



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 248% points. The greatest weakness of FITBIT INC. is the variable Expenses, reducing the Economic Capital Ratio by 218% points.

The company's Economic Capital Ratio, given in the ranking table, is 59%, being 91% points below the market average of 150%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	548,976
Assets, Current	1,384,365
Assets, Noncurrent	15,420
Costs of Goods Sold	924,618
Goodwill	73,392
Liabilities, Current	701,300
Liabilities, Noncurrent	49,884
Other Assets	108,898
Other Comprehensive Net Income	969
Other Expenses	82,548
Other Liabilities	6,928
Other Net Income	6,443
Research and Development Exp.	343,012
Revenues	1,615,519

Output Variable	Value in 1000 USD
Liabilities	758,112
Assets	1,582,075
Expenses	1,899,154
Stockholders Equity	823,963
Net Income	-277,192
Comprehensive Net Income	-276,223
Asset Turnover	102%
Profit Margin	-17%
Return on Assets	-17%
Economic Capital Ratio	59%