

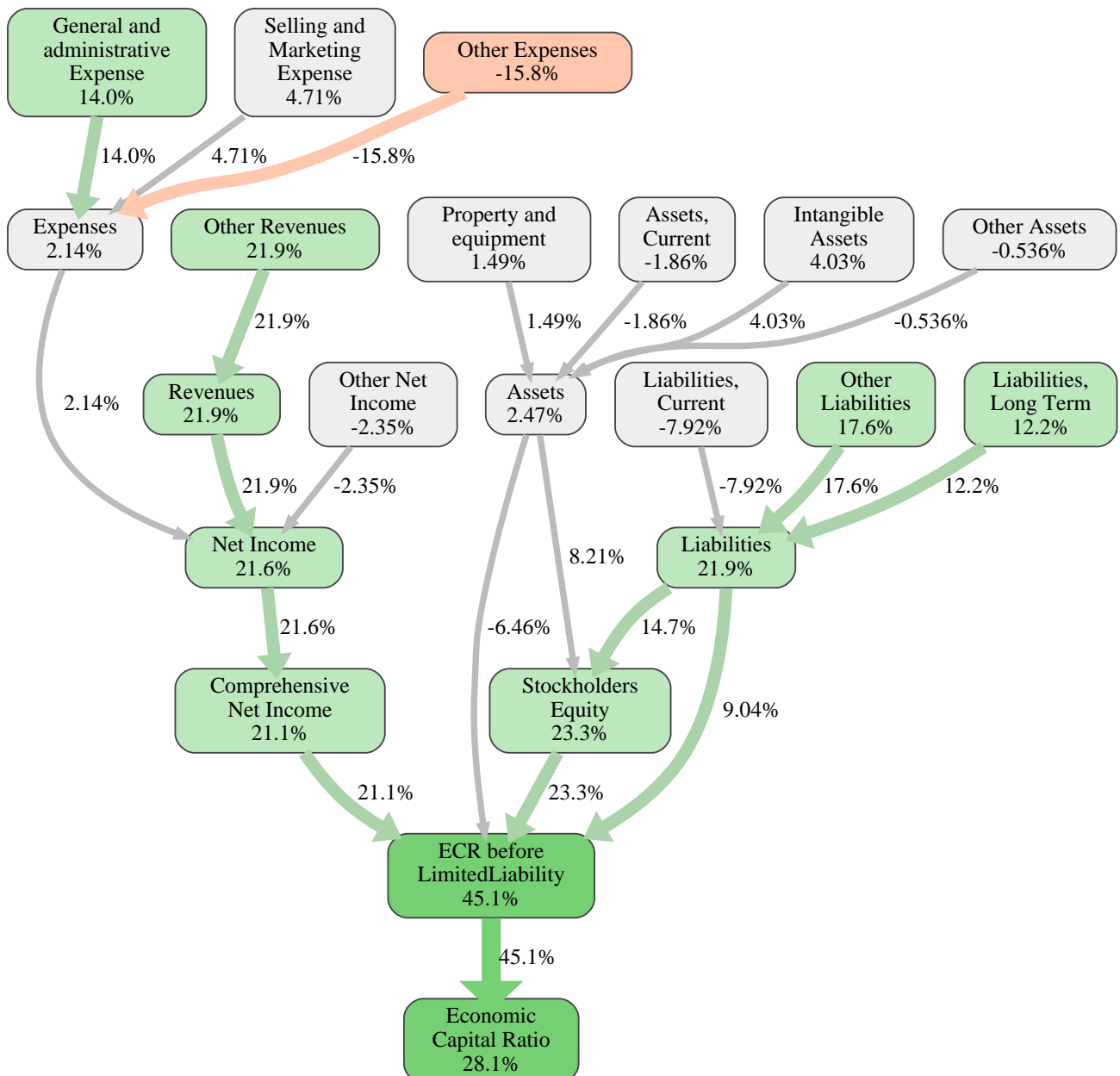


RealRate

FOOD 2012

KELLANOVA  
Rank 14 of 53

*Kellogg's*



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The relative strengths and weaknesses of KELLANOVA 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 KELLANOVA compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 23% points. The greatest weakness of KELLANOVA is the variable Other Expenses, reducing the Economic Capital Ratio by 16% points.

The company's Economic Capital Ratio, given in the ranking table, is 195%, being 28% points above the market average of 167%.

Input Variable	Value in 1000 USD
Assets, Current	3,027,000
General and administrative Expense	0
Intangible Assets	5,077,000
Liabilities, Current	3,313,000
Liabilities, Long Term	0
Other Assets	516,000
Other Compr. Net Income	0
Other Expenses	11,958,000
Other Liabilities	0
Other Net Income	-11,000
Other Revenues	13,198,000
Property and equipment	3,281,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	11,901,000
Liabilities	3,313,000
Expenses	11,958,000
Revenues	13,198,000
Stockholders Equity	8,588,000
Net Income	1,229,000
Comprehensive Net Income	1,229,000
ECR before Limited Liability	73%
Economic Capital Ratio	195%