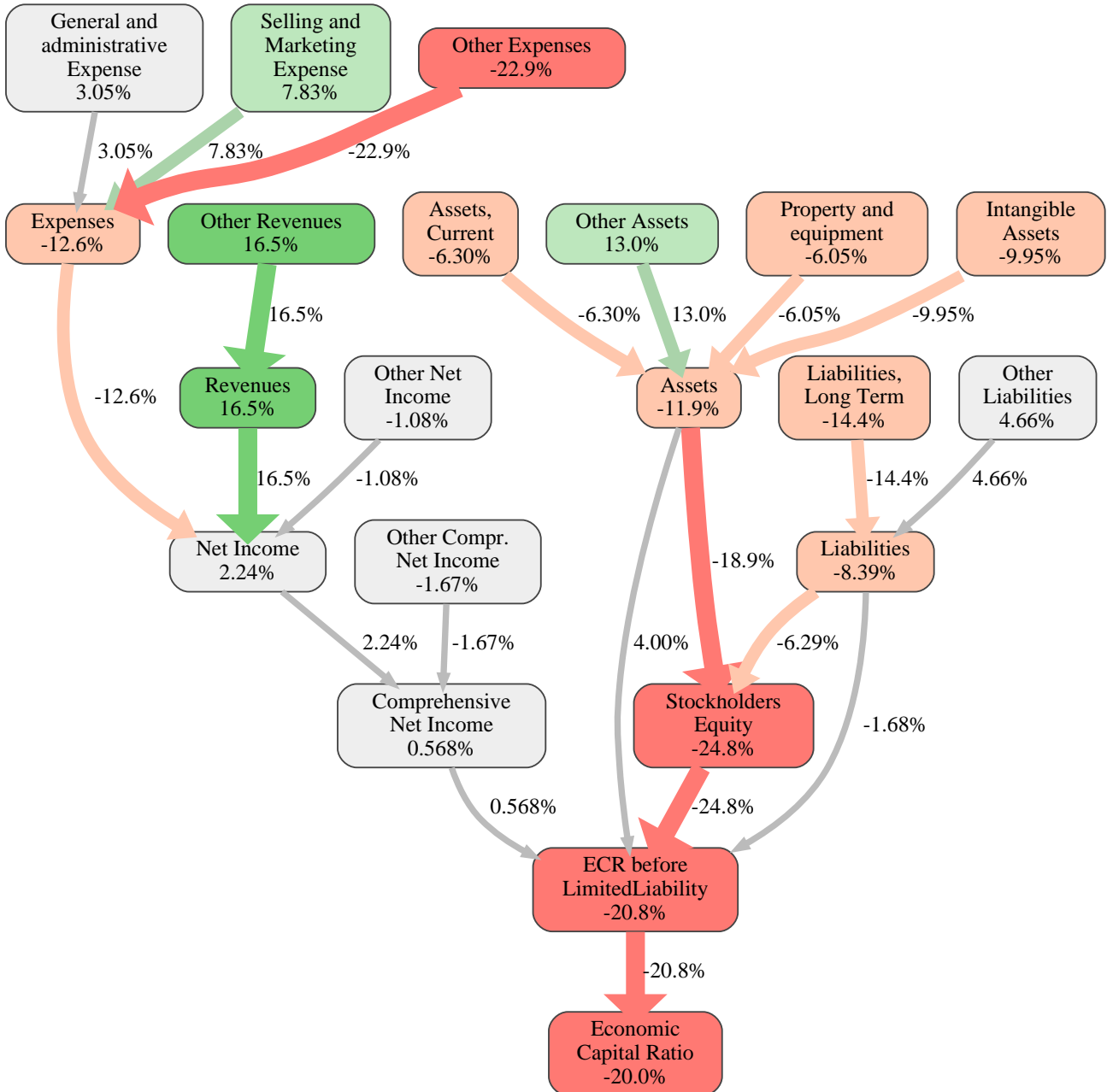




RealRate

FOOD 2010

Hershey CO
Rank 3 of 3





FOOD 2010

Hershey CO
Rank 3 of 3



The relative strengths and weaknesses of Hershey CO 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 Hershey CO compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 17% points. The greatest weakness of Hershey CO is the variable Stockholders Equity, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 20% points below the market average of 173%.

Input Variable	Value in 1000 USD
Assets, Current	1,385,434
General and administrative Expense	0
Intangible Assets	697,100
Liabilities, Current	910,628
Liabilities, Long Term	2,004,064
Other Assets	1,592,497
Other Compr. Net Income	0
Other Expenses	4,862,674
Other Liabilities	0
Other Net Income	0
Other Revenues	5,298,668
Property and equipment	0
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	3,675,031
Liabilities	2,914,692
Expenses	4,862,674
Revenues	5,298,668
Stockholders Equity	760,339
Net Income	435,994
Comprehensive Net Income	435,994
BaseVar	8,375,532
ECR before LimitedLiability	25%
Economic Capital Ratio	153%