

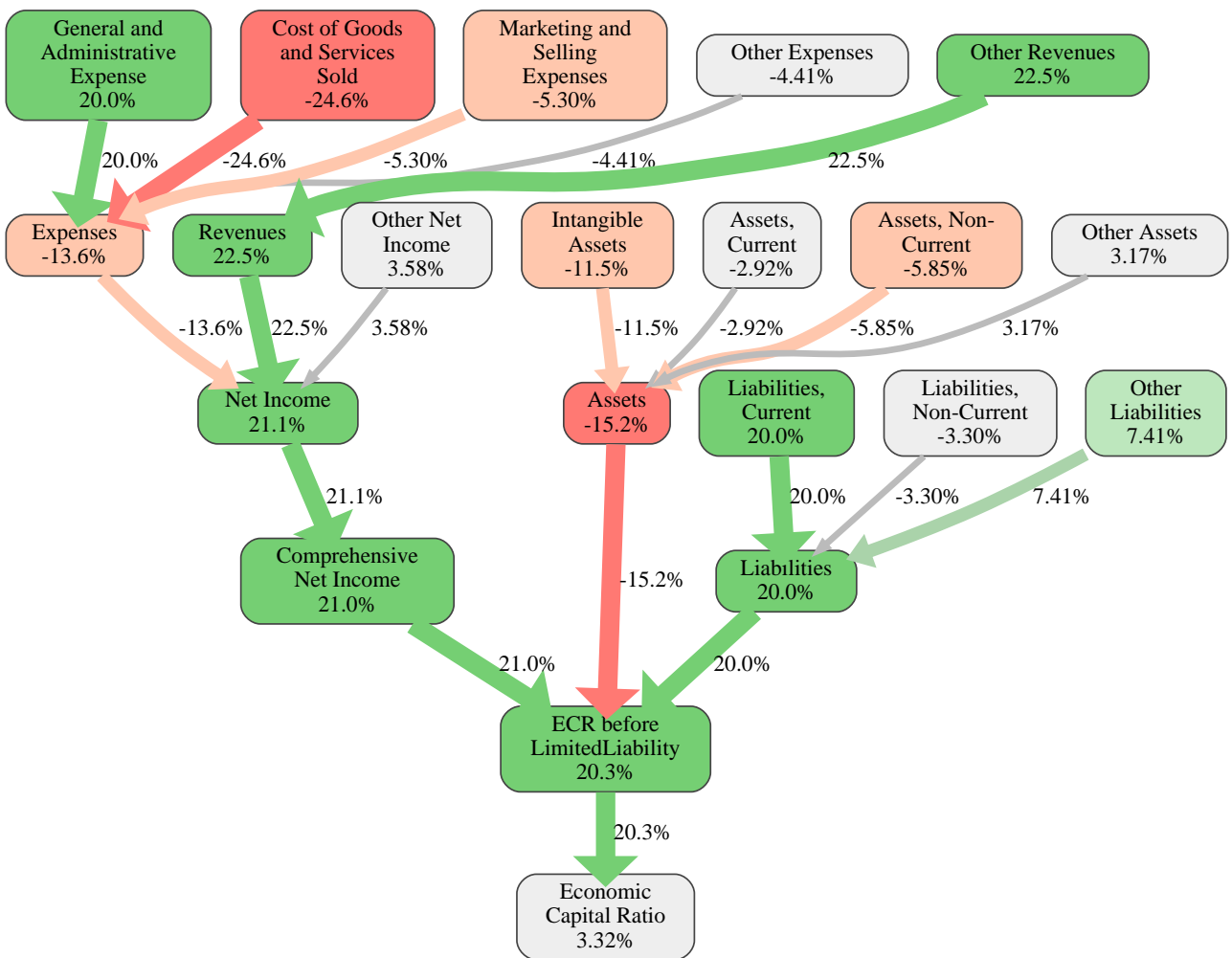


RealRate

# ADVERTISING 2020

Groupon Inc  
Rank 11 of 25

**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 Revenues, increasing the Economic Capital Ratio by 22% points. The greatest weakness of Groupon Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 94%, being 3.3% points above the market average of 91%.

Input Variable	Value in 1000 USD
Assets, Current	887,913
Assets, Non-Current	28,605
Cost of Goods and Services Sold	1,032,786
General and Administrative Expense	0
Intangible Assets	360,309
Liabilities, Current	821,547
Liabilities, Non-Current	370,150
Marketing and Selling Expenses	339,355
Other Assets	184,966
Other Compr. Net Income	-6,203
Other Expenses	807,737
Other Liabilities	0
Other Net Income	-50,732
Other Revenues	2,218,915
Property, Plant and Equipment	124,950

Output Variable	Value in 1000 USD
Assets	1,586,743
Liabilities	1,191,697
Expenses	2,179,878
Revenues	2,218,915
Stockholders Equity	395,046
Net Income	-11,695
Comprehensive Net Income	-17,898
BaseVar	3,617,084
ECR before LimitedLiability	21%
Economic Capital Ratio	94%