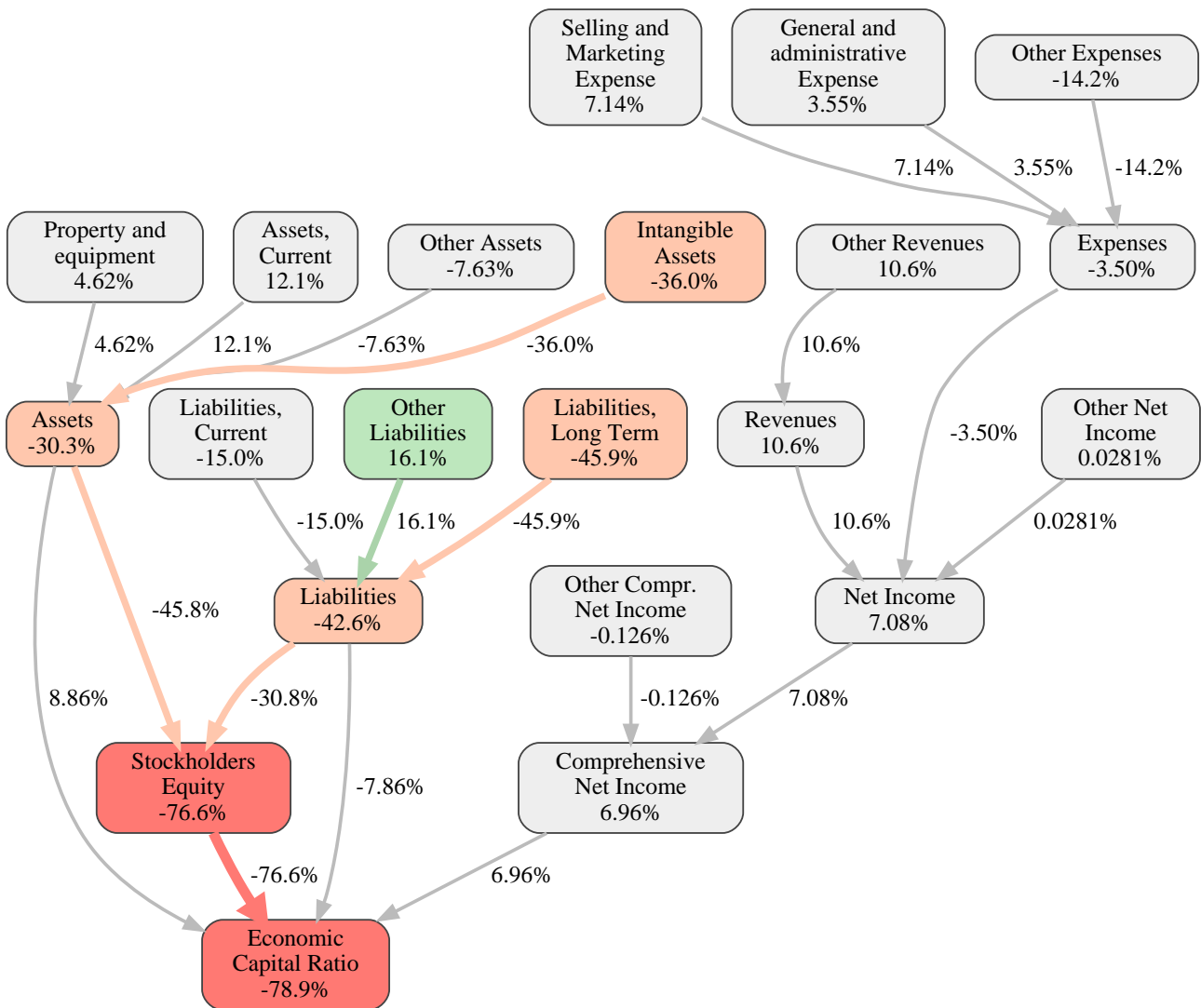




RealRate

FOOD 2011

Hershey Co  
Rank 15 of 16





FOOD 2011

Hershey Co  
Rank 15 of 16



The relative strengths and weaknesses of Hershey 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 Hershey Co compared to the market average is the variable Other Liabilities, increasing the Economic Capital Ratio by 16% points. The greatest weakness of Hershey Co is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 46% points.

The company's Economic Capital Ratio, given in the ranking table, is 62%, being 79% points below the market average of 140%.

Input Variable	Value in 1000 USD
Assets, Current	2,005,217
General and administrative Expense	0
Intangible Assets	647,214
Liabilities, Current	1,298,845
Liabilities, Long Term	2,036,286
Other Assets	182,599
Other Compr. Net Income	0
Other Expenses	5,161,210
Other Liabilities	0
Other Net Income	0
Other Revenues	5,671,009
Property and equipment	1,437,702
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	4,272,732
Liabilities	3,335,131
Expenses	5,161,210
Revenues	5,671,009
Stockholders Equity	937,601
Net Income	509,799
Comprehensive Net Income	509,799
Economic Capital Ratio	62%