





# ADVERTISING 2024

Omnicom Group INC  
Rank 11 of 24

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 Expenses, increasing the Economic Capital Ratio by 29% points. The greatest weakness of Omnicom Group INC is the variable Liabilities, Current, reducing the Economic Capital Ratio by 31% points.

The company's Economic Capital Ratio, given in the ranking table, is 117%, being 7.3% points above the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	15,384,200
Assets, Non-Current	223,500
Cost of Goods and Services Sold	11,982,700
General and Administrative Expense	0
Intangible Assets	11,495,600
Liabilities, Current	16,246,000
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	66,400
Other Compr. Net Income	18,500
Other Expenses	1,348,200
Other Liabilities	0
Other Net Income	111,900
Other Revenues	14,692,200
Property, Plant and Equipment	874,900

Output Variable	Value in 1000 USD
Assets	28,044,600
Liabilities	16,246,000
Expenses	13,330,900
Revenues	14,692,200
Stockholders Equity	11,798,600
Net Income	1,473,200
Comprehensive Net Income	1,491,700
BaseVar	36,222,050
ECR before LimitedLiability	48%
Economic Capital Ratio	117%