

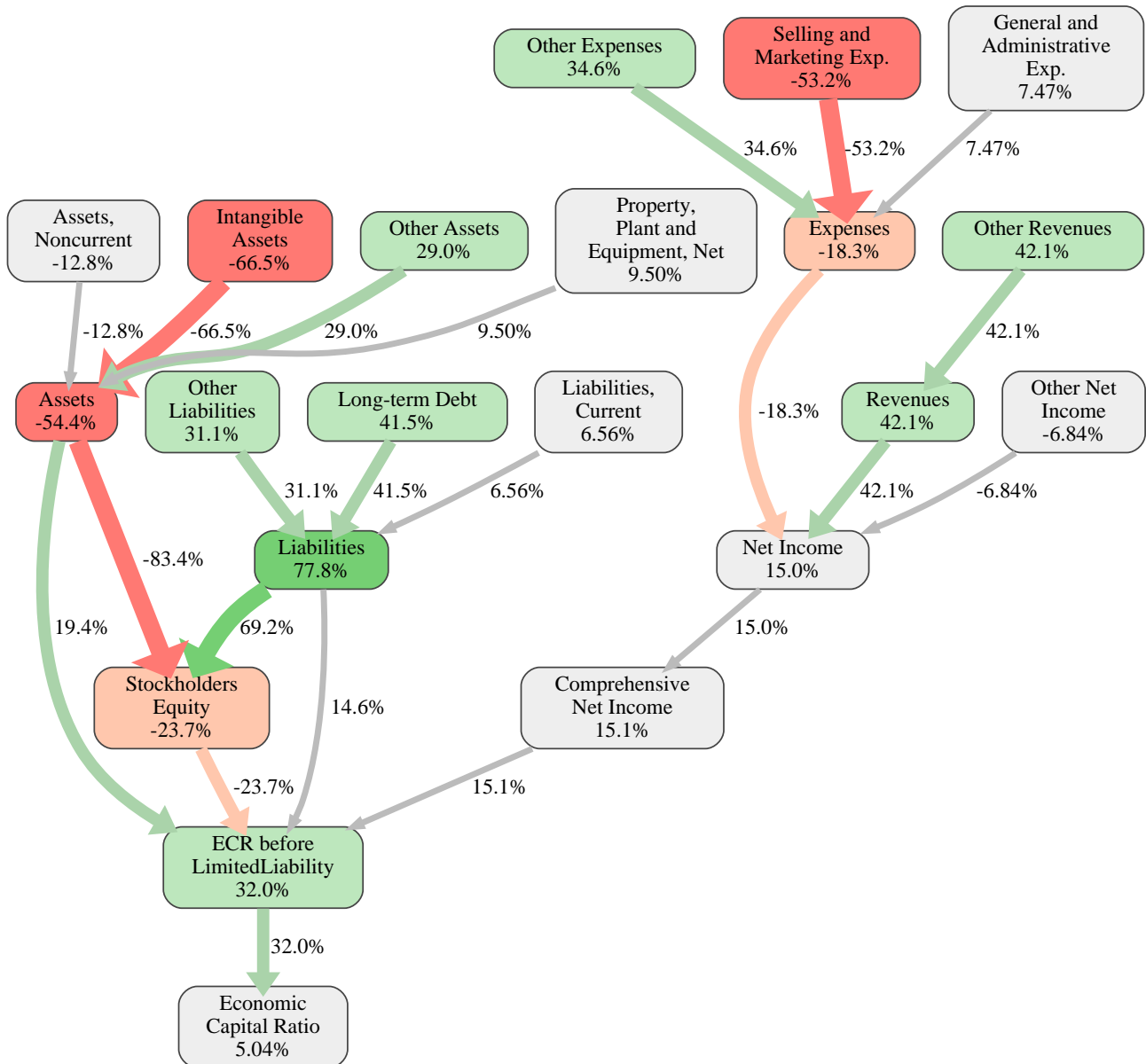


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SERVICES-PREPACKAGED SOFTWARE 2017



Hubspot INC
Rank 56 of 113





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The relative strengths and weaknesses of Hubspot 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 Hubspot INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 78% points. The greatest weakness of Hubspot INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 67% points.

The company's Economic Capital Ratio, given in the ranking table, is 332%, being 5.0% points above the market average of 327%.

Input Variable	Value in 1000 USD
Assets, Current	176,253
Assets, Noncurrent	950
General and Administrative Exp.	45,120
Intangible Assets	9,789
Liabilities, Current	127,383
Long-term Debt	1,556
Other Assets	42,562
Other Compr. Net Income	-59
Other Expenses	62,398
Other Liabilities	12,116
Other Net Income	-367
Other Revenues	270,967
Property, Plant and Equipment, Net	30,201
Research and Development Exp.	45,997
Selling and Marketing Exp.	162,647

Output Variable	Value in 1000 USD
Liabilities	141,055
Assets	259,755
Expenses	316,162
Revenues	270,967
Stockholders Equity	118,700
Net Income	-45,562
Comprehensive Net Income	-45,621
BaseVar	629,320
ECR before LimitedLiability	182%
Economic Capital Ratio	332%