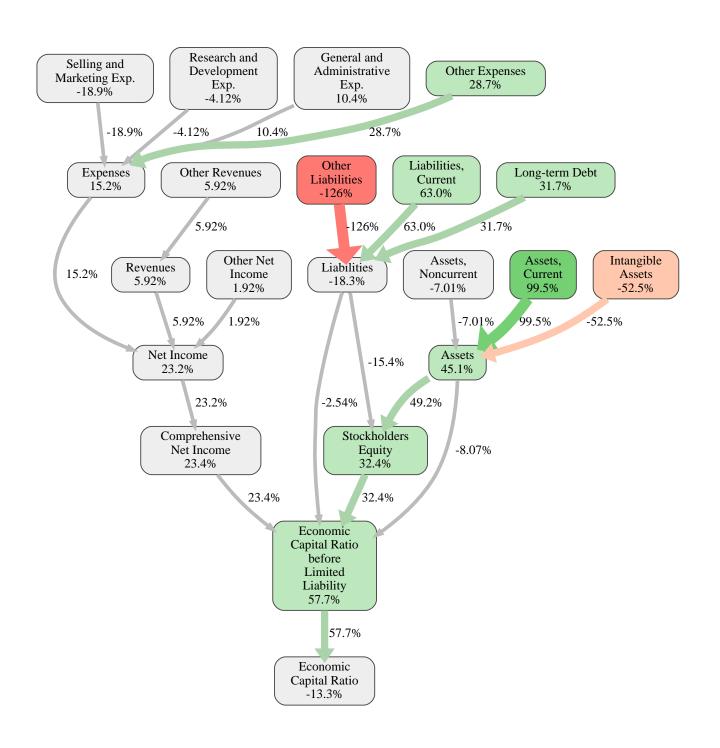


SERVICES-PREPACKAGED SOFTWARE 2019



Hubspot INC Rank 81 of 142





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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 Assets, Current, increasing the Economic Capital Ratio by 100% points. The greatest weakness of Hubspot INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 126% points.

The company's Economic Capital Ratio, given in the ranking table, is 308%, being 13% points below the market average of 322%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 712,418 |
| Assets, Noncurrent | 6,888 |
| General and Administrative Exp. | 75,834 |
| Intangible Assets | 19,869 |
| Liabilities, Current | 237,009 |
| Long-term Debt | 7,076 |
| Other Assets | 42,310 |
| Other Compr. Net Income | -666 |
| Other Expenses | 102,225 |
| Other Liabilities | 345,227 |
| Other Net Income | -13,702 |
| Other Revenues | 512,980 |
| Property, Plant and Equipment, Net | 52,468 |
| Research and Development Exp. | 117,603 |
| Selling and Marketing Exp. | 267,444 |

| Output Variable | Value in 1000 USD |
|---|----------------------|
| Liabilities | 589,312 |
| Assets | 833,953 |
| Expenses | 563,106 |
| Revenues | 512,980 |
| Stockholders Equity | 244,641 |
| Net Income | -63,828 |
| Comprehensive Net Income | -64,494 |
| Economic Capital Ratio before Limited Liability | 104% |
| Economic Capital Ratio | 308% |

