

**ADVERTISING 2015** 











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Interpublic Group OF Companies INC Rank 16 of 33



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 Net Income, increasing the Economic Capital Ratio by 21% points. The greatest weakness of Interpublic Group OF Companies INC is the variable Liabilities, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 92%, being 10% points above the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	7,810,200
Assets, Non-Current	719,600
Cost of Goods and Services Sold	0
General and Administrative Expense	1,928,100
Intangible Assets	3,669,200
Liabilities, Current	7,463,300
Liabilities, Non-Current	2,875,300
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	-253,800
Other Expenses	5,037,100
Other Liabilities	0
Other Net Income	-66,500
Other Revenues	7,537,100
Property, Plant and Equipment	548,200

Output Variable	Value in 1000 USD
Assets	12,747,200
Liabilities	10,338,600
Expenses	6,965,200
Revenues	7,537,100
Stockholders Equity	2,408,600
Net Income	505,400
Comprehensive Net Income	251,600
ECR before LimitedLiability	18%
Economic Capital Ratio	92%

