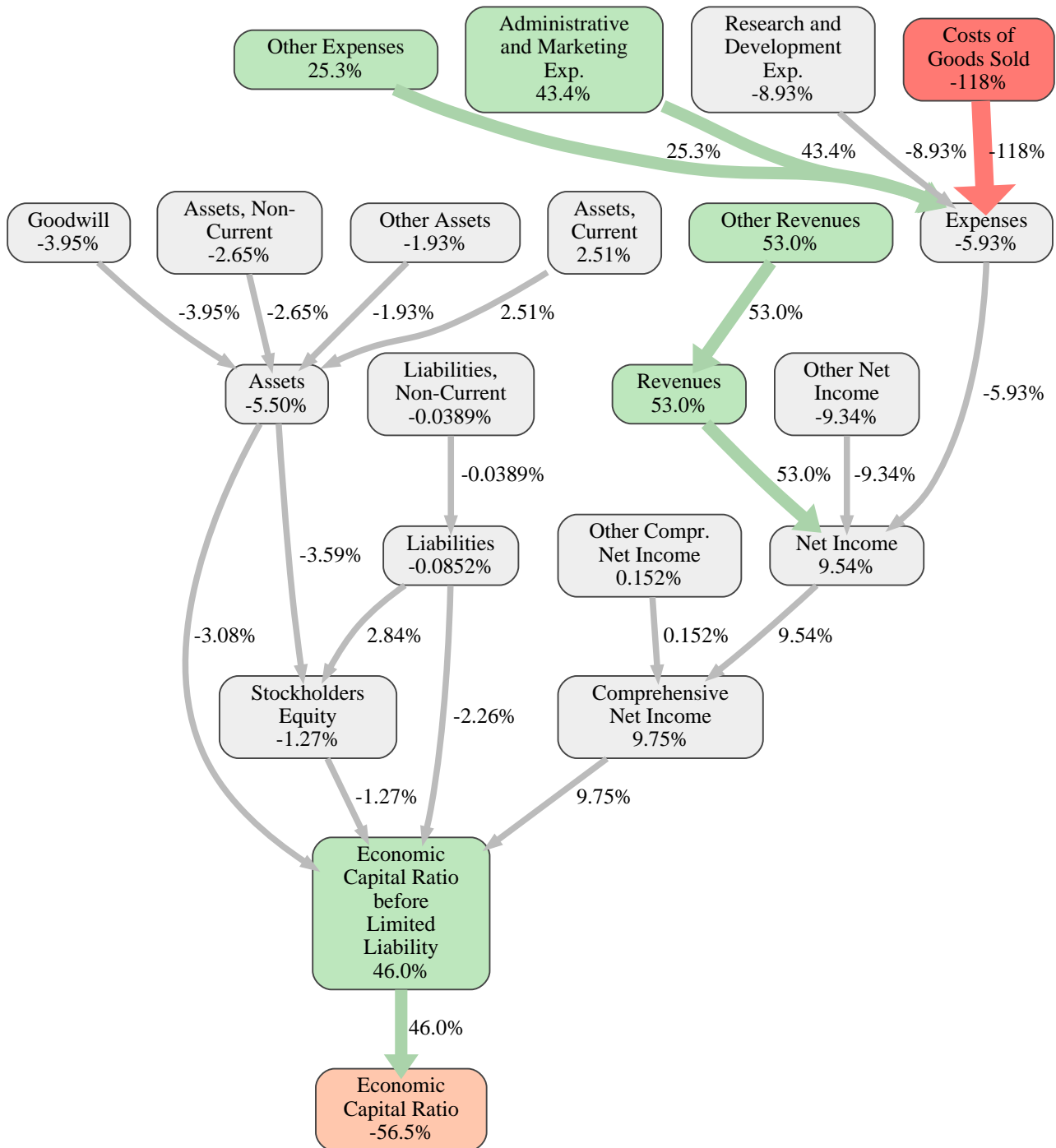




RealRate

COMPUTERS 2019

Fitbit INC
Rank 22 of 27



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 53% points. The greatest weakness of Fitbit INC is the variable Costs of Goods Sold, reducing the Economic Capital Ratio by 118% points.

The company's Economic Capital Ratio, given in the ranking table, is 169%, being 57% points below the market average of 225%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Administrative and Marketing Exp.	460,718	Liabilities	779,609
Assets, Current	1,311,811	Assets	1,515,547
Assets, Non-Current	8,362	Expenses	1,702,991
Costs of Goods Sold	908,404	Revenues	1,511,983
Goodwill	84,599	Stockholders Equity	735,938
Liabilities, Current	719,383	Net Income	-185,842
Liabilities, Non-Current	60,226	Comprehensive Net Income	-185,899
Other Assets	110,775	Economic Capital Ratio before Limited Liability	-104%
Other Compr. Net Income	-57	Economic Capital Ratio	169%
Other Expenses	1,700		
Other Liabilities	0		
Other Net Income	5,166		
Other Revenues	1,511,983		
Research and Development Exp.	332,169		