



The relative strengths and weaknesses of Google 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 Google INC compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 56% points. The greatest weakness of Google INC is the variable Other Expenses, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 371%, being 214% points above the market average of 157%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 60,454,000 |
| Assets, Non-Current | 1,469,000 |
| Cost of Goods and Services Sold | 0 |
| General and Administrative Expense | 0 |
| Intangible Assets | 0 |
| Lease Assets | 0 |
| Lease Liability | 0 |
| Liabilities, Current | 14,337,000 |
| Liabilities, Non-Current | 0 |
| Other Assets | 31,875,000 |
| Other Compr. Net Income | 262,000 |
| Other Expenses | 40,013,000 |
| Other Liabilities | 0 |
| Other Net Income | 575,000 |
| Other Revenues | 50,175,000 |
| Property Plant and Equipment | 0 |
| Research and Development Expense | 0 |
| Selling Expense | 0 |

| Output Variable | Value in 1000 USD |
|--------------------------|----------------------|
| Assets | 93,798,000 |
| Liabilities | 14,337,000 |
| Expenses | 40,013,000 |
| Revenues | 50,175,000 |
| Stockholders Equity | 79,461,000 |
| Net Income | 10,737,000 |
| Comprehensive Net Income | 10,999,000 |
| Economic Capital Ratio | 371% |