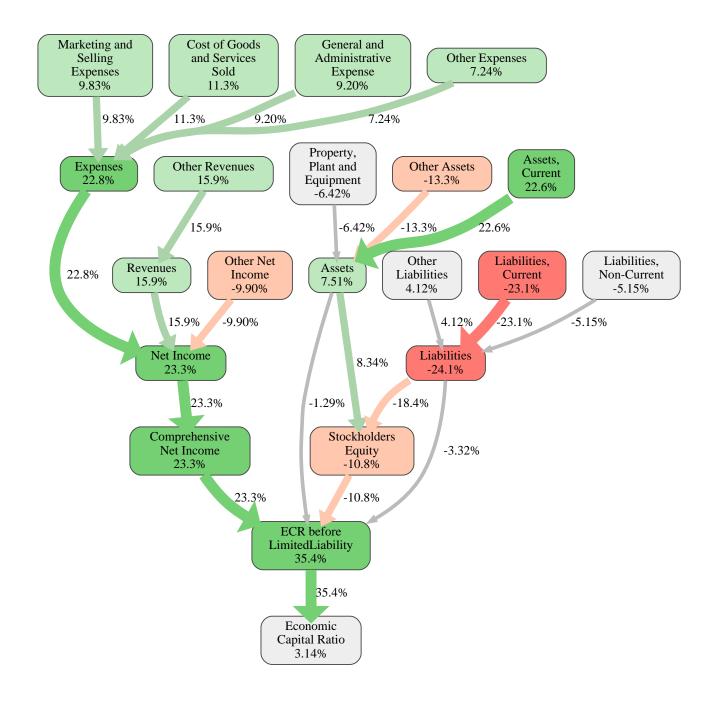


## **ADVERTISING 2012**



## Interpublic Group OF Companies INC Rank 9 of 17





## **ADVERTISING 2012**



## Interpublic Group OF Companies INC Rank 9 of 17

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 Comprehensive Net Income, increasing the Economic Capital Ratio by 23% points. The greatest weakness of Interpublic Group OF Companies INC is the variable Liabilities, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 96%, being 3.1% points above the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	8,286,800
Assets, Non-Current	685,700
Cost of Goods and Services Sold	0
General and Administrative Expense	1,924,300
Intangible Assets	3,444,300
Liabilities, Current	8,032,600
Liabilities, Non-Current	2,103,300
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	4,593,300
Other Liabilities	0
Other Net Income	54,500
Other Revenues	7,014,600
Property, Plant and Equipment	459,800

Output Variable	Value in 1000 USD
Assets	12,876,600
Liabilities	10,135,900
Expenses	6,517,600
Revenues	7,014,600
Stockholders Equity	2,740,700
Net Income	551,500
Comprehensive Net Income	551,500
ECR before LimitedLiability	23%
Economic Capital Ratio	96%

