

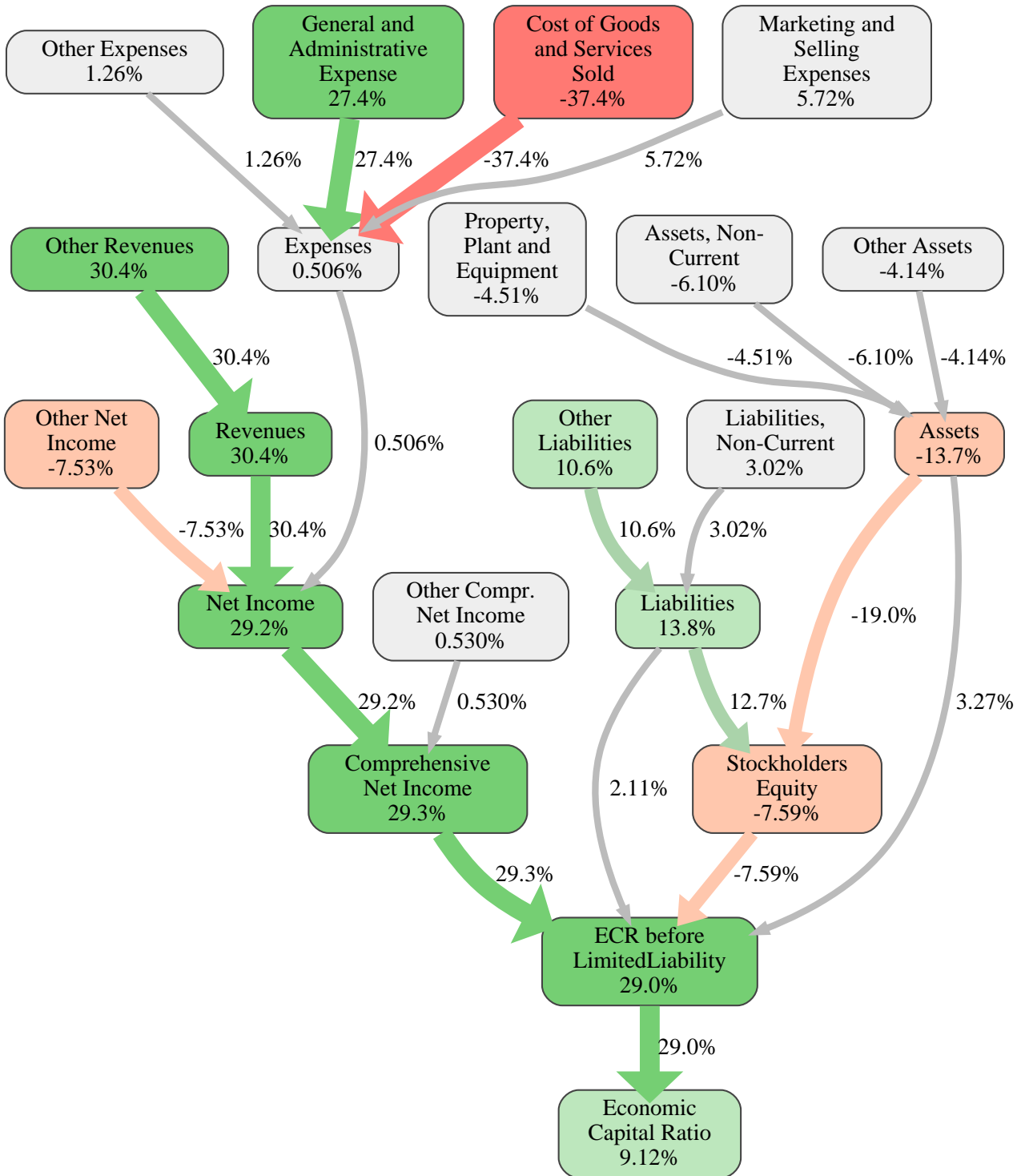


RealRate

# ADVERTISING 2015

Groupon Inc  
Rank 14 of 29

**GROUPON**





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The relative strengths and weaknesses of Groupon 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 Groupon Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 30% points. The greatest weakness of Groupon Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 101%, being 9.1% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	1,401,329
Assets, Non-Current	19,293
Cost of Goods and Services Sold	1,642,502
General and Administrative Expense	0
Intangible Assets	558,367
Liabilities, Current	1,325,596
Liabilities, Non-Current	136,284
Marketing and Selling Expenses	269,043
Other Assets	66,133
Other Compr. Net Income	1,762
Other Expenses	1,310,709
Other Liabilities	773
Other Net Income	-33,353
Other Revenues	3,191,688
Property, Plant and Equipment	182,475

Output Variable	Value in 1000 USD
Assets	2,227,597
Liabilities	1,462,653
Expenses	3,222,254
Revenues	3,191,688
Stockholders Equity	764,944
Net Income	-63,919
Comprehensive Net Income	-62,157
BaseVar	5,069,654
ECR before LimitedLiability	29%
Economic Capital Ratio	101%