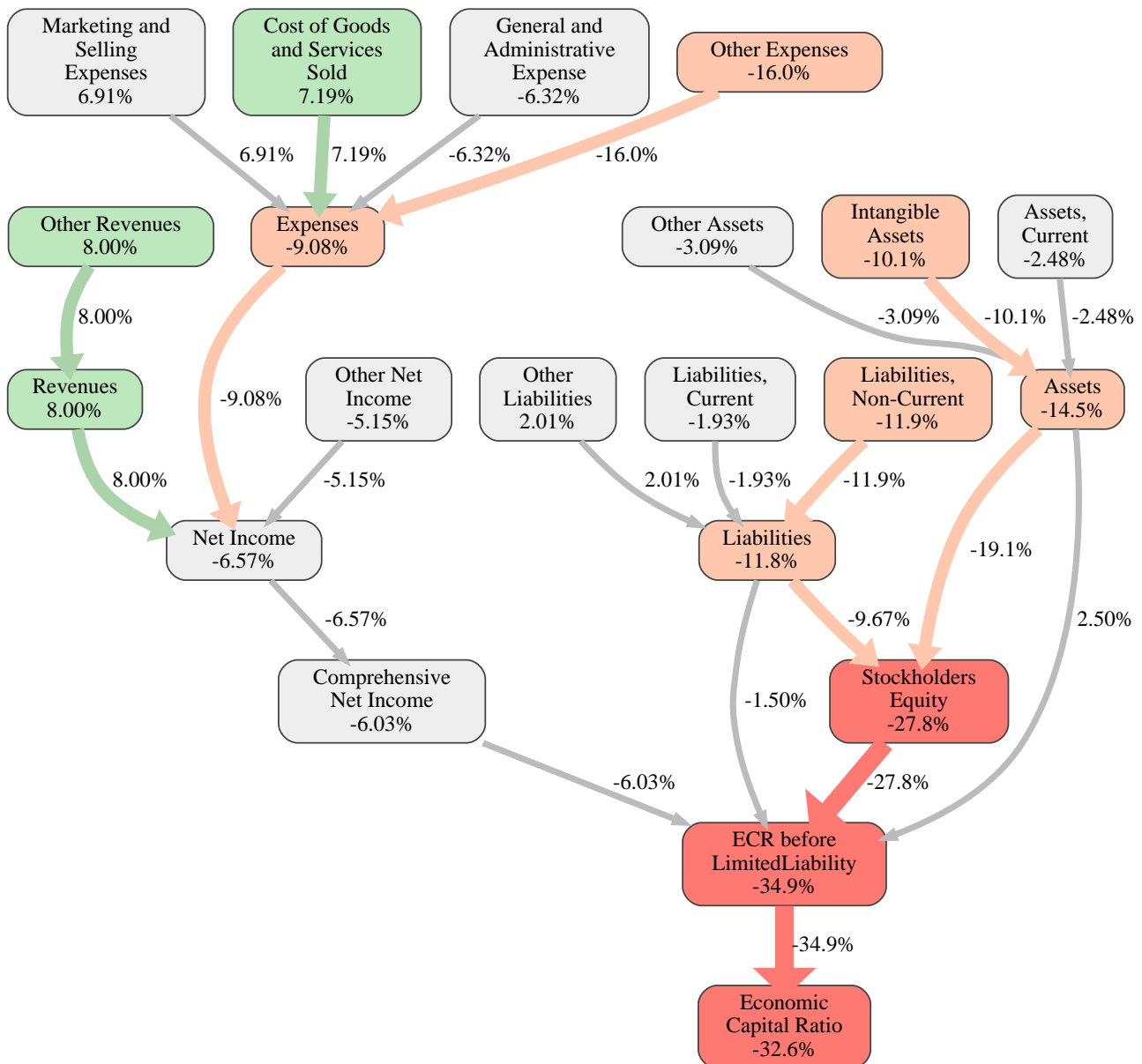




RealRate

## ADVERTISING 2011

Interpublic Group OF Companies INC  
Rank 3 of 3



The relative strengths and weaknesses of Interpublic Group OF Companies 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 Interpublic Group OF Companies INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 8.0% points. The greatest weakness of Interpublic Group OF Companies INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 95%, being 33% points below the market average of 128%.

Input Variable	Value in 1000 USD
Assets, Current	8,453,500
Assets, Non-Current	794,500
Cost of Goods and Services Sold	0
General and Administrative Expense	1,862,300
Intangible Assets	3,368,500
Liabilities, Current	7,740,900
Liabilities, Non-Current	2,471,800
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	59,500
Other Expenses	4,292,200
Other Liabilities	0
Other Net Income	-96,200
Other Revenues	6,531,900
Property, Plant and Equipment	454,300

Output Variable	Value in 1000 USD
Assets	13,070,800
Liabilities	10,212,700
Expenses	6,154,500
Revenues	6,531,900
Stockholders Equity	2,858,100
Net Income	281,200
Comprehensive Net Income	340,700
ECR before Limited Liability	22%
Economic Capital Ratio	95%