

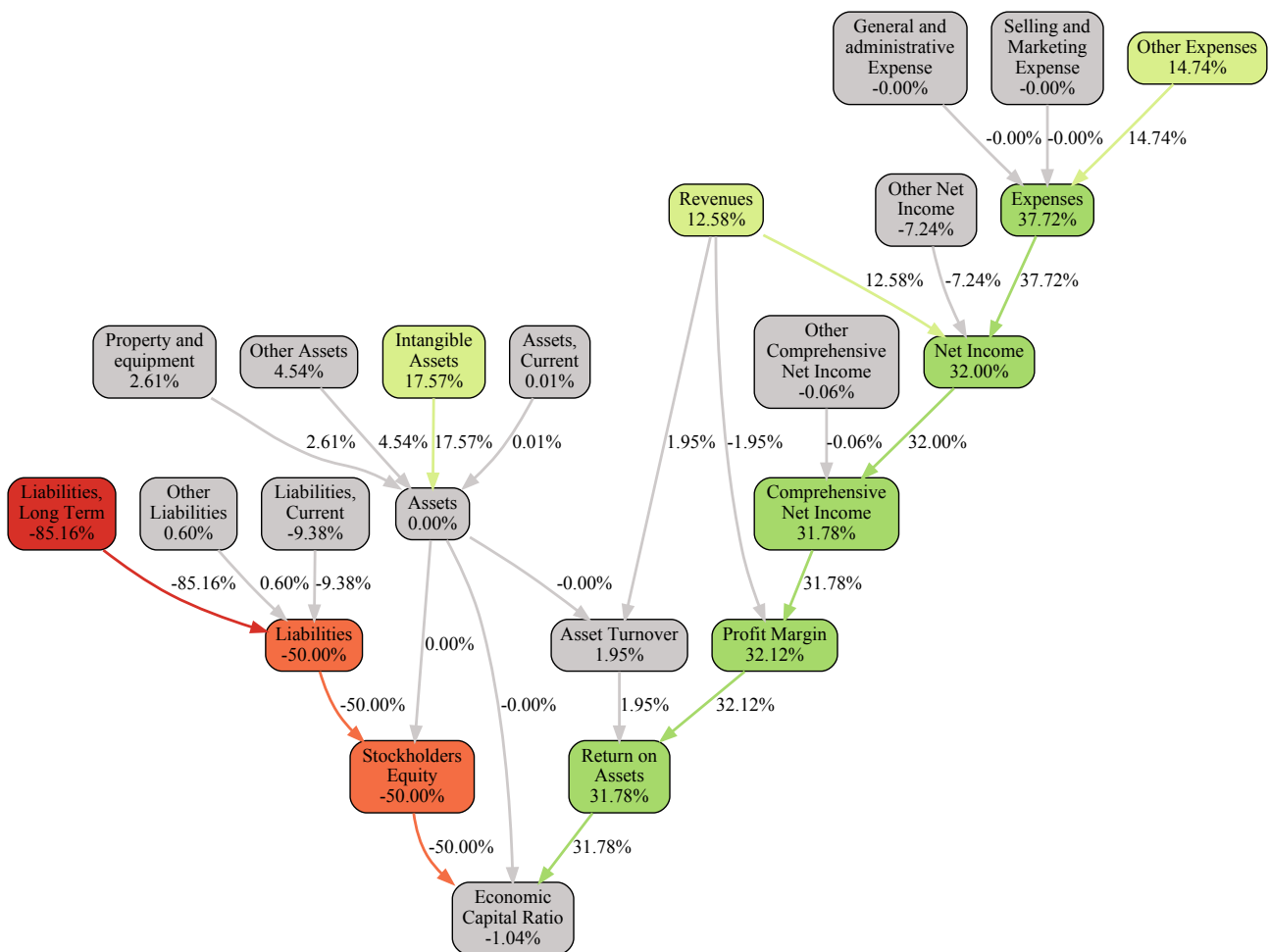


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HERSHEY CO
Rank 16 of 30



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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 Expenses, increasing the Economic Capital Ratio by 38% points. The greatest weakness of HERSHEY CO is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 85% points.

The company's Economic Capital Ratio, given in the ranking table, is 93%, being 1.0% points below the market average of 94%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 2,977,905 |
| General and administrative Expense | 0 |
| Intangible Assets | 3,283,429 |
| Liabilities, Current | 1,891,745 |
| Liabilities, Long Term | 4,773,189 |
| Other Assets | 585,256 |
| Other Comprehensive Net Income | -10,821 |
| Other Expenses | 6,599,615 |
| Other Liabilities | 229,028 |
| Other Net Income | -287,701 |
| Property and equipment | 2,285,255 |
| Revenues | 8,149,719 |
| Selling and Marketing Expense | 0 |

| Output Variable | Value in 1000 USD |
|--------------------------|-------------------|
| Expenses | 6,599,615 |
| Assets | 9,131,845 |
| Liabilities | 6,893,962 |
| Stockholders Equity | 2,237,883 |
| Net Income | 1,262,403 |
| Comprehensive Net Income | 1,260,239 |
| Asset Turnover | 89% |
| Profit Margin | 15% |
| Return on Assets | 14% |
| Economic Capital Ratio | 93% |

