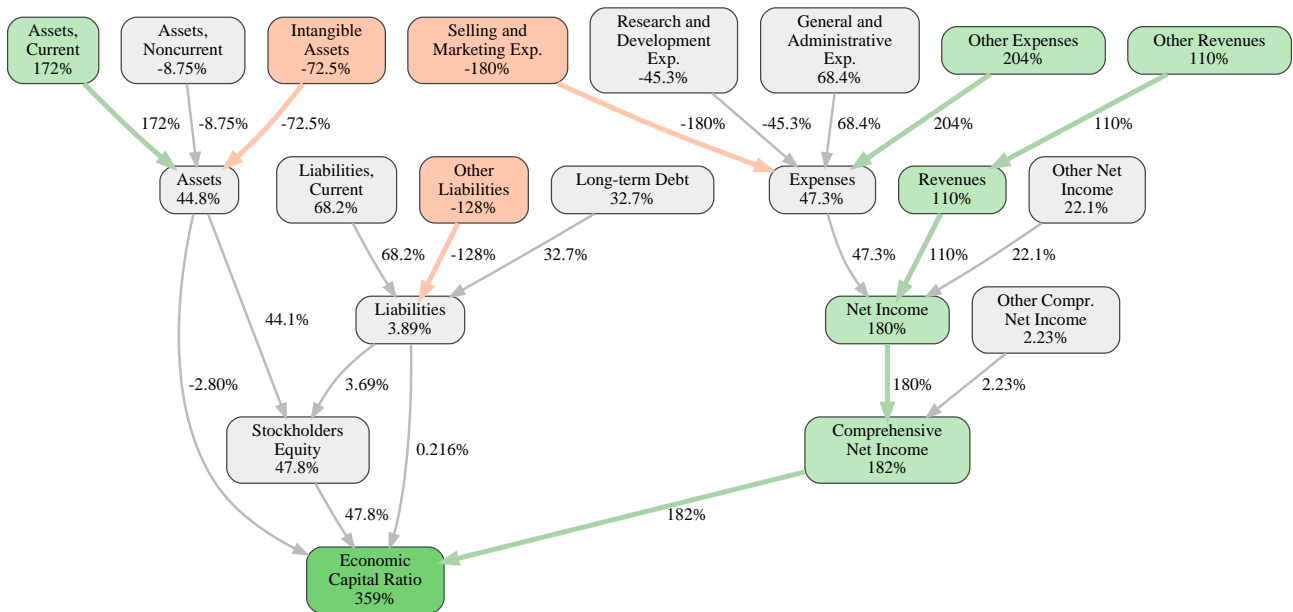




# SERVICES-PREPACKAGED SOFTWARE 2019



HUBSPOT INC  
Rank 72 of 140





RealRate

# SERVICES-PREPACKAGED SOFTWARE 2019

## HUBSPOT INC Rank 72 of 140



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 204% points. The greatest weakness of HUBSPOT INC is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 180% points.

The company's Economic Capital Ratio, given in the ranking table, is 36%, being 359% points above the market average of -323%.

Input Variable	Value in 1000 USD
Assets, Current	712,418
Assets, Noncurrent	6,888
General and Administrative Exp.	75,834
Intangible Assets	19,869
Liabilities, Current	237,009
Long-term Debt	7,076
Other Assets	42,310
Other Compr. Net Income	-666
Other Expenses	102,225
Other Liabilities	345,227
Other Net Income	-13,702
Other Revenues	512,980
Property, Plant and Equipment, Net	52,468
Research and Development Exp.	117,603
Selling and Marketing Exp.	267,444

Output Variable	Value in 1000 USD
Liabilities	589,312
Assets	833,953
Expenses	563,106
Revenues	512,980
Stockholders Equity	244,641
Net Income	-63,828
Comprehensive Net Income	-64,494
Economic Capital Ratio	36%