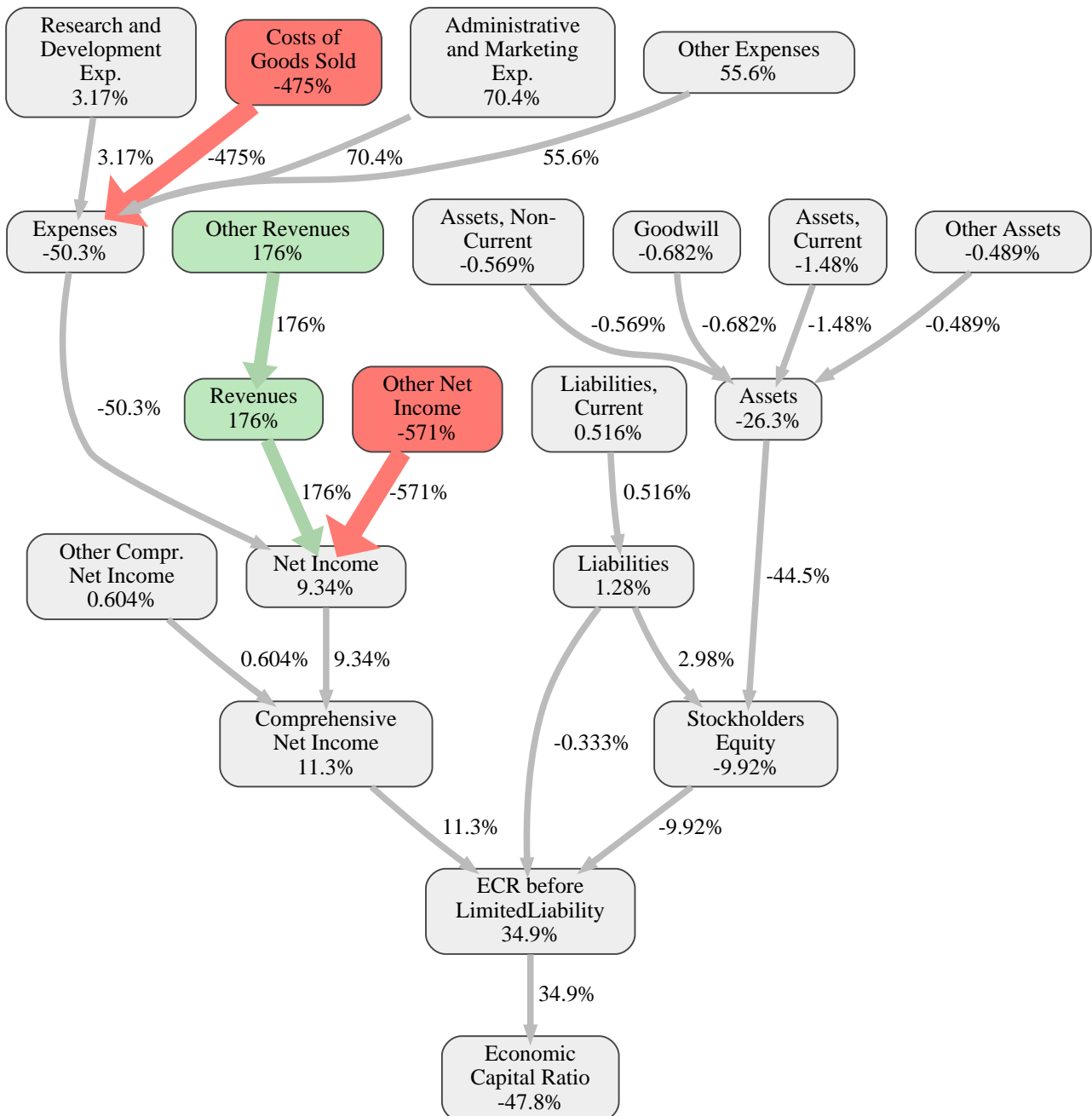




RealRate

COMPUTERS 2017

Fitbit INC
Rank 18 of 30





COMPUTERS 2017

Fitbit INC
Rank 18 of 30



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 Other Revenues, increasing the Economic Capital Ratio by 176% points. The greatest weakness of Fitbit INC is the variable Other Net Income, reducing the Economic Capital Ratio by 571% points.

The company's Economic Capital Ratio, given in the ranking table, is 178%, being 48% points below the market average of 225%.

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

| Output Variable | Value in 1000 USD |
|-----------------------------|-------------------|
| Liabilities | 821,694 |
| Assets | 1,820,226 |
| Expenses | 2,275,408 |
| Revenues | 2,169,461 |
| Stockholders Equity | 998,532 |
| Net Income | -102,777 |
| Comprehensive Net Income | -104,446 |
| BaseVar | 19,965,237 |
| ECR before LimitedLiability | -28% |
| Economic Capital Ratio | 178% |