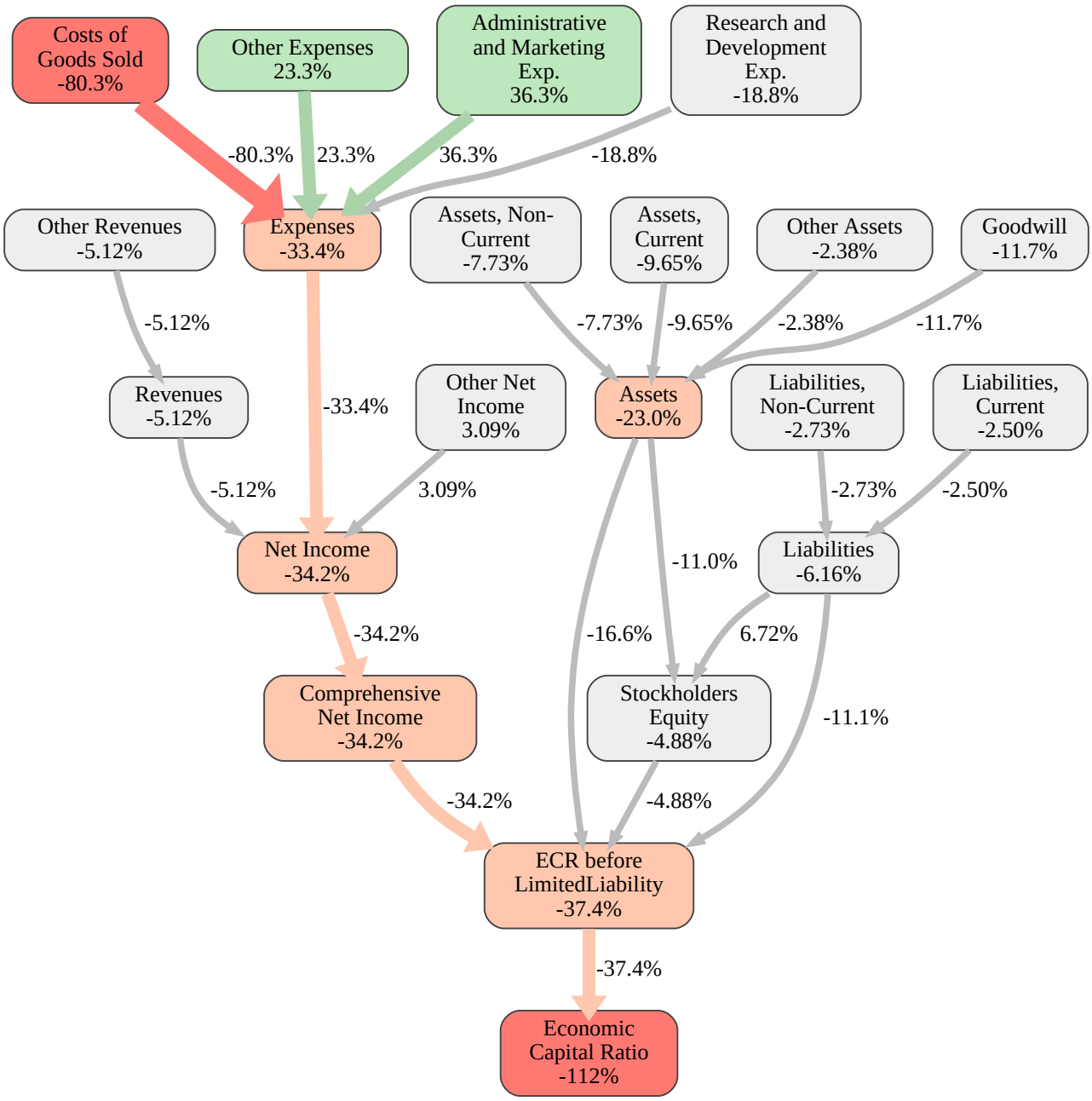
COMPUTERS 2020

Fitbit INC
Rank 22 of 25



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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 Administrative and Marketing Exp., increasing the Economic Capital Ratio by 36% points.The greatest weakness of Fitbit INC is the variable Costs of Goods Sold, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 141%, being 112% points below the market average of 252%.

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

Output Variable	Value in 1000 USD
Liabilities	880,823
Assets	1,368,086
Expenses	1,767,147
Revenues	1,434,788
Stockholders Equity	487,263
Net Income	-320,711
Comprehensive Net Income	-320,457
BaseVar	14,590,432
ECR before LimitedLiability	-217%
Economic Capital Ratio	141%