

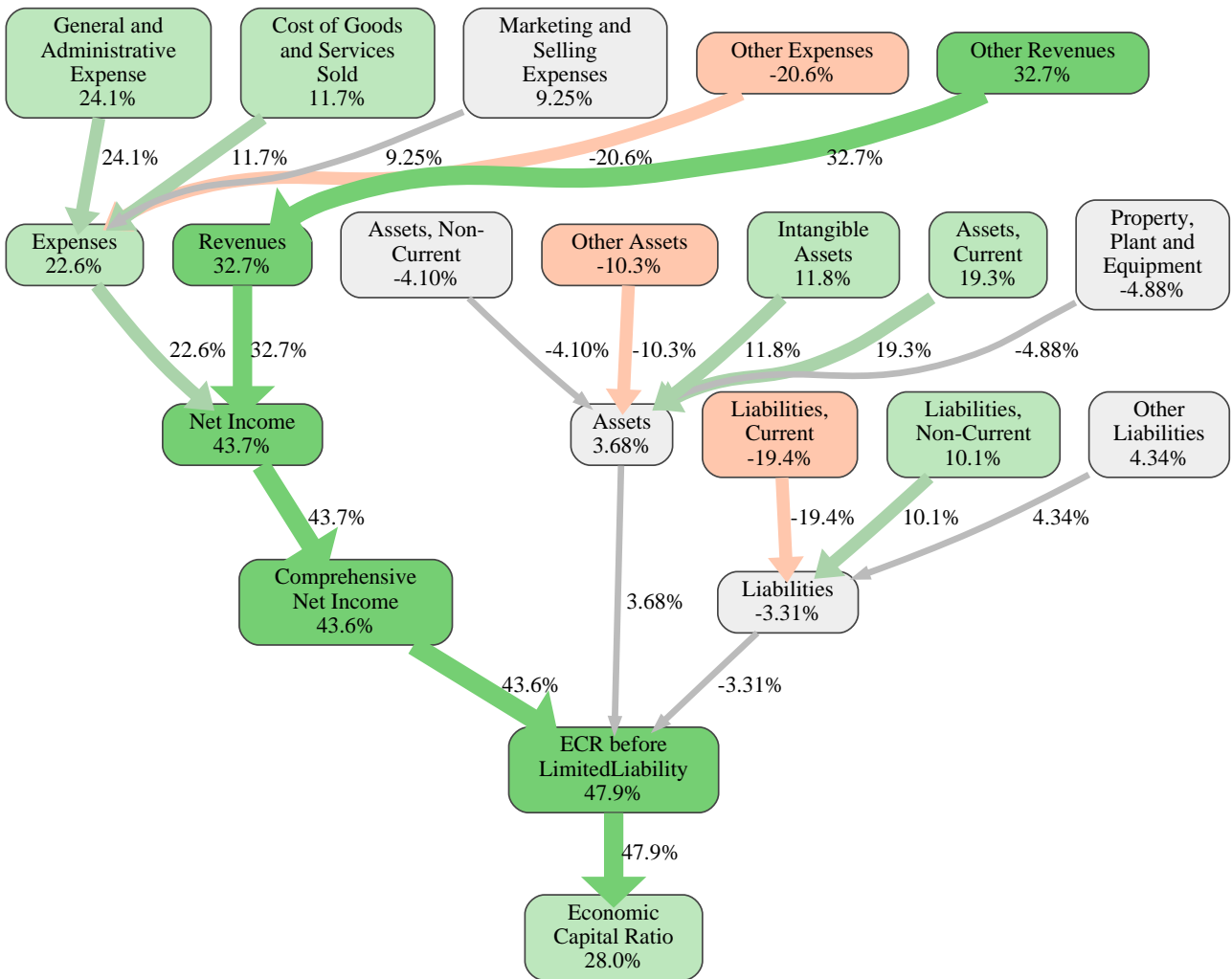


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# ADVERTISING 2012

Omnicom Group INC  
Rank 7 of 19

OmnicomGroup





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## Omnicom Group INC Rank 7 of 19

OmnicomGroup

The relative strengths and weaknesses of Omnicom Group 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 Omnicom Group INC compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 44% points. The greatest weakness of Omnicom Group INC is the variable Other Expenses, reducing the Economic Capital Ratio by 21% points.

The company's Economic Capital Ratio, given in the ranking table, is 117%, being 28% points above the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	10,421,500
Assets, Non-Current	292,100
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	8,924,700
Liabilities, Current	11,671,000
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	184,200
Other Compr. Net Income	-193,100
Other Expenses	12,865,300
Other Liabilities	0
Other Net Income	53,200
Other Revenues	13,872,500
Property, Plant and Equipment	682,900

Output Variable	Value in 1000 USD
Assets	20,505,400
Liabilities	11,671,000
Expenses	12,865,300
Revenues	13,872,500
Stockholders Equity	8,834,400
Net Income	1,060,400
Comprehensive Net Income	867,300
BaseVar	29,580,250
ECR before LimitedLiability	48%
Economic Capital Ratio	117%