





ADVERTISING 2011

Omnicom Group INC Rank 2 of 3

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 22% points. The greatest weakness of Omnicom Group INC is the variable Other Revenues, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 109%, being 9.0% points below the market average of 118%.

Input Variable	Value in 1000 USD
Assets, Current	10,194,100
Assets, Non-Current	332,300
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	8,087,300
Liabilities, Current	11,023,100
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	299,100
Other Compr. Net Income	-86,500
Other Expenses	460,200
Other Liabilities	0
Other Net Income	1,383,900
Other Revenues	0
Property, Plant and Equipment	653,300

Output Variable	Value in 1000 USD
Assets	19,566,100
Liabilities	11,023,100
Expenses	460,200
Revenues	0
Stockholders Equity	8,543,000
Net Income	923,700
Comprehensive Net Income	837,200
BaseVar	16,259,900
ECR before LimitedLiability	45%
Economic Capital Ratio	109%