

Stran & Company, Inc. (SWAG)

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

Stran & Company, Inc. SWAG; other	
Grade	A/B A B C D E on the A/B boundary of 336 graded peers percentile 20.1; sampling error 2.6 points; lower is stronger
Rank	68 of 336
Profitability	C percentile 48.9
Solvency	A/B percentile 22.3
Growth and financing	B/C percentile 39.6
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 not computable: dilution, distress
Inputs computable	7 of 14
Graded from	filings received through Mar 25, 2026 198 days before the rescans; latest periodic filing 10-Q received Aug 11, 2026
Last close	\$1.45 2026-10-05; market equity \$0
Price used in grade	None



A/B, the bull
on the A/B boundary of its sector; letters are fifths of the 336 graded peers

Share price, twelve months to the rescans
split-adjusted close; the letter is fixed at the rescans that set it



Rescans on file: A/B from Apr 21, 2026

Letter at every rescans

Jan 21, 2012 to Oct 9, 2026; sector percentile, 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; equal-weighted sleeves

Input	Percentile, 0 to 100	Value	Peer median	Percentile	Peers	Period end
Profitability, sleeve percentile 48.9						
Gross profitability		69.4%	27.1%	6.1	289	2025-12-31
Return on invested capital		not computable	10.0%			a prior annual debt, equity, and cash observation is required
Accruals ratio		7.5%	(5.9%)	94.2	506	2025-12-31
Gross margin stability, five years		2.0 pts	2.2 pts	46.6	204	2025-12-31
Solvency, sleeve percentile 22.3						
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	21.9	386	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	1.32x	22.7	506	2025-12-31
Growth and financing, sleeve percentile 39.6						
Revenue growth, three-year compound		26.1%	5.1%	9.3	403	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	11.9%			pretax income must exceed the validity floor and imply a 0%-100% tax rate
Asset growth, three years		(0.6%)	4.1%	69.9	438	2025-12-31
Net share issuance, one year		not computable	(0.4%)			firm-wide XBRL shares cannot be assigned to one ticker class

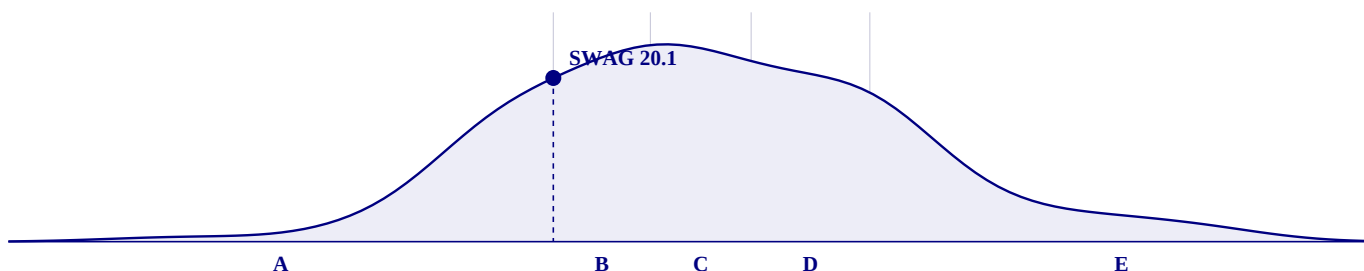
Warnings

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
63	Construction Partners, Inc. (ROAD)	18.5	A/B	
64	RCM Technologies, Inc. (RCMT)	18.8	A/B	late filer
65	UFP Industries Inc. (UFPI)	19.1	A/B	fortress balance sheet
66	Argan Inc. (AGX)	19.4	A/B	
67	Hunt J B Transport Services Inc. (JBHT)	19.7	A/B	
68	Stran & Company, Inc. (SWAG) <	20.1	A/B	late filer, fortress balance sheet
69	Stran & Company, Inc. (SWAGW)	20.1	A/B	late filer, fortress balance sheet
70	Allegion plc (ALLE)	20.6	A/B	
71	Information Services Group Inc. (III)	20.9	A/B	
72	Laureate Education, Inc. (LAUR)	21.2	A/B	fortress balance sheet
73	Live Nation Entertainment, Inc. (LYV)	21.5	A/B	

What the price implies

at the 2026-10-05 close; none enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	5.4%	2.0%	53
Distance from 52-week high	(57.2%)	(26.8%)	15
EBIT to enterprise value	not computable	4.4%	
Free cash flow yield	not computable	4.1%	
Book value to price	not computable	0.34	
Sales to price	not computable	0.70	
Composite equity issuance, five years	not computable	(8.8%)	
Relative strength against the sector, log excess return	(0.09)	(0.13)	53

