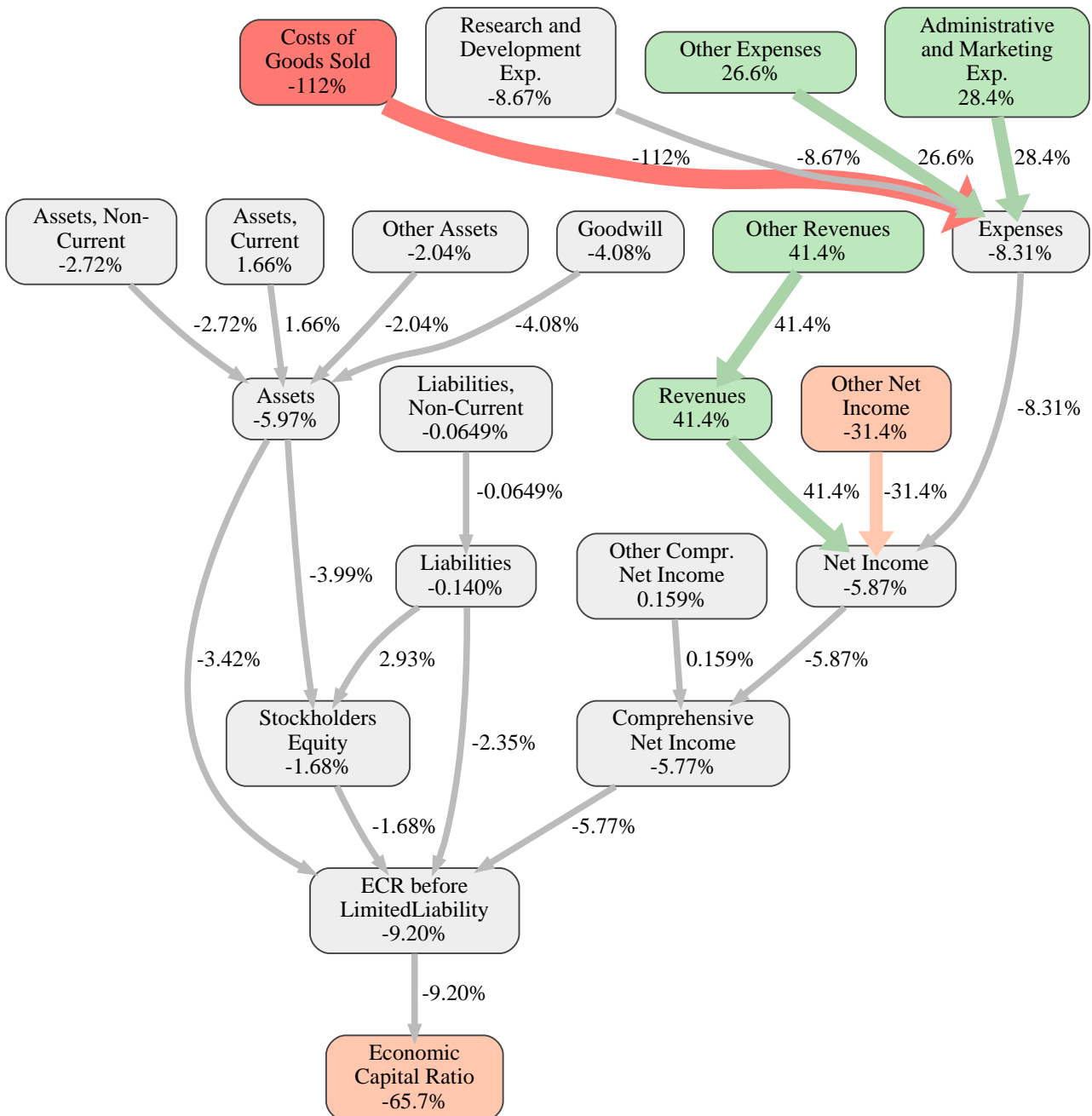




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Fitbit INC  
Rank 22 of 26





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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 41% points. The greatest weakness of Fitbit INC is the variable Costs of Goods Sold, reducing the Economic Capital Ratio by 112% points.

The company's Economic Capital Ratio, given in the ranking table, is 176%, being 66% points below the market average of 242%.

Input Variable	Value in 1000 USD
Administrative and Marketing Exp.	460,718
Assets, Current	1,311,811
Assets, Non-Current	8,362
Costs of Goods Sold	908,404
Goodwill	84,599
Liabilities, Current	719,383
Liabilities, Non-Current	60,226
Other Assets	110,775
Other Compr. Net Income	-57
Other Expenses	1,700
Other Liabilities	0
Other Net Income	5,166
Other Revenues	1,511,983
Research and Development Exp.	332,169

Output Variable	Value in 1000 USD
Liabilities	779,609
Assets	1,515,547
Expenses	1,702,991
Revenues	1,511,983
Stockholders Equity	735,938
Net Income	-185,842
Comprehensive Net Income	-185,899
BaseVar	14,865,617
ECR before LimitedLiability	-106%
Economic Capital Ratio	176%