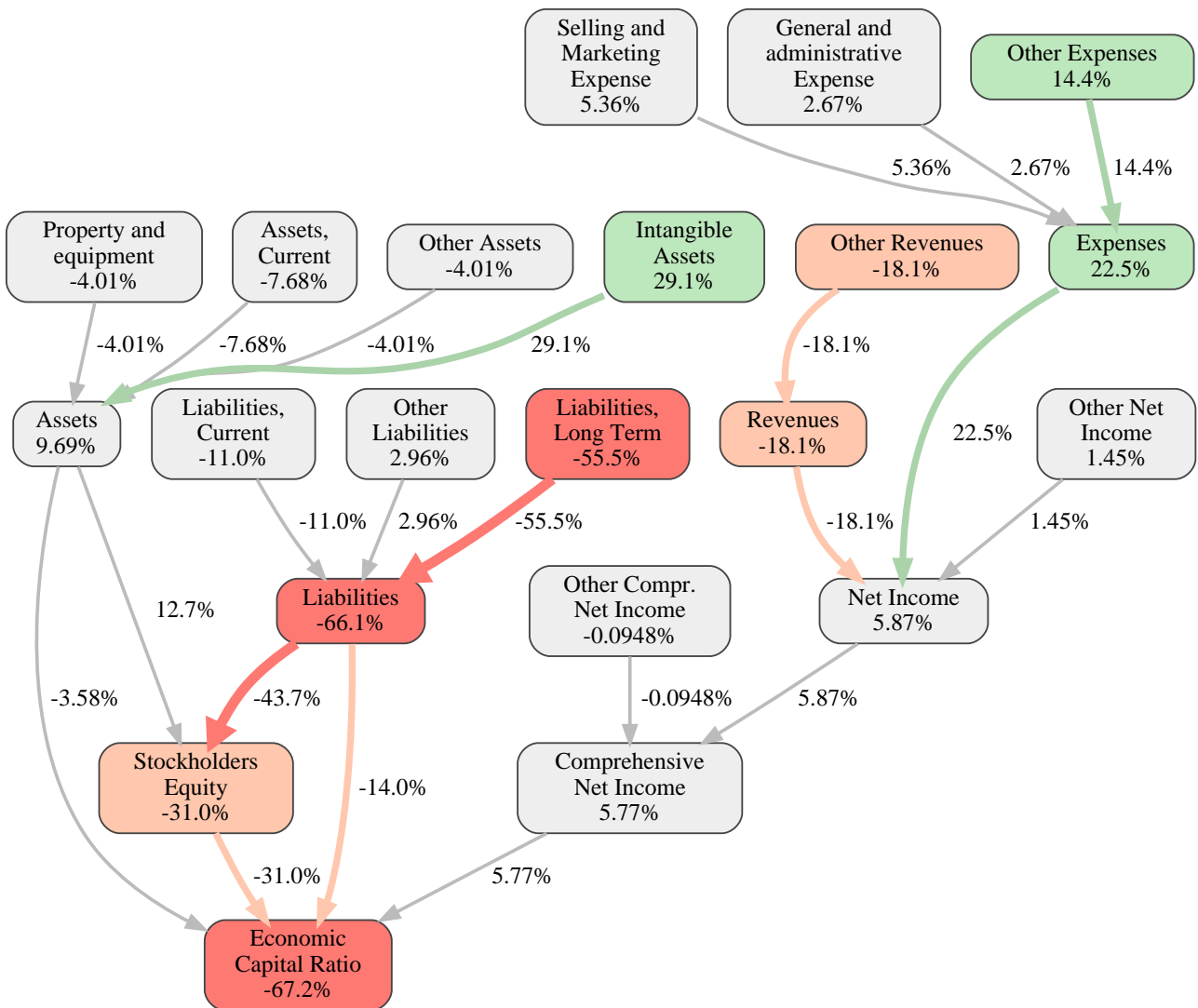




RealRate

FOOD 2011

General Mills INC
Rank 14 of 16





FOOD 2011

General Mills INC
Rank 14 of 16



The relative strengths and weaknesses of General Mills 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 General Mills INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 29% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 55% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 67% points below the market average of 140%.

Input Variable	Value in 1000 USD
Assets, Current	3,480,000
General and administrative Expense	0
Intangible Assets	10,307,800
Liabilities, Current	3,769,100
Liabilities, Long Term	7,387,200
Other Assets	763,400
Other Compr. Net Income	0
Other Expenses	13,363,200
Other Liabilities	874,600
Other Net Income	101,700
Other Revenues	14,796,500
Property and equipment	3,127,700
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	17,678,900
Liabilities	12,030,900
Expenses	13,363,200
Revenues	14,796,500
Stockholders Equity	5,648,000
Net Income	1,535,000
Comprehensive Net Income	1,535,000
Economic Capital Ratio	73%