

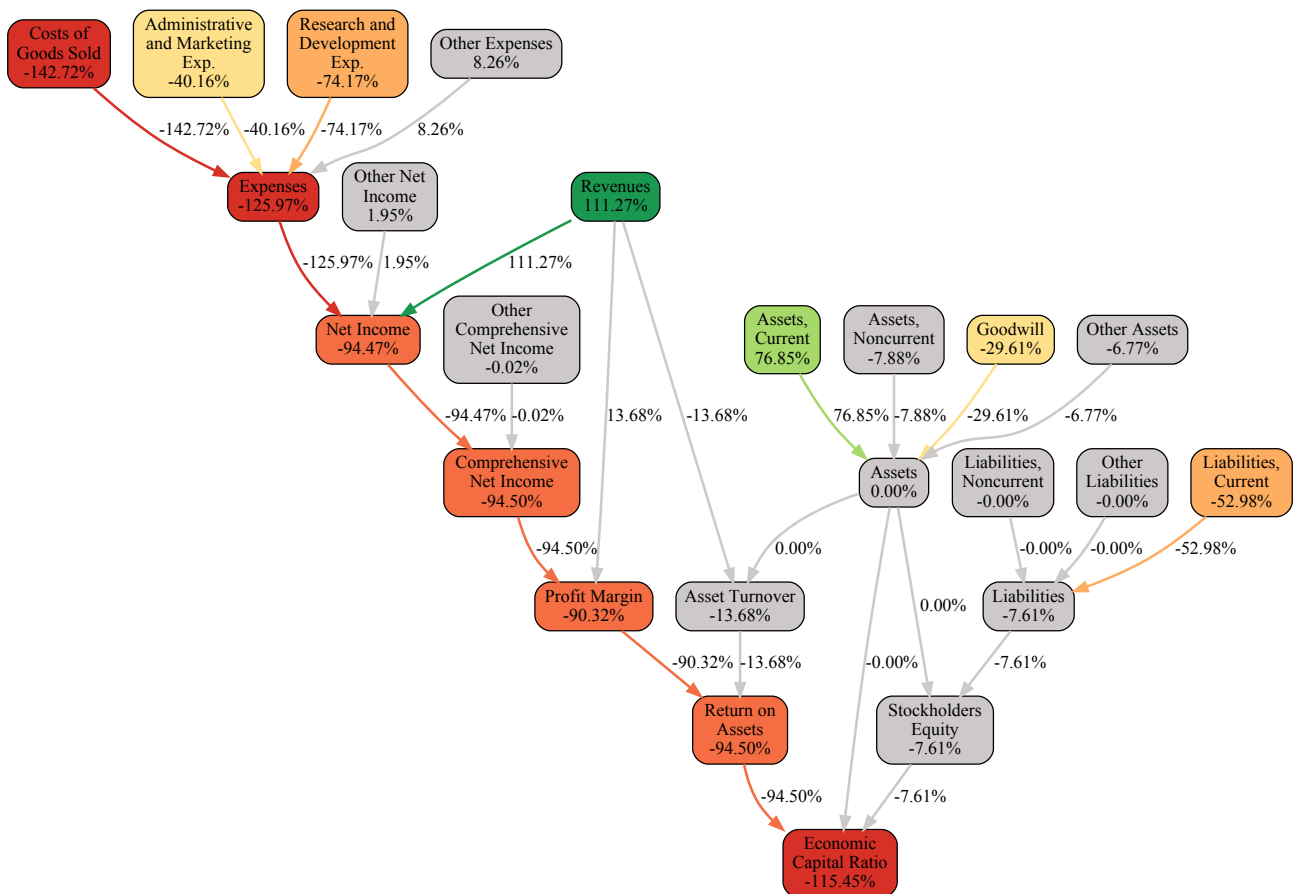


RealRate

COMPUTERS AND OFFICE EQUIPMENT 2019



FITBIT INC.
Rank 22 of 27



RealRate

• Financial Strength Rankings using Artificial Intelligence

• www.realrate.ai

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 111% points. The greatest weakness of FITBIT INC. is the variable Costs of Goods Sold, reducing the Economic Capital Ratio by 143% points.

The company's Economic Capital Ratio, given in the ranking table, is 82%, being 115% points below the market average of 197%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	460,718
Assets, Current	1,311,811
Assets, Noncurrent	8,362
Costs of Goods Sold	908,404
Goodwill	84,599
Liabilities, Current	719,383
Liabilities, Noncurrent	60,226
Other Assets	110,775
Other Comprehensive Net Income	-57
Other Expenses	1,700
Other Liabilities	0
Other Net Income	5,166
Research and Development Exp.	332,169
Revenues	1,511,983

Output Variable	Value in 1000 USD
Liabilities	779,609
Assets	1,515,547
Expenses	1,702,991
Stockholders Equity	735,938
Net Income	-185,842
Comprehensive Net Income	-185,899
Asset Turnover	100%
Profit Margin	-12%
Return on Assets	-12%
Economic Capital Ratio	82%