

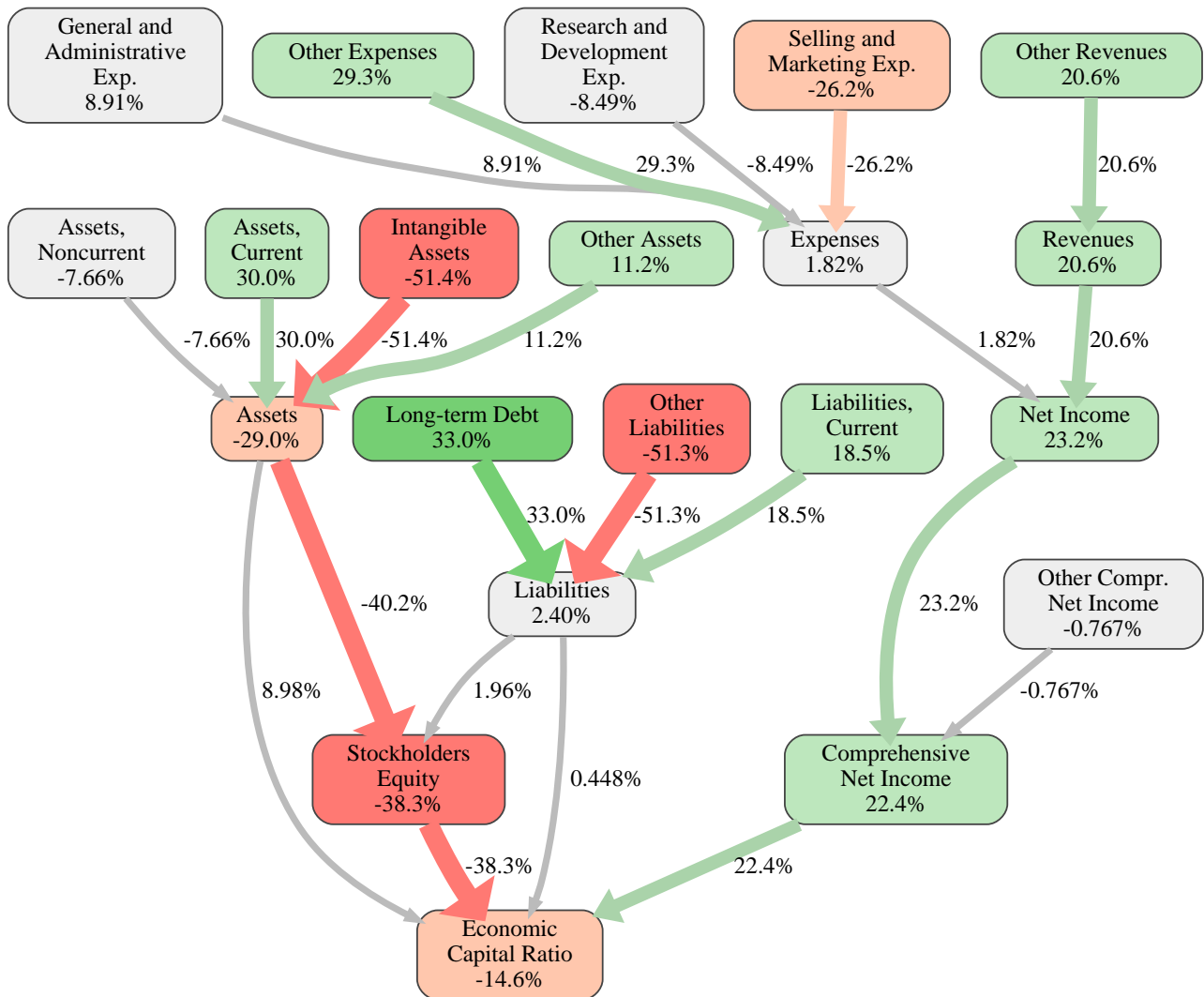


RealRate

# SERVICES-PREPACKAGED SOFTWARE 2023



Hubspot INC  
Rank 111 of 196





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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 Long-term Debt, increasing the Economic Capital Ratio by 33% points. The greatest weakness of Hubspot INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 321%, being 15% points below the market average of 336%.

Input Variable	Value in 1000 USD
Assets, Current	1,754,599
Assets, Noncurrent	58,795
General and Administrative Exp.	197,720
Intangible Assets	382,977
Liabilities, Current	761,653
Long-term Debt	336,634
Other Assets	243,140
Other Compr. Net Income	-11,551
Other Expenses	322,316
Other Liabilities	454,227
Other Net Income	4,409
Other Revenues	1,730,969
Property, Plant and Equipment, Net	105,227
Research and Development Exp.	442,022
Selling and Marketing Exp.	886,069

Output Variable	Value in 1000 USD
Liabilities	1,552,514
Assets	2,544,738
Expenses	1,848,127
Revenues	1,730,969
Stockholders Equity	992,224
Net Income	-112,749
Comprehensive Net Income	-124,300
BaseVar	4,673,017
ECR before LimitedLiability	167%
Economic Capital Ratio	321%