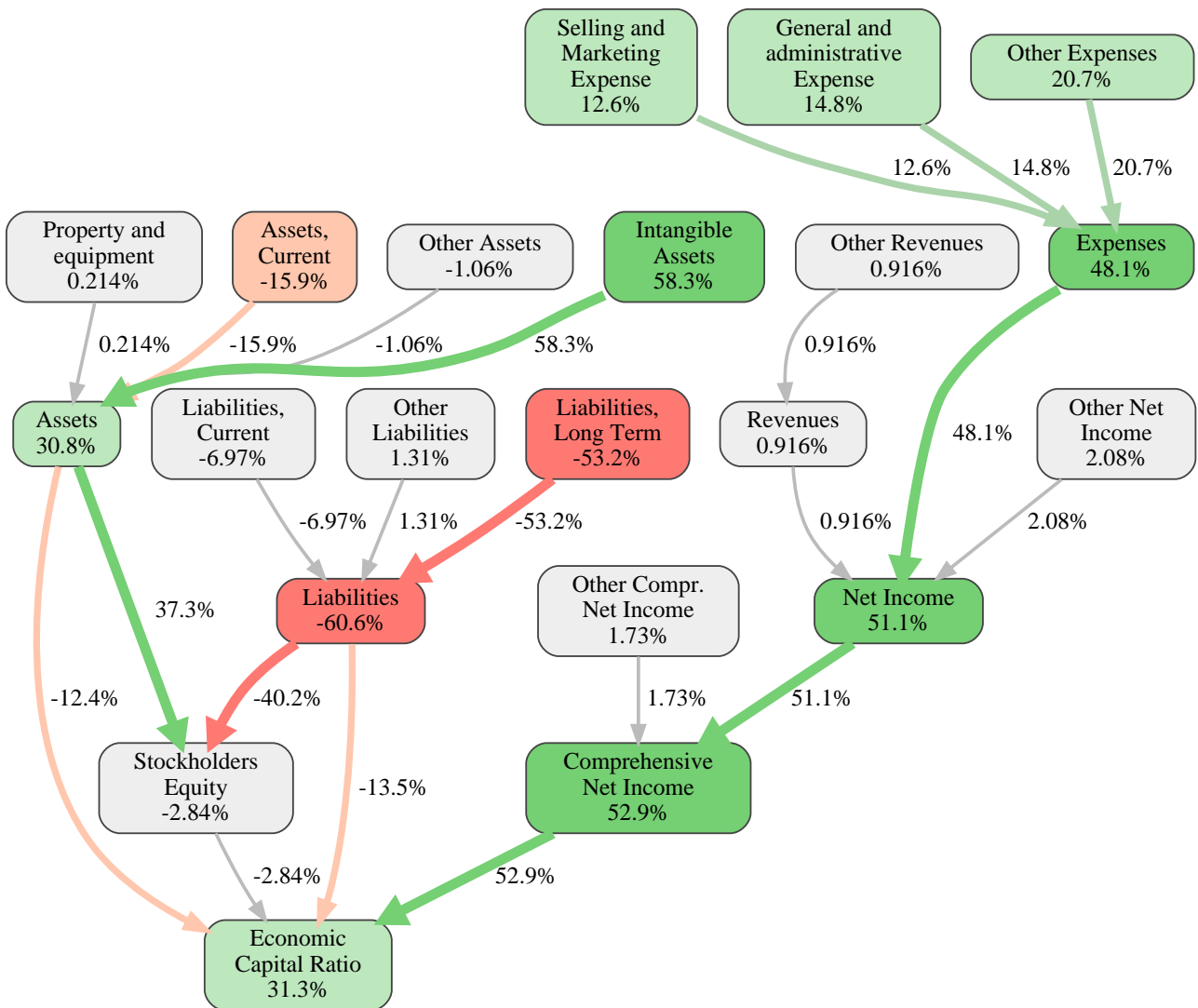




RealRate

FOOD 2015

General Mills INC
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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 58% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 53% points.

The company's Economic Capital Ratio, given in the ranking table, is 78%, being 31% points above the market average of 47%.

Input Variable	Value in 1000 USD
Assets, Current	4,393,500
General and administrative Expense	0
Intangible Assets	13,664,800
Liabilities, Current	5,423,500
Liabilities, Long Term	8,066,700
Other Assets	1,145,500
Other Compr. Net Income	245,000
Other Expenses	16,203,400
Other Liabilities	1,666,000
Other Net Income	118,200
Other Revenues	17,909,600
Property and equipment	3,941,900
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	23,145,700
Liabilities	15,156,200
Expenses	16,203,400
Revenues	17,909,600
Stockholders Equity	7,989,500
Net Income	1,824,400
Comprehensive Net Income	1,951,800
Economic Capital Ratio	78%