

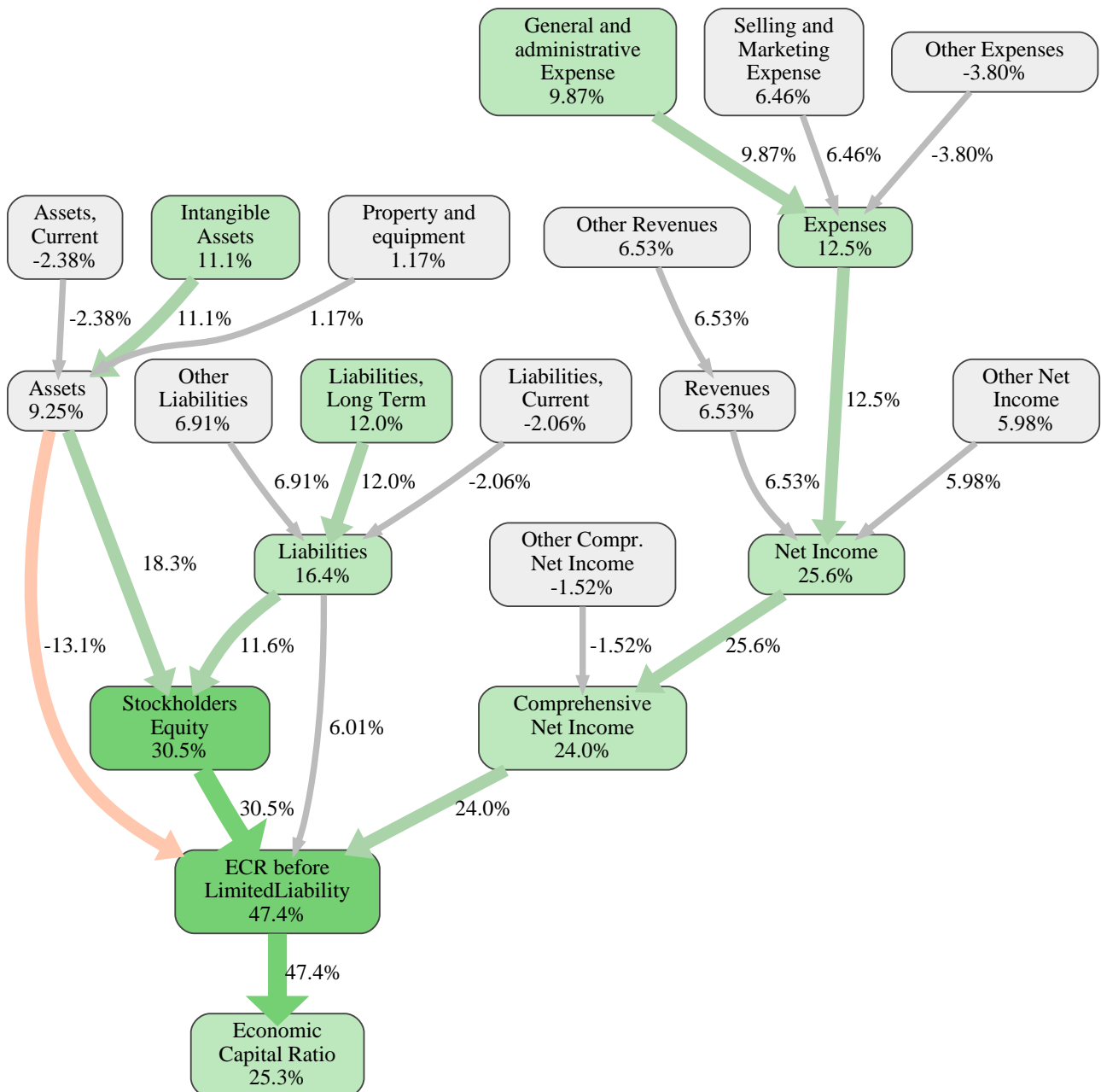


RealRate

FOOD 2017

KELLANOVA
Rank 13 of 42

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 30% points. The greatest weakness of KELLANOVA is the variable Other Expenses, reducing the Economic Capital Ratio by 3.8% points.

The company's Economic Capital Ratio, given in the ranking table, is 184%, being 25% points above the market average of 158%.

Input Variable	Value in 1000 USD
Assets, Current	2,940,000
General and administrative Expense	0
Intangible Assets	7,535,000
Liabilities, Current	4,474,000
Liabilities, Long Term	0
Other Assets	1,067,000
Other Compr. Net Income	-200,000
Other Expenses	12,258,000
Other Liabilities	0
Other Net Income	-61,000
Other Revenues	13,014,000
Property and equipment	3,569,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	15,111,000
Liabilities	4,474,000
Expenses	12,258,000
Revenues	13,014,000
Stockholders Equity	10,637,000
Net Income	695,000
Comprehensive Net Income	495,000
ECR before Limited Liability	59%
Economic Capital Ratio	184%