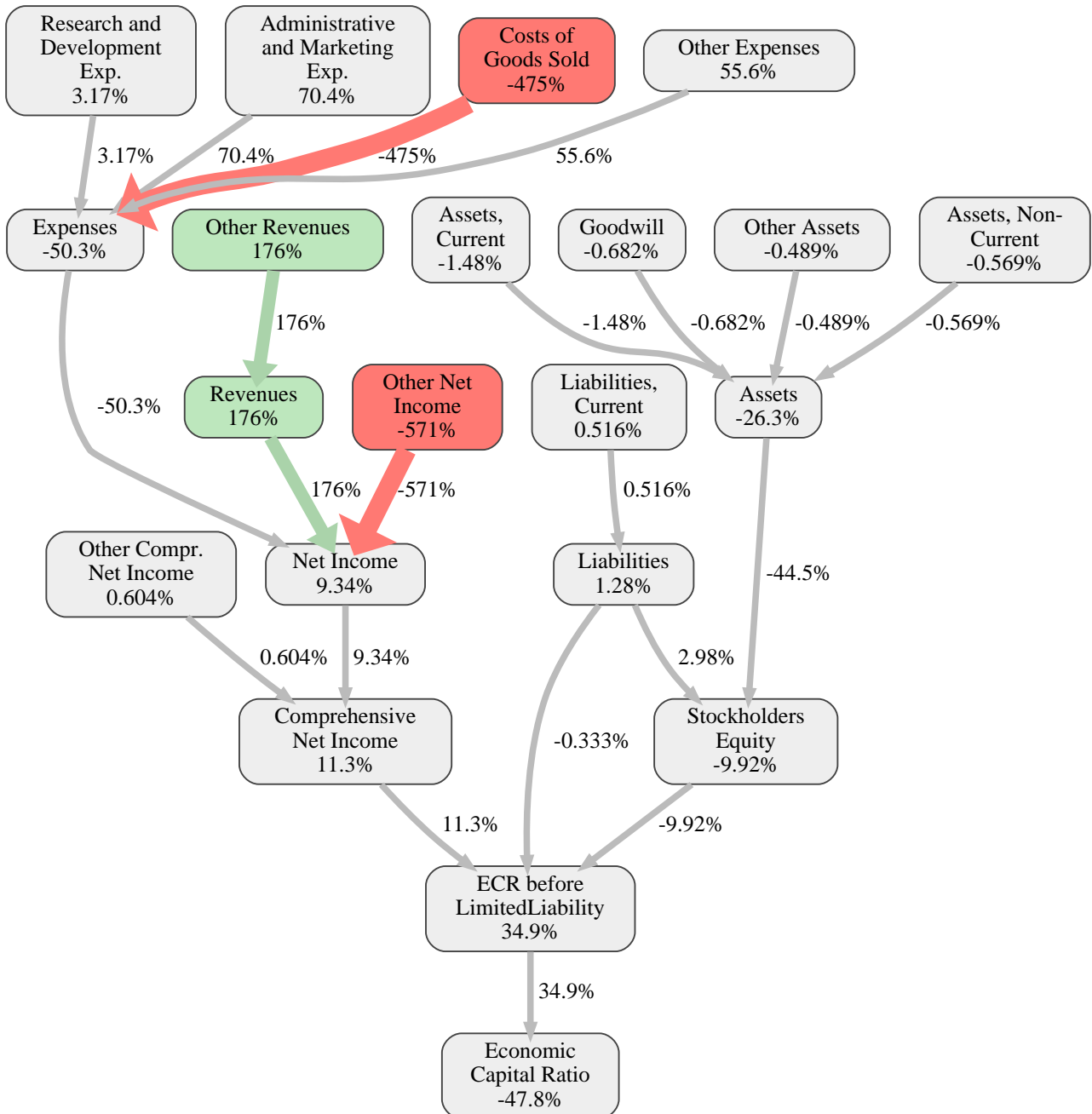




RealRate

COMPUTERS 2017

Fitbit INC
Rank 18 of 30





COMPUTERS 2017

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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 176% points. The greatest weakness of Fitbit INC is the variable Other Net Income, reducing the Economic Capital Ratio by 571% points.

The company's Economic Capital Ratio, given in the ranking table, is 178%, being 48% points below the market average of 225%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	638,158
Assets, Current	1,480,571
Assets, Non-Current	10,448
Costs of Goods Sold	1,323,577
Goodwill	78,557
Liabilities, Current	761,932
Liabilities, Non-Current	59,762
Other Assets	250,650
Other Compr. Net Income	-1,669
Other Expenses	-6,518
Other Liabilities	0
Other Net Income	3,170
Other Revenues	2,169,461
Research and Development Exp.	320,191

Output Variable	Value in 1000 USD
Liabilities	821,694
Assets	1,820,226
Expenses	2,275,408
Revenues	2,169,461
Stockholders Equity	998,532
Net Income	-102,777
Comprehensive Net Income	-104,446
BaseVar	19,965,237
ECR before LimitedLiability	-28%
Economic Capital Ratio	178%