran & Company, Inc.

SWAG

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

B

second fifth of 315 graded peers in other

rank 75 of 315; percentile 23.6; sampling error 2.7 points; lower is stronger

A B C D E

B, the elk



Scoreboard

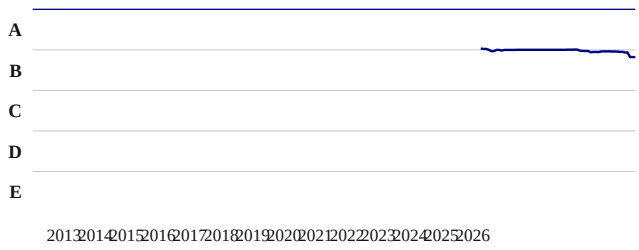
Profitability	C percentile 49.1
Solvency	B percentile 23.1
Growth and financing	C percentile 45.0
Reliability	0.83 AUC filers with $12.5M to $120M assets; 95% interval 0.79 to 0.86; 201 events, 2020 to 2025
Peer failure rate	1.07% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$12.5M to $120M assets total assets $49.3M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	late filer; fortress balance sheet
Inputs computable	8 of 13
Graded from	filings received through Mar 25, 2026 243 days before the rescan; latest periodic filing 10-Q received Nov 10, 2026
Last close	$1.08 2026-11-20; market equity $20.0M; 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 thirteen 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 49.1						
Gross profitability	69.4%	26.7%		6.1	265	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%	(5.7%)	94.7	458	2025-12-31
Gross margin stability, five years	2.0 pts	2.2 pts	46.4	195	2025-12-31
Solvency, sleeve percentile 23.1					
Altman Z double-prime	3.88	2.06	23.6	357	2025-12-31
Net debt to EBITDA	not computable	2.37x			
EBITDA must exceed $100,000					
Interest coverage	not computable	2.93x			
latest aligned inputs end 2021-12-31; latest annual assets end 2025-12-31					
Current ratio	2.34x	1.33x	22.6	462	2025-12-31
Growth and financing, sleeve percentile 45.0					
Revenue growth, three-year compound	26.1%	4.9%	8.8	376	2025-12-31
Free cash flow growth, three-year compound	not computable	8.7%			
current FCF must be positive and base FCF must exceed $100,000					
Reinvestment rate	not computable	13.3%			
pretax income must exceed the validity floor and imply a 0%-100% tax rate					
Asset growth, three years	(0.6%)	4.1%	71.1	402	2025-12-31
Net share issuance, one year	0.4%	(0.5%)	55.2	354	2026-03-23

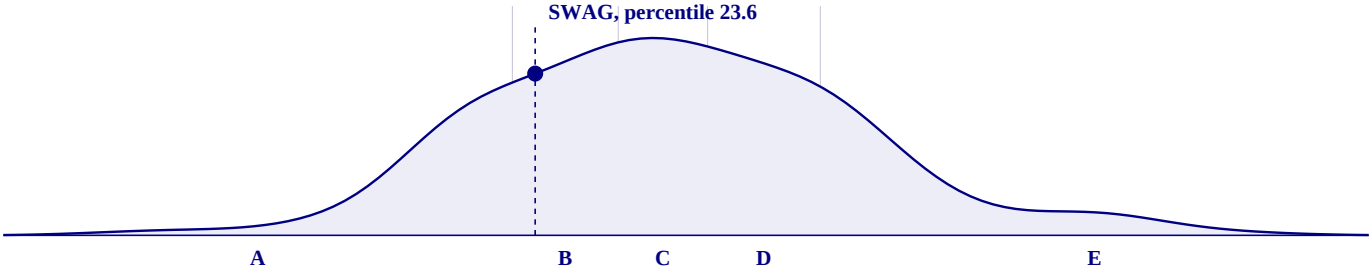
Warnings

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 315 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
70	Live Nation Entertainment, Inc. (LYV)	22.0	A/B	
71	Barrett Business Services Inc. (BBSI)	22.3	A/B	
72	Centrus Energy Corp. (LEU)	22.6	A/B	fortress balance sheet
73	Tutor Perini Corp. (TPC)	22.9	B	fortress balance sheet
74	Castellum, Inc. (CTM)	23.2	B	
75	Stran & Company, Inc. (SWAG)	23.6	B	late filer, fortress balance sheet
76	Etsy Inc. (ETSY)	23.9	B	
77	Ttec Holdings, Inc. (TTEC)	24.2	B	
78	Exponent Inc. (EXPO)	24.5	B	
79	Prog Holdings, Inc. (PRG)	24.8	B	
80	Koppers Holdings Inc. (KOP)	25.2	B	

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What the price implies

at the 2026-11-20 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(26.6%)	0.4%	25
Distance from 52-week high	(51.1%)	(28.8%)	22
EBIT to enterprise value	(14.0%)	4.6%	9
Free cash flow yield	(26.7%)	4.1%	8
Book value to price	1.52	0.39	92
Sales to price	5.64	0.75	91
Composite equity issuance, five years	not computable	(9.5%)	
Relative strength against the sector, log excess return	(0.43)	(0.12)	25
Twelve-month failure probability, CHS model	0.08%	0.04%	75

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	$2.0M
Months of runway	not finite
Days since last periodic filing	13 (10-Q received Nov 10, 2026)
Median daily dollar volume, 63 sessions	$20,124

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

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18	revenue	us-gaap:Revenues	$57.9M	2022-12-31	2025-01-22	10-K/A	25-005516
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
44	shares outstanding	dei:EntityCommonStockSharesOutstanding	18,690,158	2026-03-23	2026-03-25	10-K	26-034104
45	shares outstanding	dei:EntityCommonStockSharesOutstanding	18,608,408	2025-04-08	2025-04-14	10-K	25-031596

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