

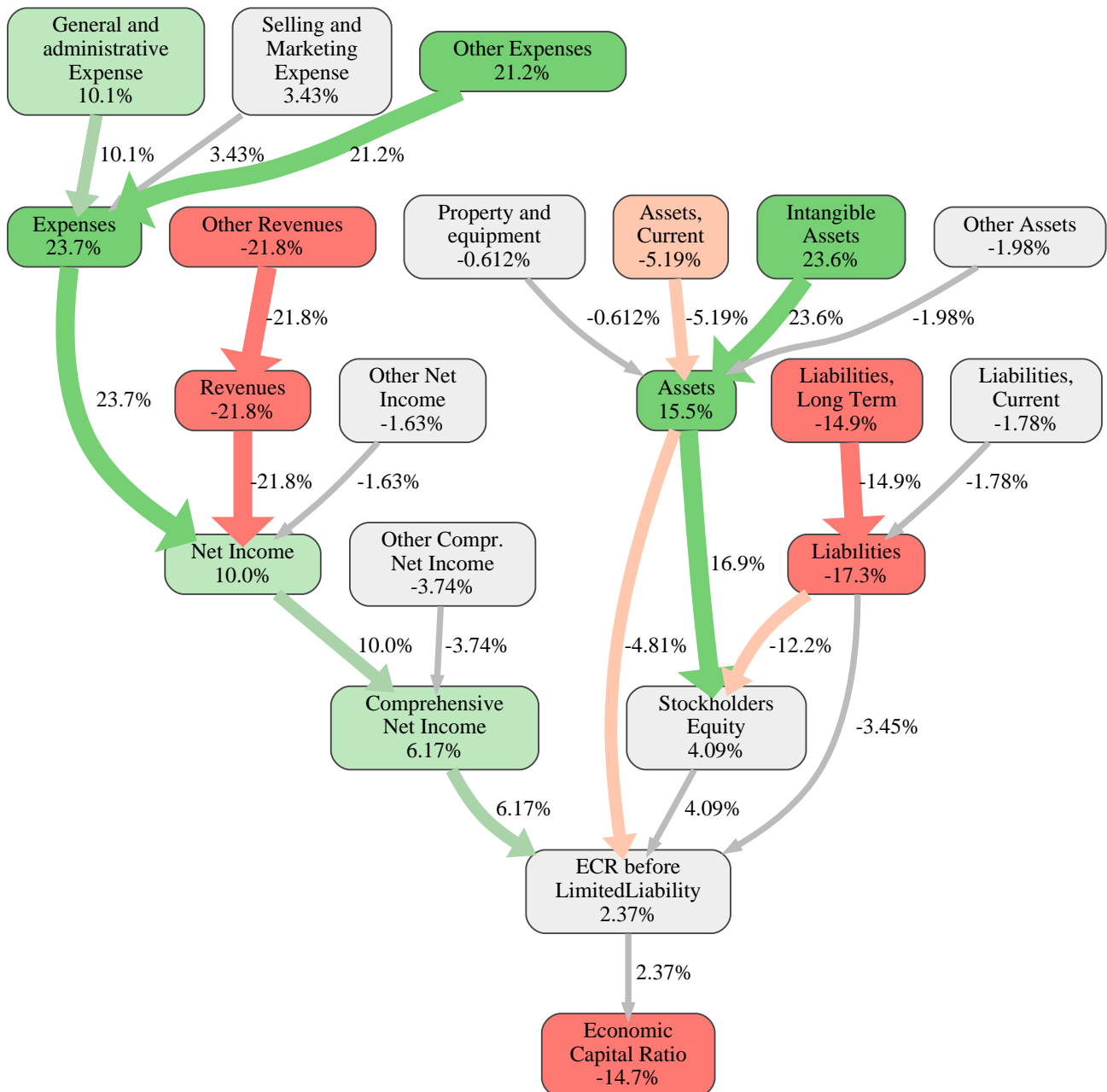


RealRate

FOOD 2012

Mondelez International Inc  
Rank 40 of 53

**Mondelez**  
International  
SNACKING MADE RIGHT



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The relative strengths and weaknesses of Mondelez International 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 Mondelez International Inc compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 24% points. The greatest weakness of Mondelez International Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 152%, being 15% points below the market average of 167%.

Input Variable	Value in 1000 USD
Assets, Current	16,202,000
General and administrative Expense	0
Intangible Assets	62,483,000
Liabilities, Current	18,445,000
Liabilities, Long Term	26,491,000
Other Assets	1,339,000
Other Compr. Net Income	-2,767,000
Other Expenses	50,818,000
Other Liabilities	13,573,000
Other Net Income	0
Other Revenues	54,365,000
Property and equipment	13,813,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	93,837,000
Liabilities	58,509,000
Expenses	50,818,000
Revenues	54,365,000
Stockholders Equity	35,328,000
Net Income	3,547,000
Comprehensive Net Income	780,000
ECR before Limited Liability	24%
Economic Capital Ratio	152%