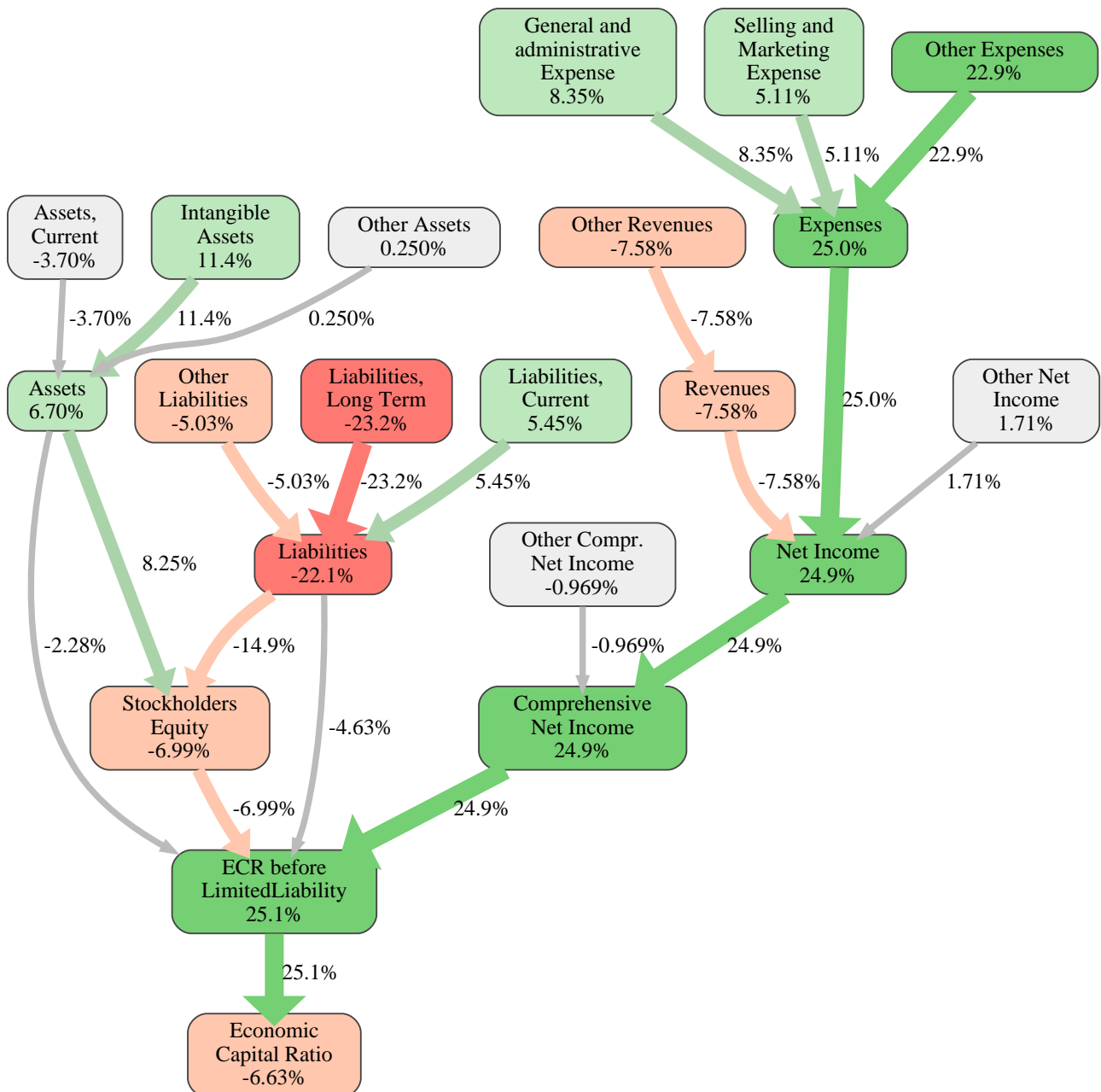




RealRate

FOOD 2014

Kraft Foods Group Inc
Rank 35 of 57



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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 Expenses, increasing the Economic Capital Ratio by 25% points. The greatest weakness of Kraft Foods Group Inc is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 23% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 6.6% points below the market average of 160%.

Input Variable	Value in 1000 USD
Assets, Current	4,908,000
General and administrative Expense	0
Intangible Assets	11,505,000
Liabilities, Current	3,410,000
Liabilities, Long Term	10,404,000
Other Assets	2,620,000
Other Compr. Net Income	-39,000
Other Expenses	15,503,000
Other Liabilities	4,147,000
Other Net Income	0
Other Revenues	18,218,000
Property and equipment	4,115,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	23,148,000
Liabilities	17,961,000
Expenses	15,503,000
Revenues	18,218,000
Stockholders Equity	5,187,000
Net Income	2,715,000
Comprehensive Net Income	2,676,000
ECR before Limited Liability	26%
Economic Capital Ratio	153%