





# FOOD 2011

## Hillshire Brands Co Rank 8 of 16

The relative strengths and weaknesses of Hillshire Brands Co 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 Hillshire Brands Co compared to the market average is the variable Liabilities, Long Term, increasing the Economic Capital Ratio by 66% points. The greatest weakness of Hillshire Brands Co is the variable Other Expenses, reducing the Economic Capital Ratio by 46% points.

The company's Economic Capital Ratio, given in the ranking table, is 163%, being 22% points above the market average of 140%.

| Input Variable                     | Value in<br>1000 USD |
|------------------------------------|----------------------|
| Assets, Current                    | 3,810,000            |
| General and administrative Expense | 0                    |
| Intangible Assets                  | 1,765,000            |
| Liabilities, Current               | 2,723,000            |
| Liabilities, Long Term             | 0                    |
| Other Assets                       | 1,191,000            |
| Other Compr. Net Income            | 0                    |
| Other Expenses                     | 10,308,000           |
| Other Liabilities                  | 0                    |
| Other Net Income                   | 42,000               |
| Other Revenues                     | 10,793,000           |
| Property and equipment             | 2,070,000            |
| Selling and Marketing Expense      | 0                    |

| Output Variable          | Value in<br>1000 USD |
|--------------------------|----------------------|
| Assets                   | 8,836,000            |
| Liabilities              | 2,723,000            |
| Expenses                 | 10,308,000           |
| Revenues                 | 10,793,000           |
| Stockholders Equity      | 6,113,000            |
| Net Income               | 527,000              |
| Comprehensive Net Income | 527,000              |
| Economic Capital Ratio   | 163%                 |