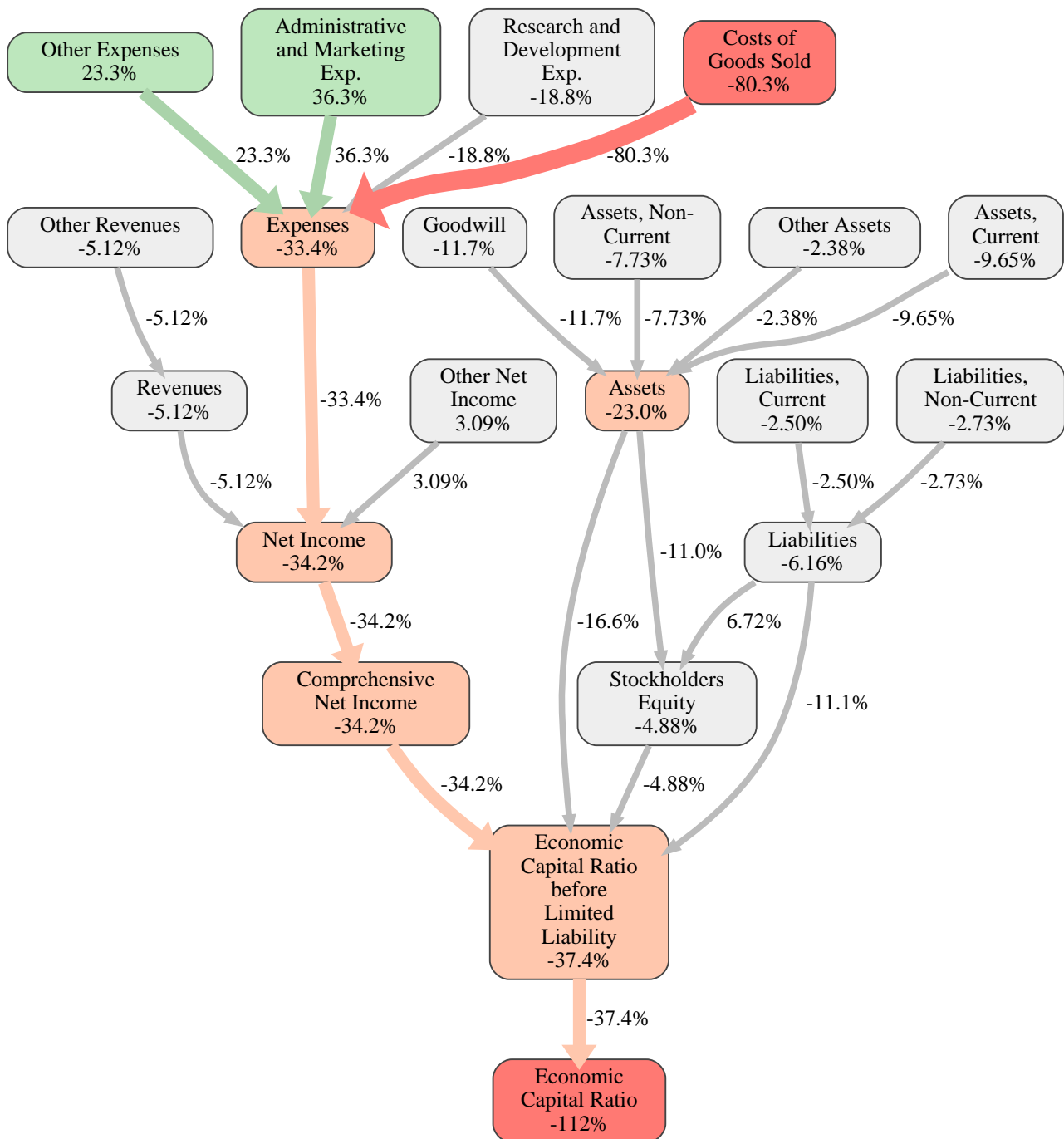




RealRate

COMPUTERS 2020

Fitbit INC  
Rank 22 of 25



RealRate

The First AI Rating Agency

www.realrate.ai

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 Administrative and Marketing Exp., increasing the Economic Capital Ratio by 36% points. The greatest weakness of Fitbit INC is the variable Costs of Goods Sold, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 141%, being 112% points below the market average of 252%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Administrative and Marketing Exp.	448,031	Liabilities	880,823
Assets, Current	1,119,752	Assets	1,368,086
Assets, Non-Current	9,684	Expenses	1,767,147
Costs of Goods Sold	1,007,116	Revenues	1,434,788
Goodwill	81,558	Stockholders Equity	487,263
Liabilities, Current	764,610	Net Income	-320,711
Liabilities, Non-Current	48,311	Comprehensive Net Income	-320,457
Other Assets	157,092	Economic Capital Ratio before Limited Liability	-217%
Other Compr. Net Income	254	Economic Capital Ratio	141%
Other Expenses	11,646		
Other Liabilities	67,902		
Other Net Income	11,648		
Other Revenues	1,434,788		
Research and Development Exp.	300,354		