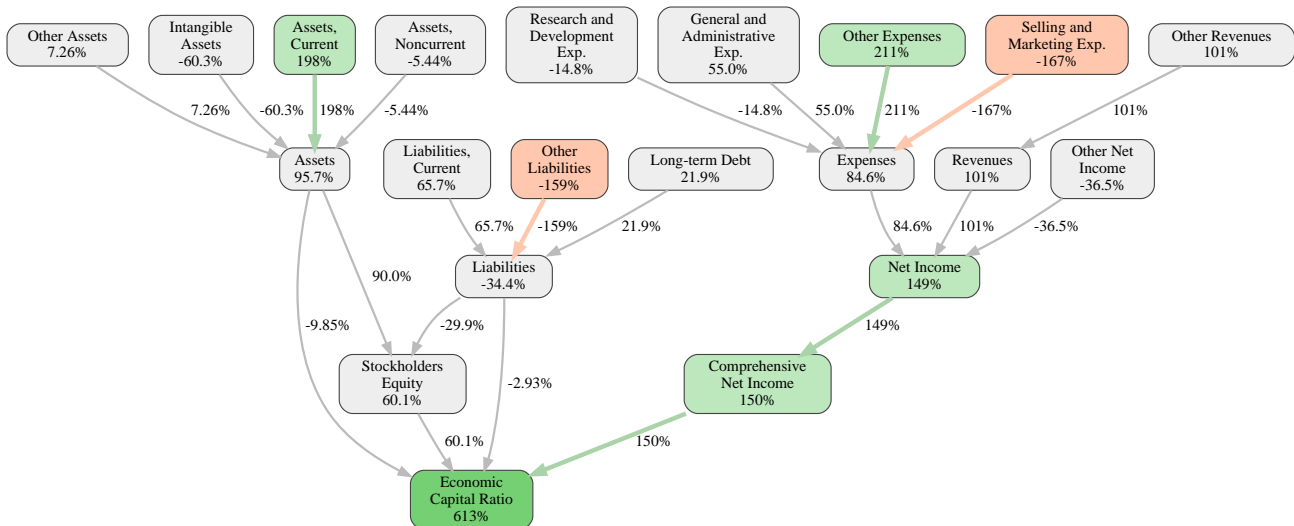




# SERVICES-PREPACKAGED SOFTWARE 2018



HUBSPOT INC  
Rank 70 of 135





RealRate

# SERVICES-PREPACKAGED SOFTWARE 2018

## HUBSPOT INC Rank 70 of 135



The relative strengths and weaknesses of HUBSPOT 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 HUBSPOT INC compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 211% points. The greatest weakness of HUBSPOT INC is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 167% points.

The company's Economic Capital Ratio, given in the ranking table, is 57%, being 613% points above the market average of -556%.

Input Variable	Value in 1000 USD
Assets, Current	602,501
Assets, Noncurrent	4,617
General and Administrative Exp.	56,787
Intangible Assets	21,262
Liabilities, Current	178,296
Long-term Debt	3,927
Other Assets	40,501
Other Compr. Net Income	807
Other Expenses	65,404
Other Liabilities	319,592
Other Net Income	-9,903
Other Revenues	375,612
Property, Plant and Equipment, Net	43,294
Research and Development Exp.	70,373
Selling and Marketing Exp.	212,859

Output Variable	Value in 1000 USD
Liabilities	501,815
Assets	712,175
Expenses	405,423
Revenues	375,612
Stockholders Equity	210,360
Net Income	-39,714
Comprehensive Net Income	-38,907
Economic Capital Ratio	57%