

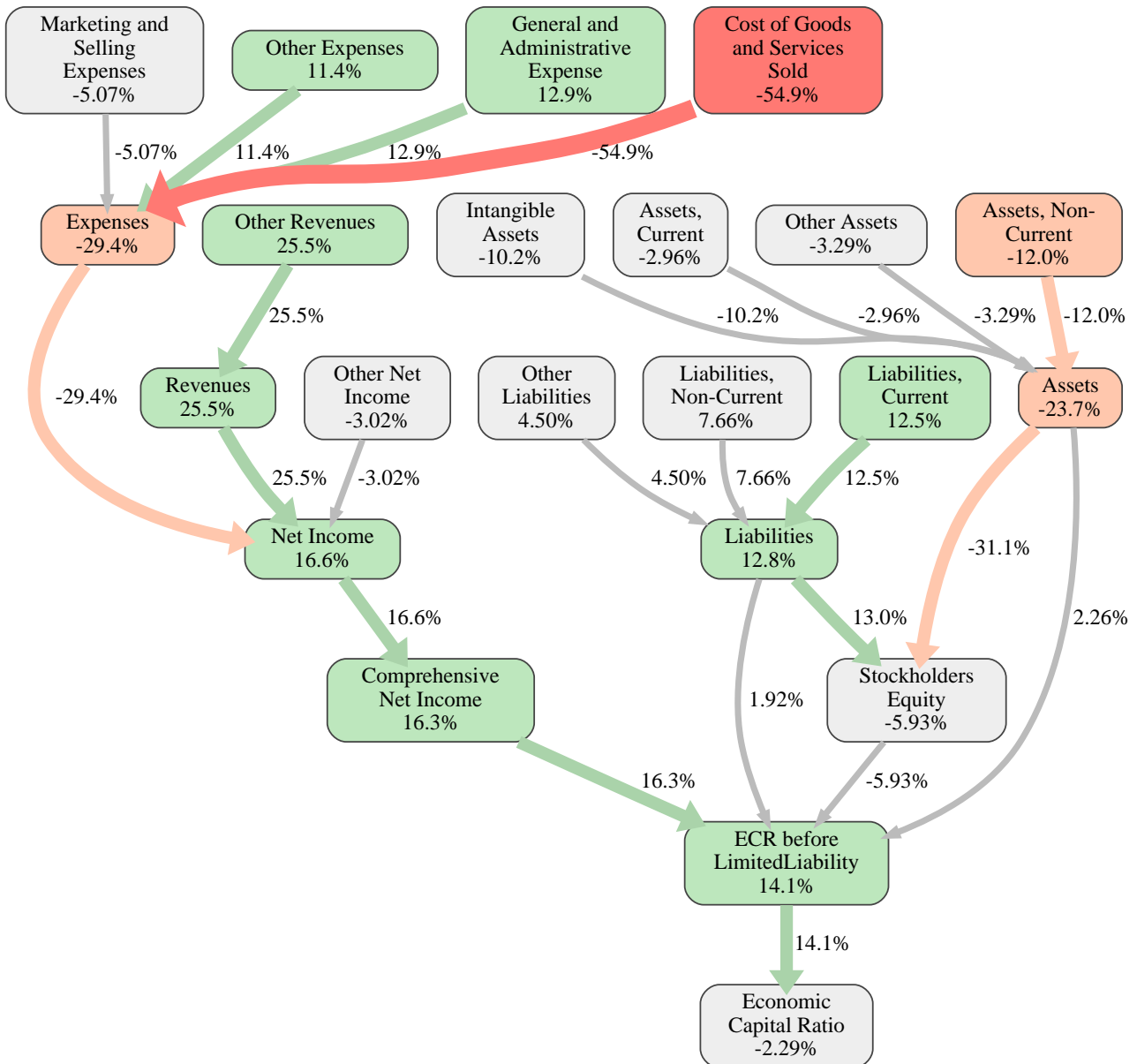


RealRate

ADVERTISING 2018

Groupon Inc
Rank 12 of 23

GROUPON





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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 25% points. The greatest weakness of Groupon Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 55% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 2.3% points below the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	1,072,448
Assets, Non-Current	12,538
Cost of Goods and Services Sold	1,510,016
General and Administrative Expense	0
Intangible Assets	306,185
Liabilities, Current	1,133,499
Liabilities, Non-Current	292,161
Marketing and Selling Expenses	400,918
Other Assets	135,189
Other Compr. Net Income	-12,168
Other Expenses	911,052
Other Liabilities	0
Other Net Income	-7,851
Other Revenues	2,843,877
Property, Plant and Equipment	151,145

Output Variable	Value in 1000 USD
Assets	1,677,505
Liabilities	1,425,660
Expenses	2,821,986
Revenues	2,843,877
Stockholders Equity	251,845
Net Income	14,040
Comprehensive Net Income	1,872
BaseVar	4,394,524
ECR before LimitedLiability	13%
Economic Capital Ratio	86%