Diagnostics

not in 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	59 (10-Q received Aug 11, 2026)
Median daily dollar volume, 63 sessions	\$32,023

Sources

each row links to the 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	0001213900-26-034104
2	assets	us-gaap:Assets	\$49.3M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
3	operating income	us-gaap:OperatingIncomeLoss	-\$3.6M	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
4	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsInequityEarnings	\$222,000	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
5	income tax	us-gaap:IncomeTaxExpenseBenefit	\$222,000	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
6	total debt	us-gaap:LongTermDebtAndCapitalLeaseObligations	\$460,089	2022-12-31	2023-03-30	10-K	0001213900-23-024610
7	book equity	us-gaap:StockholdersEquity	\$35.7M	2022-12-31	2025-04-14	10-K	0001213900-25-031596
8	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$15.3M	2022-12-31	2023-03-30	10-K	0001213900-23-024610
9	net income	us-gaap:NetIncomeLoss	-\$747,000	2025-12-31	2026-03-25	10-K	0001213900-26-034104
10	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-\$4.7M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
11	assets	us-gaap:Assets	\$55.1M	2024-12-31	2026-03-25	10-K	0001213900-26-034104
12	revenue	us-gaap:Revenues	\$116.2M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
13	gross profit	us-gaap:GrossProfit	\$25.8M	2024-12-31	2026-03-25	10-K	0001213900-26-034104
14	revenue	us-gaap:Revenues	\$82.7M	2024-12-31	2026-03-25	10-K	0001213900-26-034104
15	gross profit	us-gaap:GrossProfit	\$24.9M	2023-12-31	2025-04-14	10-K	0001213900-25-031596
16	revenue	us-gaap:Revenues	\$76.0M	2023-12-31	2025-04-14	10-K	0001213900-25-031596
17	gross profit	us-gaap:GrossProfit	\$15.4M	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
18	revenue	us-gaap:Revenues	\$57.9M	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
19	gross profit	us-gaap:GrossProfit	\$11.8M	2021-12-31	2023-03-30	10-K	0001213900-23-024610
20	revenue	us-gaap:Revenues	\$39.7M	2021-12-31	2023-03-30	10-K	0001213900-23-024610
21	current assets	us-gaap:AssetsCurrent	\$38.6M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
22	current liabilities	us-gaap:LiabilitiesCurrent	\$16.5M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
23	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-\$7.5M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
24	operating income	us-gaap:OperatingIncomeLoss	-\$2.0M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
25	book equity	us-gaap:StockholdersEquity	\$30.5M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
26	liabilities	us-gaap:Liabilities	\$18.8M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
27	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	\$420,000	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
28	operating income	us-gaap:OperatingIncomeLoss	-\$437,879	2021-12-31	2023-03-30	10-K	0001213900-23-024610
29	interest expense	us-gaap:InterestExpense	\$136,661	2021-12-31	2022-03-28	10-K	0001213900-22-015536
30	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$823,000	2025-12-31	2026-03-25	10-K	0001213900-26-034104
31	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$2.8M	2024-12-31	2026-03-25	10-K	0001213900-26-034104
32	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$601,000	2024-12-31	2026-03-25	10-K	0001213900-26-034104
33	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-\$2.5M	2023-12-31	2025-04-14	10-K	0001213900-25-031596
34	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$999,000	2023-12-31	2025-04-14	10-K	0001213900-25-031596
35	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-\$2.0M	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
36	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$626,000	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516
37	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	\$1.1M	2025-12-31	2026-03-25	10-K	0001213900-26-034104
38	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsInequityEarnings	\$677,000	2025-12-31	2026-03-25	10-K	0001213900-26-034104
39	income tax	us-gaap:IncomeTaxExpenseBenefit	\$120,000	2025-12-31	2026-03-25	10-K	0001213900-26-034104
40	current assets	us-gaap:AssetsCurrent	\$45.5M	2024-12-31	2026-03-25	10-K	0001213900-26-034104
41	current liabilities	us-gaap:LiabilitiesCurrent	\$22.2M	2024-12-31	2026-03-25	10-K	0001213900-26-034104
42	assets	us-gaap:Assets	\$49.0M	2023-12-31	2025-04-14	10-K	0001213900-25-031596
43	assets	us-gaap:Assets	\$50.2M	2022-12-31	2025-01-22	10-K/A	0001213900-25-005516