

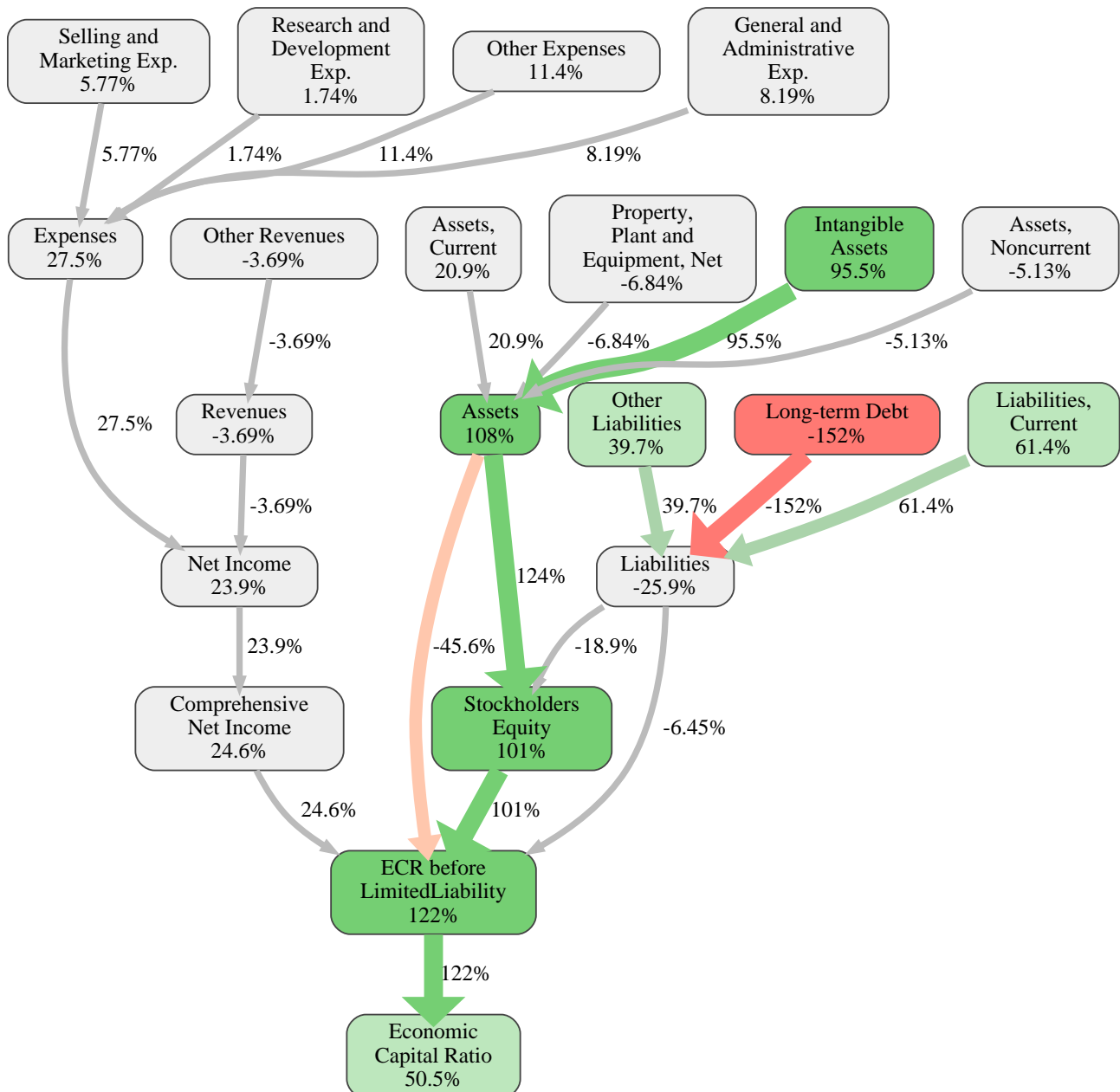


RealRate

# SERVICES-PREPACKAGED SOFTWARE 2014

ACTIVISION. BLIZZARD

Activision Blizzard Inc  
Rank 75 of 160



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The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 108% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 152% points.

The company's Economic Capital Ratio, given in the ranking table, is 395%, being 50% points above the market average of 344%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 6,241,000            |
| Assets, Noncurrent                 | 35,000               |
| General and Administrative Exp.    | 490,000              |
| Intangible Assets                  | 7,135,000            |
| Liabilities, Current               | 2,405,000            |
| Long-term Debt                     | 4,965,000            |
| Other Assets                       | 463,000              |
| Other Compr. Net Income            | 94,000               |
| Other Expenses                     | 1,840,000            |
| Other Liabilities                  | 20,000               |
| Other Net Income                   | -53,000              |
| Other Revenues                     | 4,583,000            |
| Property, Plant and Equipment, Net | 138,000              |
| Research and Development Exp.      | 584,000              |
| Selling and Marketing Exp.         | 606,000              |

| Output Variable              | Value in<br>1000 USD |
|------------------------------|----------------------|
| Liabilities                  | 7,390,000            |
| Assets                       | 14,012,000           |
| Expenses                     | 3,520,000            |
| Revenues                     | 4,583,000            |
| Stockholders Equity          | 6,622,000            |
| Net Income                   | 1,010,000            |
| Comprehensive Net Income     | 1,104,000            |
| ECR before Limited Liability | 215%                 |
| Economic Capital Ratio       | 395%                 |