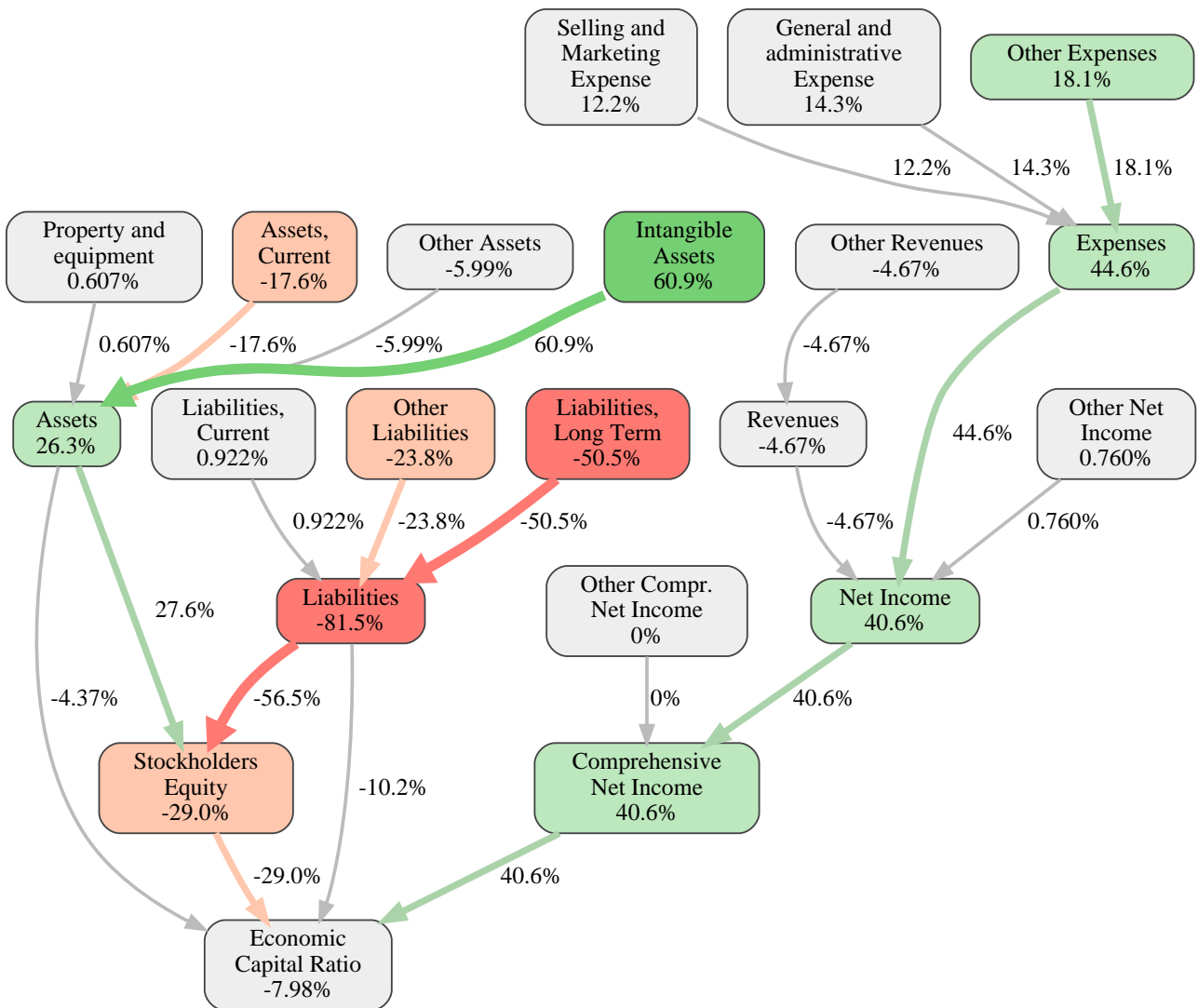




FOOD 2015

Kraft Foods Group Inc
Rank 36 of 47





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Kraft Foods Group Inc Rank 36 of 47

The relative strengths and weaknesses of Kraft Foods Group 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 Kraft Foods Group Inc compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 61% points. The greatest weakness of Kraft Foods Group Inc is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 39%, being 8.0% points below the market average of 47%.

Input Variable	Value in 1000 USD
Assets, Current	4,791,000
General and administrative Expense	0
Intangible Assets	13,638,000
Liabilities, Current	4,773,000
Liabilities, Long Term	8,965,000
Other Assets	326,000
Other Compr. Net Income	-63,000
Other Expenses	17,162,000
Other Liabilities	4,844,000
Other Net Income	0
Other Revenues	18,205,000
Property and equipment	4,192,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	22,947,000
Liabilities	18,582,000
Expenses	17,162,000
Revenues	18,205,000
Stockholders Equity	4,365,000
Net Income	1,043,000
Comprehensive Net Income	1,010,240
Economic Capital Ratio	39%