





RealRate

# ADVERTISING 2023

Groupon Inc  
Rank 19 of 28



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 General and Administrative Expense, increasing the Economic Capital Ratio by 4.9% points. The greatest weakness of Groupon Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 72%, being 22% points below the market average of 94%.

Input Variable	Value in 1000 USD
Assets, Current	367,351
Assets, Non-Current	27,491
Cost of Goods and Services Sold	76,261
General and Administrative Expense	0
Intangible Assets	208,453
Liabilities, Current	531,440
Liabilities, Non-Current	252,819
Marketing and Selling Expenses	149,231
Other Assets	133,091
Other Compr. Net Income	4,526
Other Expenses	583,818
Other Liabilities	0
Other Net Income	-24,155
Other Revenues	599,085
Property, Plant and Equipment	56,731

Output Variable	Value in 1000 USD
Assets	793,117
Liabilities	784,259
Expenses	809,310
Revenues	599,085
Stockholders Equity	8,858
Net Income	-234,380
Comprehensive Net Income	-229,854
BaseVar	1,507,226
ECR before LimitedLiability	-28%
Economic Capital Ratio	72%