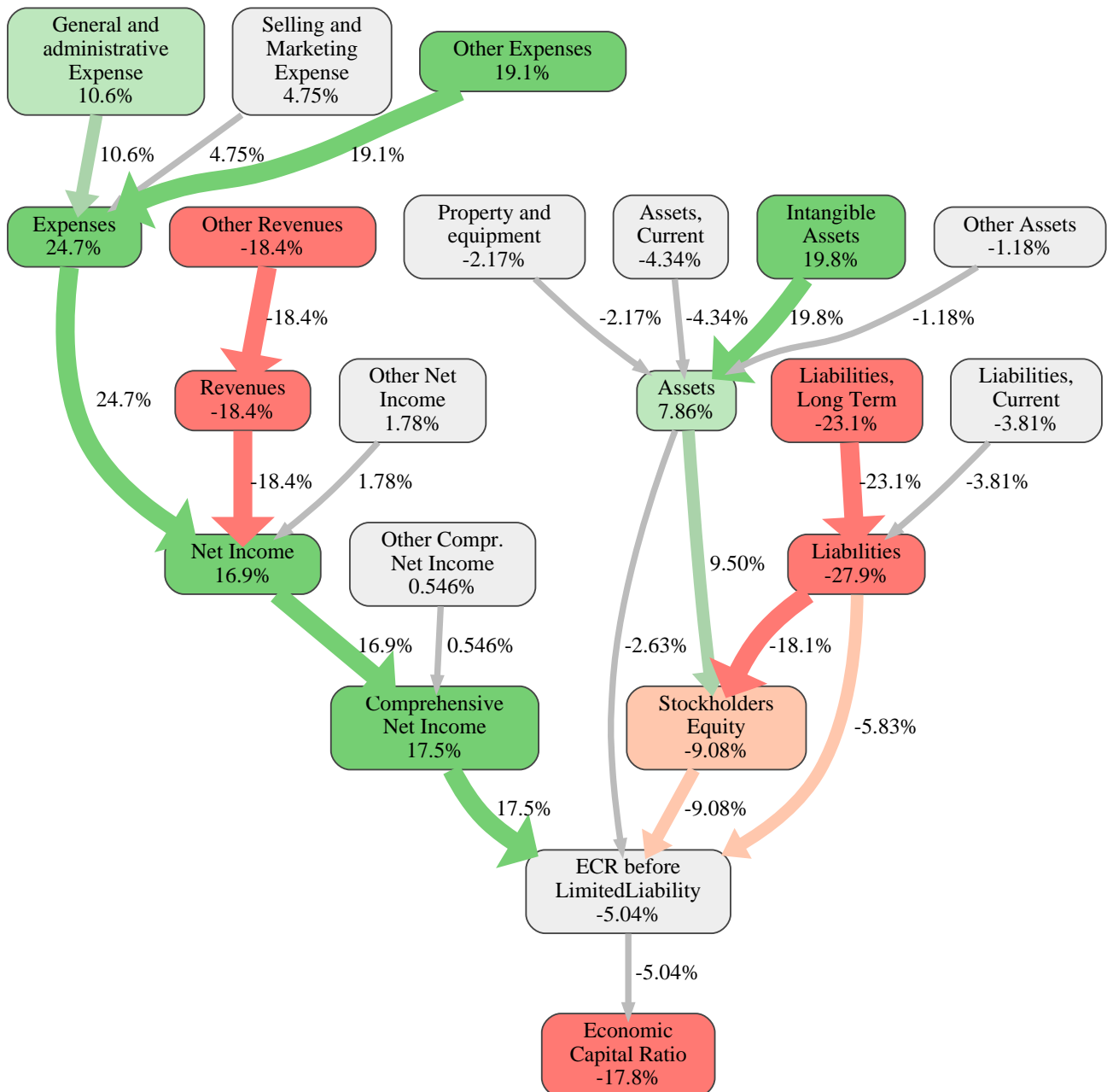




RealRate

FOOD 2018

General Mills INC
Rank 29 of 37



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The relative strengths and weaknesses of General Mills 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 General Mills INC compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 25% points. The greatest weakness of General Mills INC is the variable Liabilities, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 18% points below the market average of 171%.

Input Variable	Value in 1000 USD
Assets, Current	4,061,400
General and administrative Expense	0
Intangible Assets	13,277,600
Liabilities, Current	5,330,800
Liabilities, Long Term	9,166,000
Other Assets	785,900
Other Compr. Net Income	324,100
Other Expenses	13,990,200
Other Liabilities	1,719,400
Other Net Income	71,500
Other Revenues	15,619,800
Property and equipment	3,687,700
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	21,812,600
Liabilities	16,216,200
Expenses	13,990,200
Revenues	15,619,800
Stockholders Equity	5,596,400
Net Income	1,701,100
Comprehensive Net Income	2,025,200
ECR before Limited Liability	25%
Economic Capital Ratio	153%