

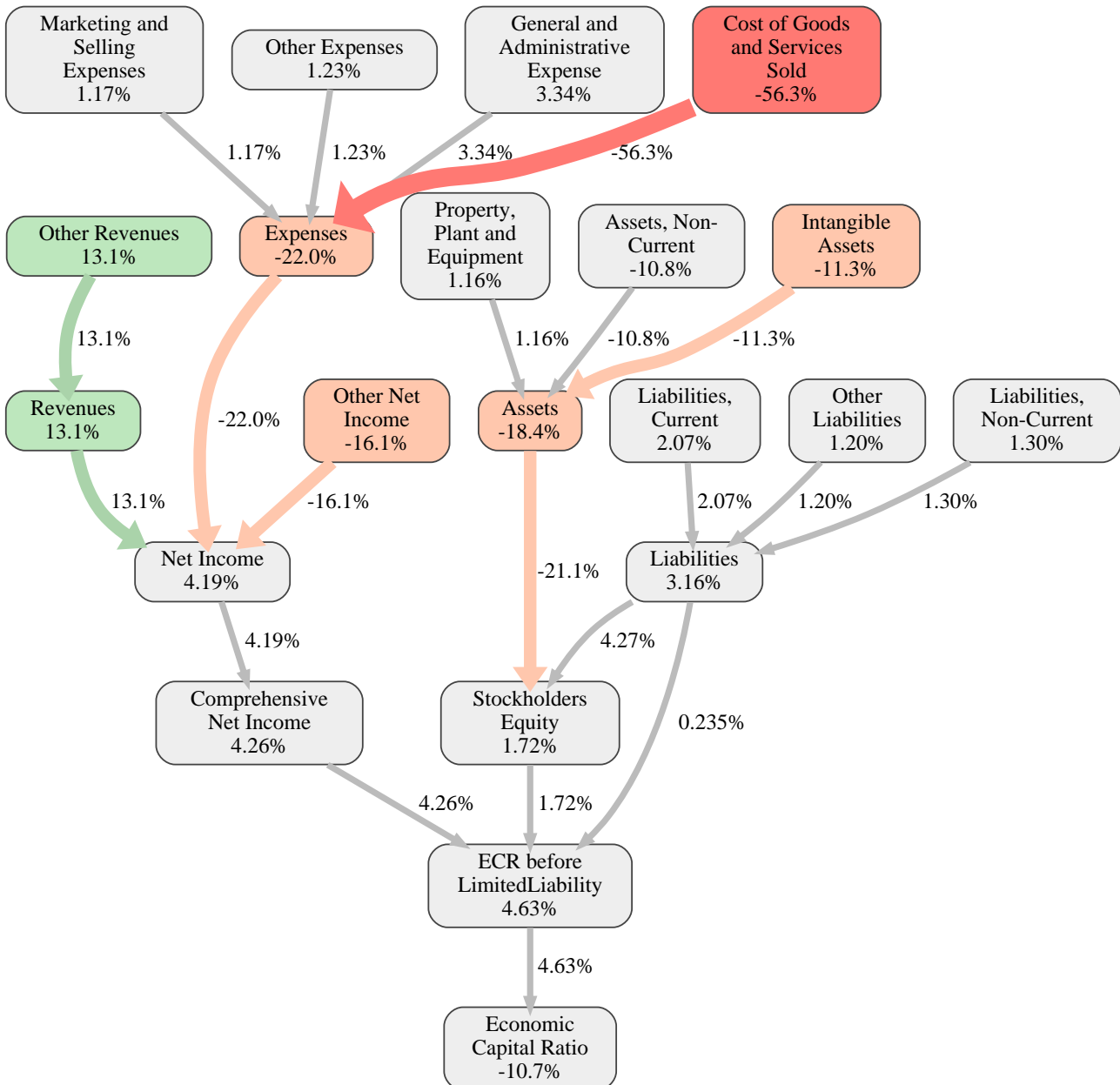


RealRate

# ADVERTISING 2017

Groupon Inc  
Rank 13 of 26

GROUPON





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**GROUPON**

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 13% points. The greatest weakness of Groupon Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 56% points.

The company's Economic Capital Ratio, given in the ranking table, is 75%, being 11% points below the market average of 86%.

Input Variable	Value in 1000 USD
Assets, Current	1,091,936
Assets, Non-Current	24,445
Cost of Goods and Services Sold	1,786,451
General and Administrative Expense	0
Intangible Assets	326,877
Liabilities, Current	1,213,051
Liabilities, Non-Current	279,049
Marketing and Selling Expenses	362,951
Other Assets	147,113
Other Compr. Net Income	6,846
Other Expenses	1,101,168
Other Liabilities	4,215
Other Net Income	-87,371
Other Revenues	3,143,354
Property, Plant and Equipment	171,006

Output Variable	Value in 1000 USD
Assets	1,761,377
Liabilities	1,496,315
Expenses	3,250,570
Revenues	3,143,354
Stockholders Equity	265,062
Net Income	-194,587
Comprehensive Net Income	-187,741
BaseVar	4,872,916
ECR before LimitedLiability	1.2%
Economic Capital Ratio	75%