

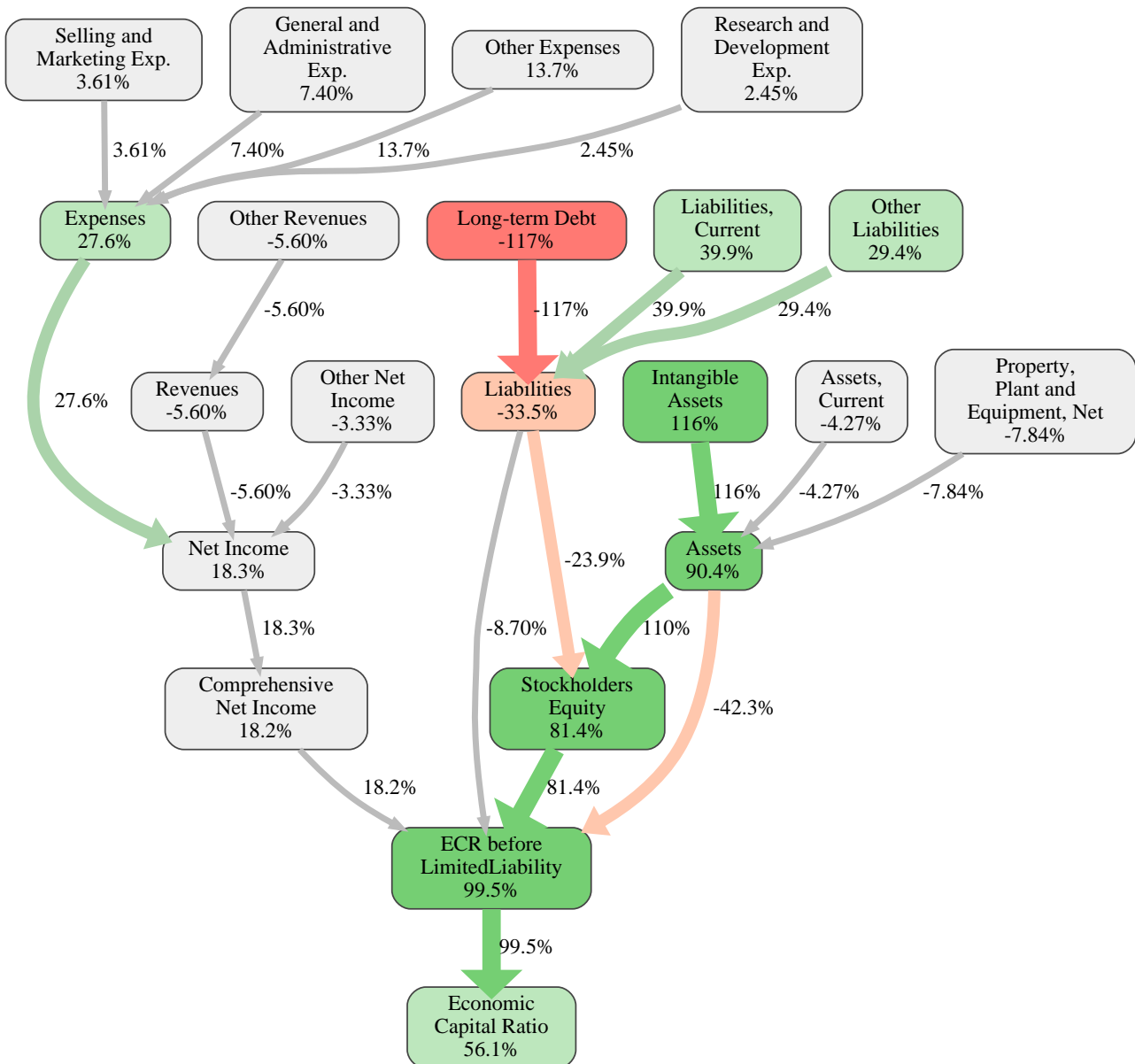


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Activision Blizzard Inc Rank 48 of 121





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The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 116% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 117% points.

The company's Economic Capital Ratio, given in the ranking table, is 403%, being 56% points above the market average of 347%.

Input Variable	Value in 1000 USD
Assets, Current	6,520,000
Assets, Noncurrent	440,000
General and Administrative Exp.	760,000
Intangible Assets	10,869,000
Liabilities, Current	3,684,000
Long-term Debt	5,522,000
Other Assets	545,000
Other Compr. Net Income	-9,000
Other Expenses	3,379,000
Other Liabilities	0
Other Net Income	-158,000
Other Revenues	7,017,000
Property, Plant and Equipment, Net	294,000
Research and Development Exp.	1,069,000
Selling and Marketing Exp.	1,378,000

Output Variable	Value in 1000 USD
Liabilities	9,206,000
Assets	18,668,000
Expenses	6,586,000
Revenues	7,017,000
Stockholders Equity	9,462,000
Net Income	273,000
Comprehensive Net Income	264,000
BaseVar	20,822,000
ECR before LimitedLiability	226%
Economic Capital Ratio	403%