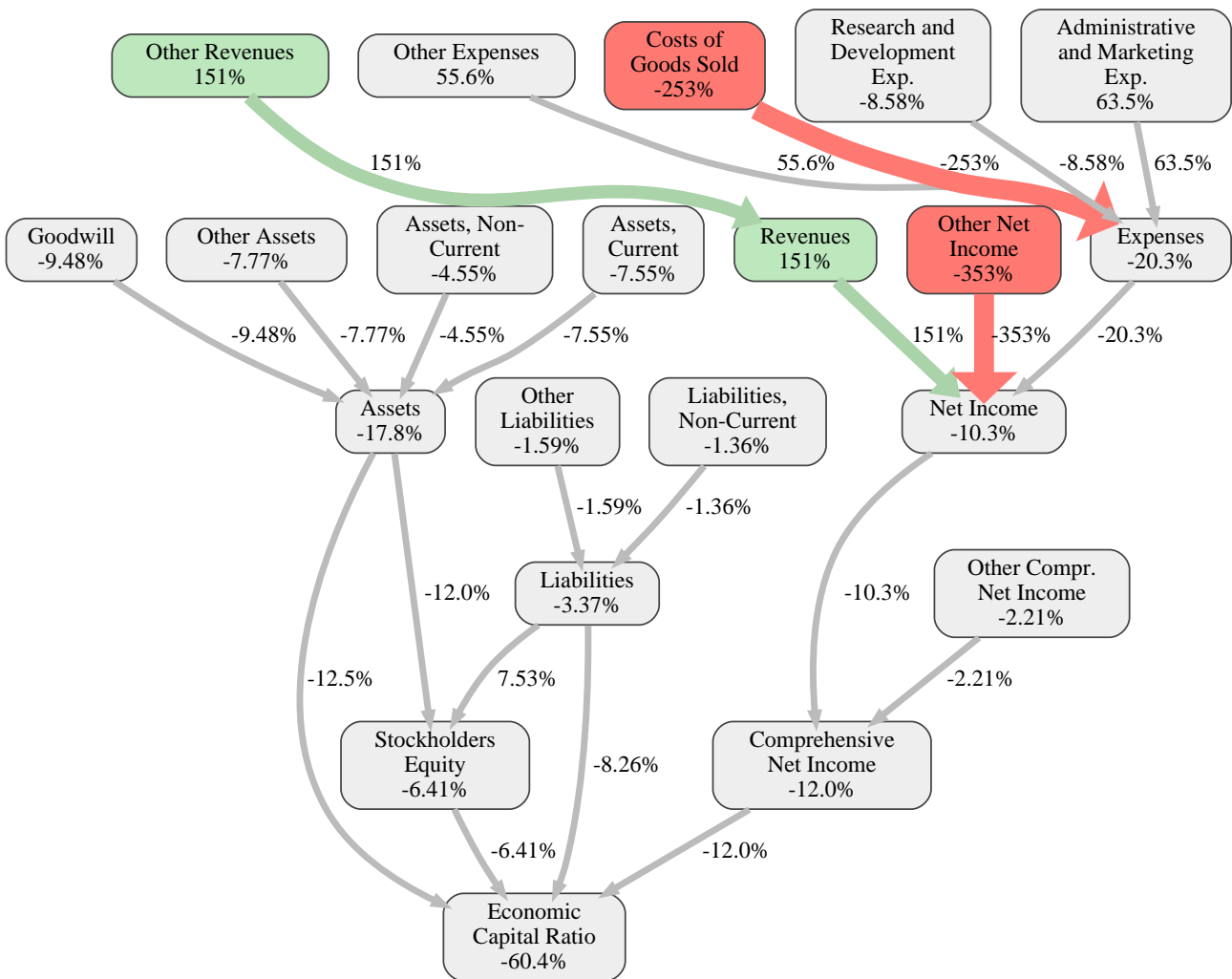




RealRate

COMPUTERS 2018

Fitbit INC
Rank 22 of 28





COMPUTERS 2018

Fitbit INC
Rank 22 of 28



The relative strengths and weaknesses of Fitbit 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 Fitbit INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 151% points. The greatest weakness of Fitbit INC is the variable Other Net Income, reducing the Economic Capital Ratio by 353% points.

The company's Economic Capital Ratio, given in the ranking table, is 156%, being 60% points below the market average of 217%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	548,976
Assets, Current	1,384,365
Assets, Non-Current	15,420
Costs of Goods Sold	924,618
Goodwill	73,392
Liabilities, Current	701,300
Liabilities, Non-Current	49,884
Other Assets	108,898
Other Compr. Net Income	969
Other Expenses	82,548
Other Liabilities	6,928
Other Net Income	6,443
Other Revenues	1,615,519
Research and Development Exp.	343,012

Output Variable	Value in 1000 USD
Liabilities	758,112
Assets	1,582,075
Expenses	1,899,154
Revenues	1,615,519
Stockholders Equity	823,963
Net Income	-277,192
Comprehensive Net Income	-276,223
BaseVar	15,927,630
ECR before LimitedLiability	-163%
Economic Capital Ratio	156%