

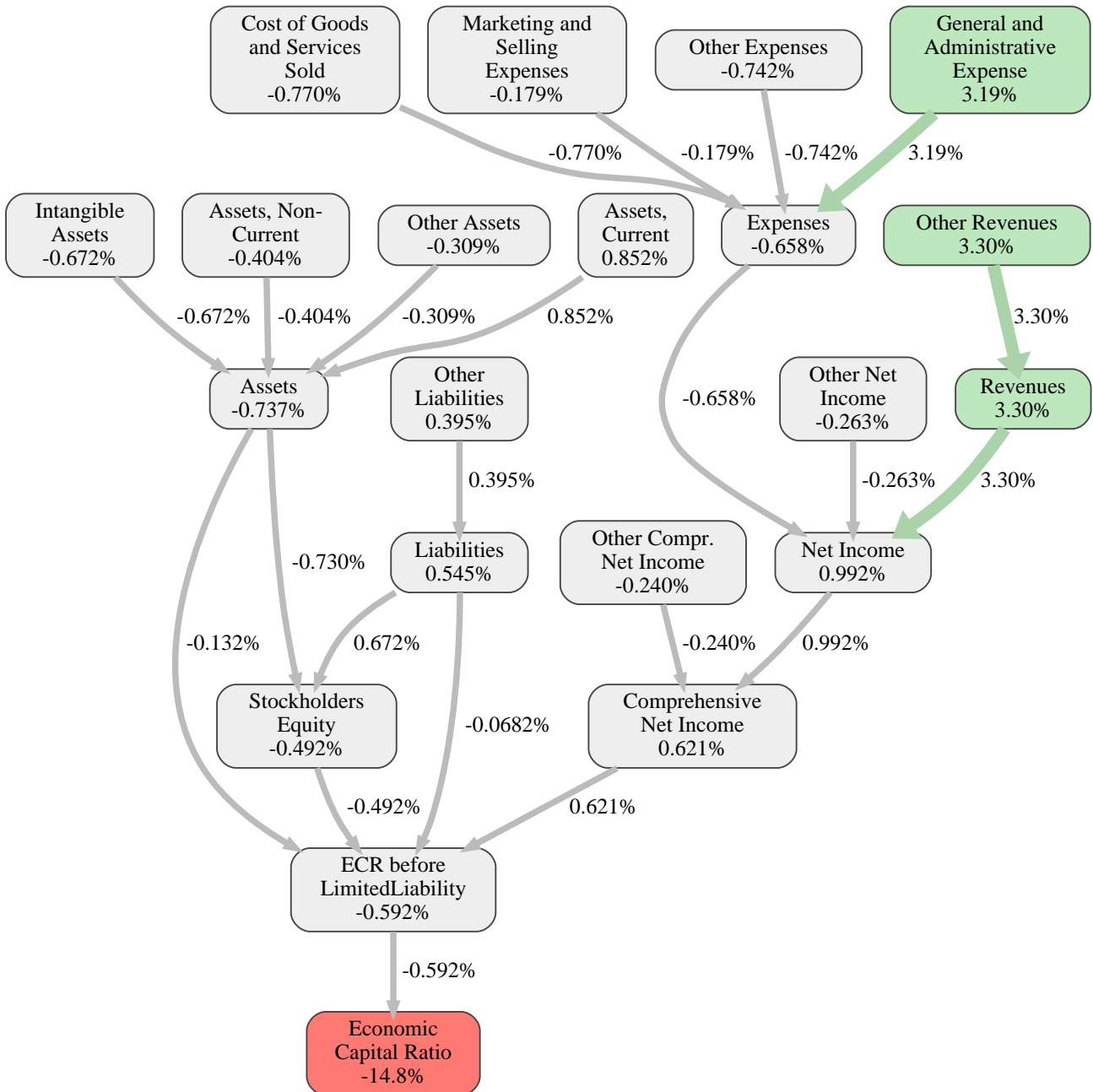


RealRate

ADVERTISING 2021

Groupon Inc
Rank 17 of 27

GROUPON





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The relative strengths and weaknesses of Groupon 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 Groupon Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 3.3% points. The greatest weakness of Groupon Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 0.77% points.

The company's Economic Capital Ratio, given in the ranking table, is 67%, being 15% points below the market average of 82%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	934,026	Assets	1,411,507
Assets, Non-Current	34,327	Liabilities	1,303,833
Cost of Goods and Services Sold	739,574	Expenses	1,686,462
General and Administrative Expense	0	Revenues	1,416,868
Intangible Assets	244,850	Stockholders Equity	107,674
Liabilities, Current	938,988	Net Income	-286,180
Liabilities, Non-Current	364,845	Comprehensive Net Income	-323,903
Marketing and Selling Expenses	154,534	BaseVar	2,936,490
Other Assets	113,020	ECR before LimitedLiability	-18%
Other Compr. Net Income	-37,723	Economic Capital Ratio	67%
Other Expenses	792,354		
Other Liabilities	0		
Other Net Income	-16,586		
Other Revenues	1,416,868		
Property, Plant and Equipment	85,284		