



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 342% points. The greatest weakness of Fitbit INC is the variable Other Net Income, reducing the Economic Capital Ratio by 649% points.

The company's Economic Capital Ratio, given in the ranking table, is 350%, being 120% points above the market average of 230%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	410,534
Assets, Current	1,355,414
Assets, Non-Current	1,758
Costs of Goods Sold	956,935
Goodwill	34,373
Liabilities, Current	508,257
Liabilities, Non-Current	29,358
Other Assets	127,521
Other Compr. Net Income	654
Other Expenses	104,568
Other Liabilities	0
Other Net Income	-60,249
Other Revenues	1,857,998
Research and Development Exp.	150,035

Output Variable	Value in 1000 USD
Liabilities	537,615
Assets	1,519,066
Expenses	1,622,072
Revenues	1,857,998
Stockholders Equity	981,451
Net Income	175,677
Comprehensive Net Income	176,331
BaseVar	16,112,885
ECR before LimitedLiability	194%
Economic Capital Ratio	350%