

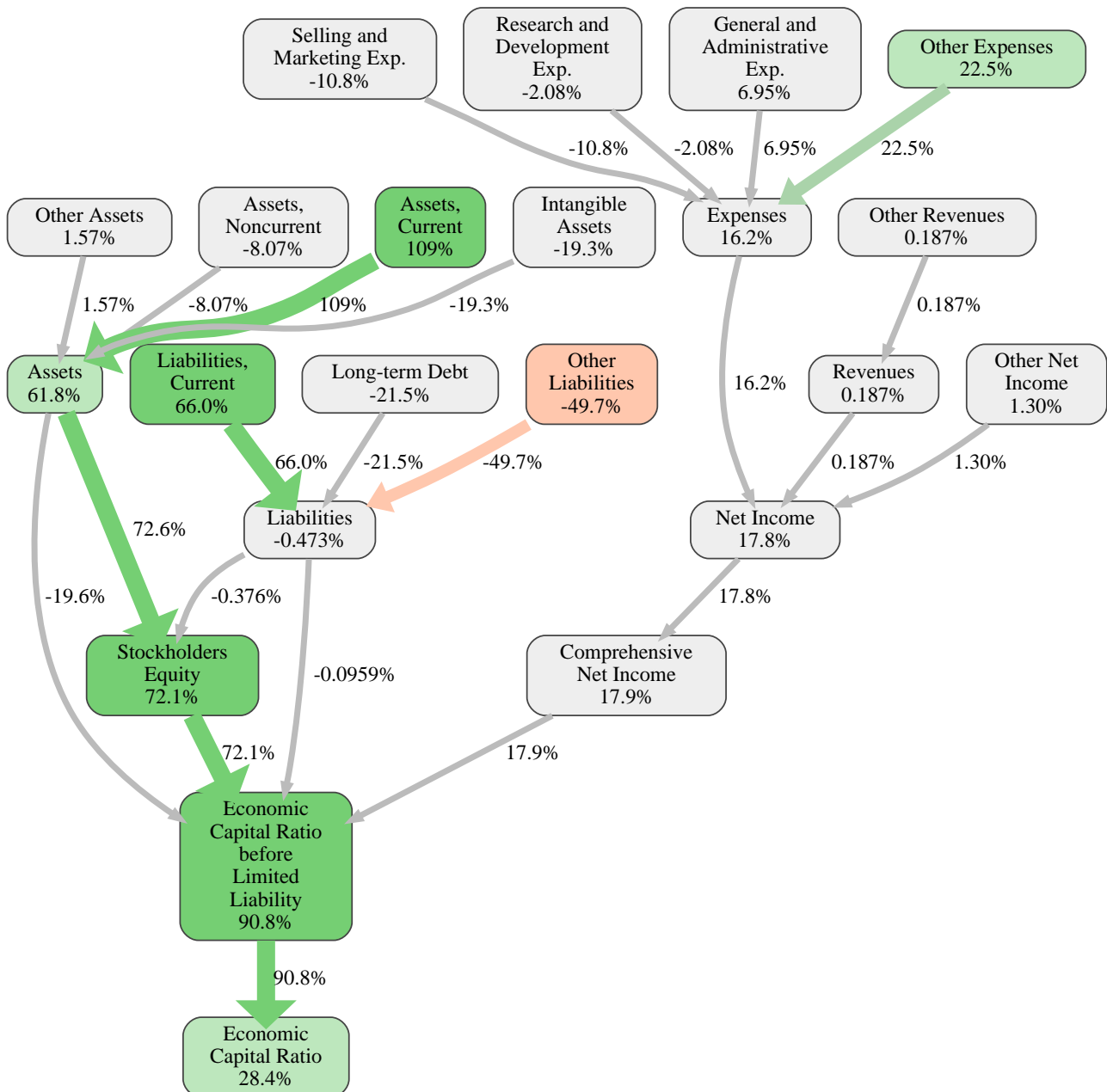


RealRate

SERVICES-PREPACKAGED SOFTWARE 2020



Hubspot INC
Rank 58 of 127



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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 109% points. The greatest weakness of Hubspot INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 360%, being 28% points above the market average of 332%.

Input Variable	Value in 1000 USD
Assets, Current	1,109,724
Assets, Noncurrent	9,824
General and Administrative Exp.	92,971
Intangible Assets	276,392
Liabilities, Current	322,489
Long-term Debt	256,257
Other Assets	89,679
Other Compr. Net Income	387
Other Expenses	132,931
Other Liabilities	340,564
Other Net Income	-3,782
Other Revenues	674,860
Property, Plant and Equipment, Net	83,649
Research and Development Exp.	158,237
Selling and Marketing Exp.	340,685

Output Variable	Value in 1000 USD
Liabilities	919,310
Assets	1,569,268
Expenses	724,824
Revenues	674,860
Stockholders Equity	649,958
Net Income	-53,746
Comprehensive Net Income	-53,359
Economic Capital Ratio before Limited Liability	168%
Economic Capital Ratio	360%