

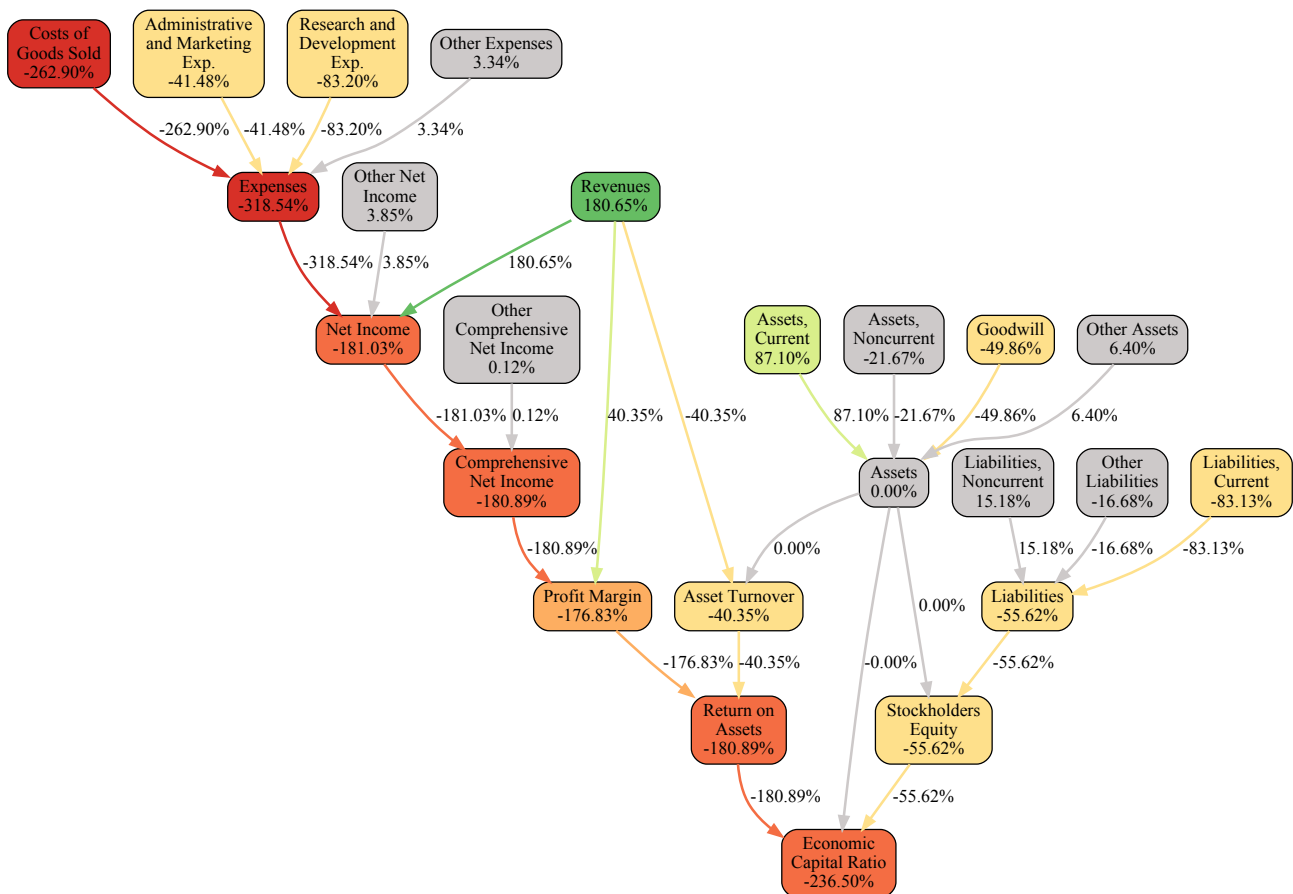


RealRate

# COMPUTERS AND OFFICE EQUIPMENT 2020



FITBIT INC.  
Rank 26 of 27



RealRate

• Financial Strength Rankings using Artificial Intelligence

• [www.realrate.ai](http://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 181% points. The greatest weakness of FITBIT INC. is the variable Expenses, reducing the Economic Capital Ratio by 319% points.

The company's Economic Capital Ratio, given in the ranking table, is -35%, being 237% points below the market average of 201%.

| Input Variable                    | Value in 1000 USD |
|-----------------------------------|-------------------|
| Administrative and Marketing Exp. | 448,031           |
| Assets, Current                   | 1,119,752         |
| Assets, Noncurrent                | 9,684             |
| Costs of Goods Sold               | 1,007,116         |
| Goodwill                          | 81,558            |
| Liabilities, Current              | 764,610           |
| Liabilities, Noncurrent           | 48,311            |
| Other Assets                      | 157,092           |
| Other Comprehensive Net Income    | 254               |
| Other Expenses                    | 11,646            |
| Other Liabilities                 | 67,902            |
| Other Net Income                  | 11,648            |
| Research and Development Exp.     | 300,354           |
| Revenues                          | 1,434,788         |

| Output Variable          | Value in 1000 USD |
|--------------------------|-------------------|
| Liabilities              | 880,823           |
| Assets                   | 1,368,086         |
| Expenses                 | 1,767,147         |
| Stockholders Equity      | 487,263           |
| Net Income               | -320,711          |
| Comprehensive Net Income | -320,457          |
| Asset Turnover           | 105%              |
| Profit Margin            | -22%              |
| Return on Assets         | -23%              |
| Economic Capital Ratio   | -35%              |