



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 120% points. The greatest weakness of Google INC is the variable Other Expenses, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 389%, being 109% points above the market average of 280%.

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
BaseVar	99,580,000
ECR before LimitedLiability	361%
Economic Capital Ratio	389%