

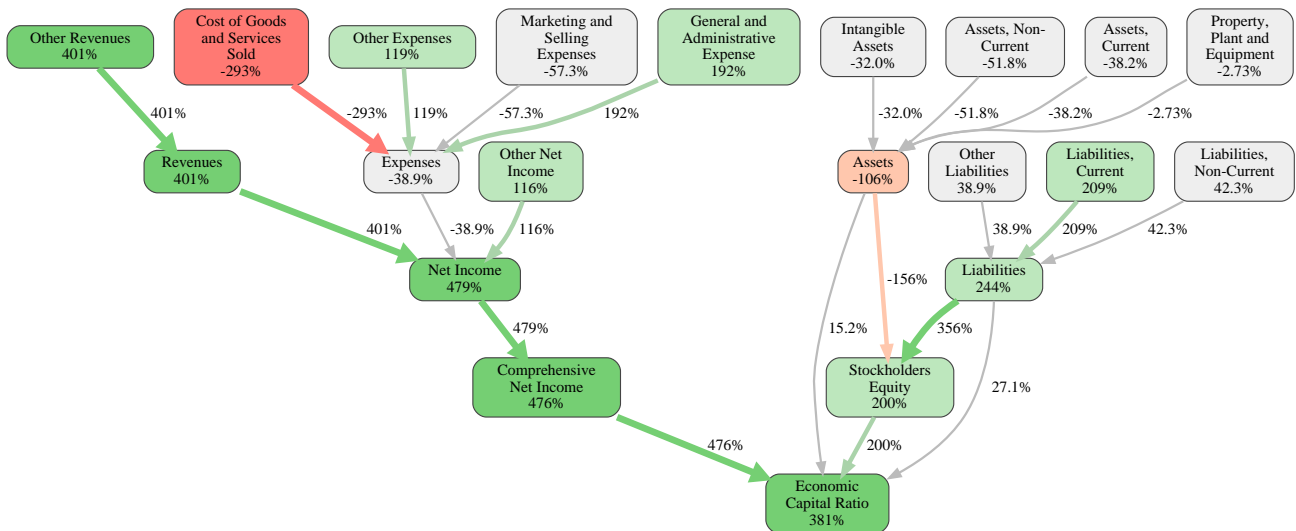


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ADVERTISING 2019

Groupon Inc.
Rank 11 of 28

GROUPON





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The relative strengths and weaknesses of Groupon 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 Groupon Inc. compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 479% points. The greatest weakness of Groupon Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 293% points.

The company's Economic Capital Ratio, given in the ranking table, is 69%, being 381% points above the market average of -312%.

Input Variable	Value in 1000 USD
Assets, Current	998,629
Assets, Non-Current	20,989
Cost of Goods and Services Sold	1,316,145
General and Administrative Expense	0
Intangible Assets	370,892
Liabilities, Current	957,174
Liabilities, Non-Current	302,357
Marketing and Selling Expenses	395,737
Other Assets	108,515
Other Compr. Net Income	-10,470
Other Expenses	869,868
Other Liabilities	0
Other Net Income	-53,008
Other Revenues	2,636,746
Property, Plant and Equipment	143,117

Output Variable	Value in 1000 USD
Assets	1,642,142
Liabilities	1,259,531
Expenses	2,581,750
Revenues	2,636,746
Stockholders Equity	382,611
Net Income	1,988
Comprehensive Net Income	-8,482
Economic Capital Ratio	69%