

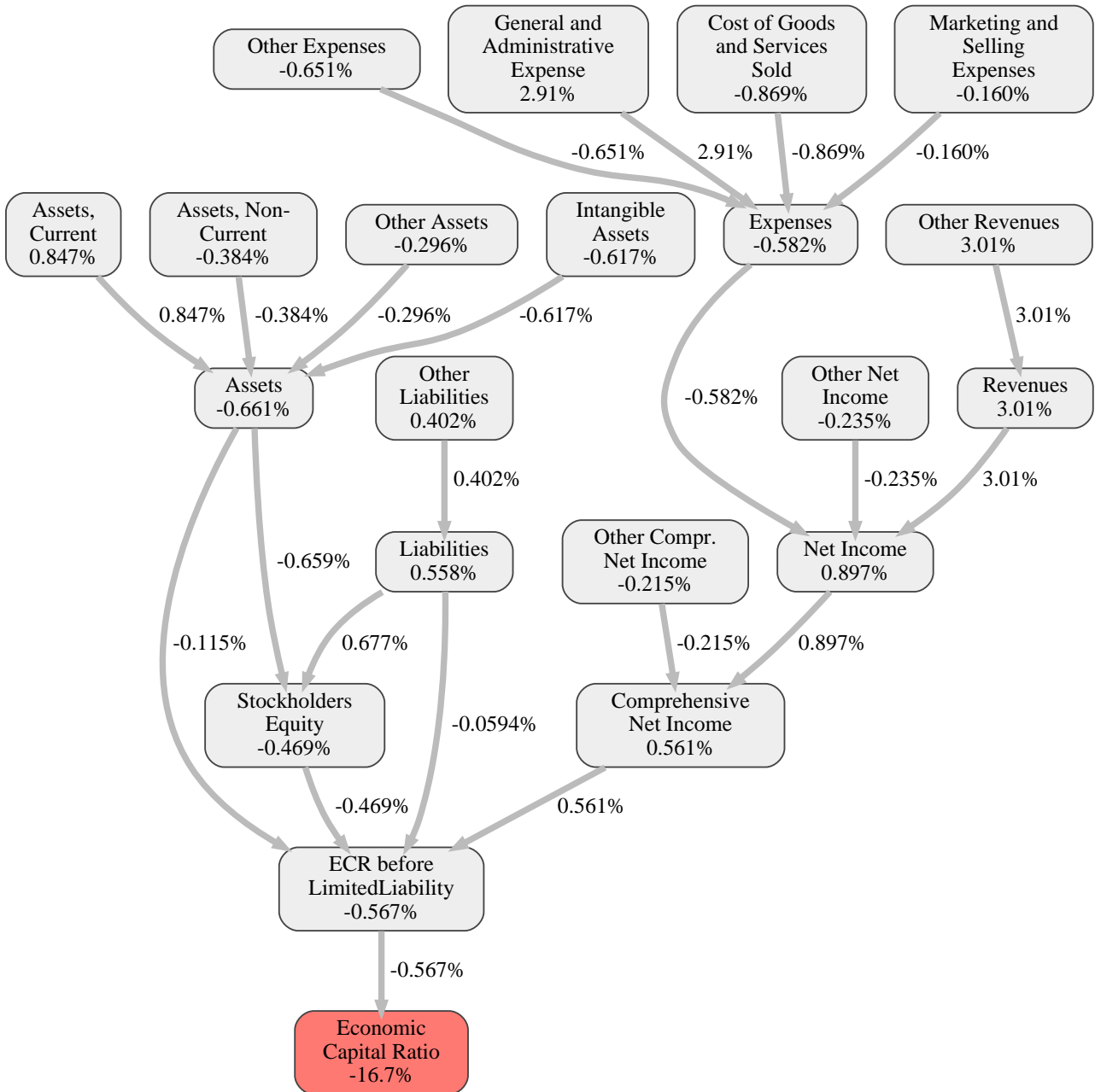


RealRate

# ADVERTISING 2021

Groupon Inc  
Rank 18 of 27

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 3.0% points. The greatest weakness of Groupon Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 0.87% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 17% points below the market average of 90%.

Input Variable	Value in 1000 USD
Assets, Current	934,026
Assets, Non-Current	34,327
Cost of Goods and Services Sold	739,574
General and Administrative Expense	0
Intangible Assets	244,850
Liabilities, Current	938,988
Liabilities, Non-Current	364,845
Marketing and Selling Expenses	154,534
Other Assets	113,020
Other Compr. Net Income	-37,723
Other Expenses	792,354
Other Liabilities	0
Other Net Income	-16,586
Other Revenues	1,416,868
Property, Plant and Equipment	85,284

Output Variable	Value in 1000 USD
Assets	1,411,507
Liabilities	1,303,833
Expenses	1,686,462
Revenues	1,416,868
Stockholders Equity	107,674
Net Income	-286,180
Comprehensive Net Income	-323,903
BaseVar	2,936,490
ECR before LimitedLiability	-18%
Economic Capital Ratio	73%