





The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc. compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 300% points. The greatest weakness of Activision Blizzard Inc. is the variable Long-term Debt, reducing the Economic Capital Ratio by 129% points.

The company's Economic Capital Ratio, given in the ranking table, is 401%, being 724% points above the market average of -323%.

Input Variable	Value in 1000 USD
Assets, Current	6,106,000
Assets, Noncurrent	482,000
General and Administrative Exp.	832,000
Intangible Assets	10,497,000
Liabilities, Current	2,660,000
Long-term Debt	3,818,000
Other Assets	468,000
Other Compr. Net Income	34,000
Other Expenses	2,581,000
Other Liabilities	0
Other Net Income	-111,000
Other Revenues	7,500,000
Property, Plant and Equipment, Net	282,000
Research and Development Exp.	1,101,000
Selling and Marketing Exp.	1,062,000

Output Variable	Value in 1000 USD
Liabilities	6,478,000
Assets	17,835,000
Expenses	5,576,000
Revenues	7,500,000
Stockholders Equity	11,357,000
Net Income	1,813,000
Comprehensive Net Income	1,847,000
Economic Capital Ratio	401%