





ADVERTISING 2018

Omnicom Group INC Rank 7 of 23

OmnicomGroup

The relative strengths and weaknesses of Omnicom Group 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 Omnicom Group INC compared to the market average is the variable Comprehensive Net Income, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Omnicom Group INC is the variable Other Expenses, reducing the Economic Capital Ratio by 21% points.

The company's Economic Capital Ratio, given in the ranking table, is 115%, being 27% points above the market average of 89%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	14,116,000	Assets	24,931,200
Assets, Non-Current	298,100	Liabilities	15,108,900
Cost of Goods and Services Sold	0	Expenses	14,134,600
General and Administrative Expense	0	Revenues	15,273,600
Intangible Assets	9,705,900	Stockholders Equity	9,822,300
Liabilities, Current	15,108,900	Net Income	1,192,200
Liabilities, Non-Current	0	Comprehensive Net Income	1,481,400
Marketing and Selling Expenses	0	BaseVar	34,895,350
Other Assets	120,300	ECR before LimitedLiability	46%
Other Compr. Net Income	289,200	Economic Capital Ratio	115%
Other Expenses	14,134,600		
Other Liabilities	0		
Other Net Income	53,200		
Other Revenues	15,273,600		
Property, Plant and Equipment	690,900		