





# ADVERTISING 2022

## OMNICOM GROUP INC. Rank 10 of 31

OmnicomGroup

The relative strengths and weaknesses of OMNICOM GROUP 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 OMNICOM GROUP INC. compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 120% points. The greatest weakness of OMNICOM GROUP INC. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 177% points.

The company's Economic Capital Ratio, given in the ranking table, is 191%, being 255% points above the market average of -63%.

Input Variable	Value in 1000 USD
Assets, Current	15,909,500
Assets, Non-Current	204,400
Cost of Goods and Services Sold	11,499,700
General and Administrative Expense	0
Intangible Assets	11,239,500
Liabilities, Current	16,226,200
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	76,300
Other Compr. Net Income	-138,300
Other Expenses	1,316,900
Other Liabilities	0
Other Net Income	34,800
Other Revenues	14,289,400
Property, Plant and Equipment	992,100

Output Variable	Value in 1000 USD
Assets	28,421,800
Liabilities	16,226,200
Expenses	12,816,600
Revenues	14,289,400
Stockholders Equity	12,195,600
Net Income	1,507,600
Comprehensive Net Income	1,369,300
Economic Capital Ratio	191%