

BTN 2-10 Samsung (www.Samsung.com) is a market leader in high-tech electronics manufacturing and digital media, and it competes to some extent with both Apple and Google. Key financial ratios for the current fiscal year follow.

Key Figure	Samsung	Apple	Google
Return on assets	15.4%	19.3%	12.6%
Debt ratio	29.9%	40.3%	21.3%

Required

1. Which company is most profitable according to its return on assets?
2. Which company is most risky according to the debt ratio?
3. Which company deserves increased investment based on a joint analysis of return on assets and the debt ratio? Explain.

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**Samsung
APPLE
GOOGLE**