



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 Stockholders Equity, increasing the Economic Capital Ratio by 134% points. The greatest weakness of Google INC is the variable Research and Development Expense, reducing the Economic Capital Ratio by 5.7% points.

The company's Economic Capital Ratio, given in the ranking table, is 409%, being 131% points above the market average of 278%.

Input Variable	Value in 1000 USD
Assets, Current	52,758,000
Assets, Non-Current	790,000
Cost of Goods and Services Sold	13,188,000
General and Administrative Expense	2,724,000
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	8,913,000
Liabilities, Non-Current	0
Other Assets	19,026,000
Other Compr. Net Income	138,000
Other Expenses	3,089,000
Other Liabilities	0
Other Net Income	584,000
Other Revenues	37,905,000
Property Plant and Equipment	0
Research and Development Expense	5,162,000
Selling Expense	4,589,000

Output Variable	Value in 1000 USD
Assets	72,574,000
Liabilities	8,913,000
Expenses	28,752,000
Revenues	37,905,000
Stockholders Equity	63,661,000
Net Income	9,737,000
Comprehensive Net Income	9,875,000
BaseVar	74,433,000
ECR before LimitedLiability	387%
Economic Capital Ratio	409%