

$$\text{Gross profit margin (\%)} = \frac{\text{gross profit}}{\text{revenue}}$$

$$\text{Operating profit margin (\%)} = \frac{\text{operating profit}}{\text{revenue}}$$

$$\text{EBITDA margin (\%)} = \frac{(\text{operating profit} + \text{depreciation})}{\text{revenue}}$$

$$\text{Net profit margin (\%)} = \frac{\text{net profit}}{\text{revenue}}$$

$$\text{General expense ratio (\%)} = \frac{(\text{marketing expenses} + \text{general and administrative expenses})}{\text{revenue}}$$

$$\text{Equity ratio (\%)} = \frac{\text{shareholder's equity}}{\text{total assets}}$$

$$\text{Debt ratio (\%)} = \frac{\text{interest-bearing liabilities}}{\text{total assets}}$$

$$\text{Current ratio} = \frac{\text{current assets}}{\text{current liabilities}}$$

$$\text{Return on equity (adjusted*) (\%)} = \frac{\text{net profit of trailing 12 months}}{\text{arithmetic average shareholder's equity (except for net capital raised through IPO*)}}$$

$$\text{Return on equity attributable to the owners of the parent (adjusted*) (\%)} = \frac{\text{net profit of trailing 12 months attributable to the owners of the parent}}{\text{arithmetic average shareholder's equity attributable to the owners of the parent (except for net capital raised through IPO*)}}$$

$$\text{Return on assets (\%)} = \frac{\text{net profit of trailing 12 months}}{\text{average total assets}}$$