

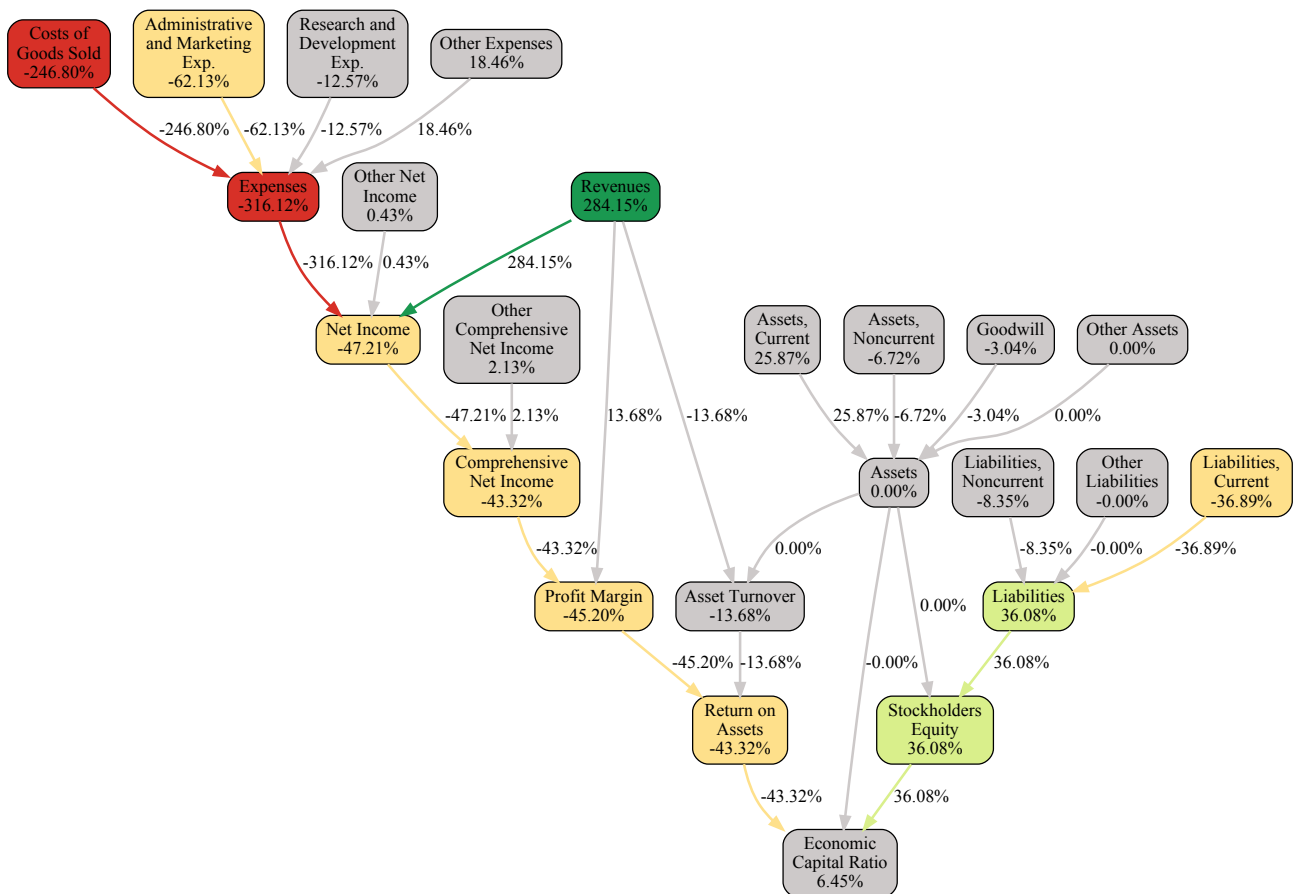


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COMPUTERS AND OFFICE EQUIPMENT 2017



FITBIT INC.
Rank 5 of 11



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The relative strengths and weaknesses of FITBIT 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 FITBIT INC. compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 284% points. The greatest weakness of FITBIT INC. is the variable Expenses, reducing the Economic Capital Ratio by 316% points.

The company's Economic Capital Ratio, given in the ranking table, is 146%, being 6.4% points above the market average of 140%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	638,158
Assets, Current	1,480,571
Assets, Noncurrent	10,448
Costs of Goods Sold	1,323,577
Goodwill	78,557
Liabilities, Current	761,932
Liabilities, Noncurrent	59,762
Other Assets	250,650
Other Comprehensive Net Income	-1,669
Other Expenses	-6,518
Other Liabilities	0
Other Net Income	3,170
Research and Development Exp.	320,191
Revenues	2,169,461

Output Variable	Value in 1000 USD
Liabilities	821,694
Assets	1,820,226
Expenses	2,275,408
Stockholders Equity	998,532
Net Income	-102,777
Comprehensive Net Income	-104,446
Asset Turnover	119%
Profit Margin	-4.8%
Return on Assets	-5.7%
Economic Capital Ratio	146%

