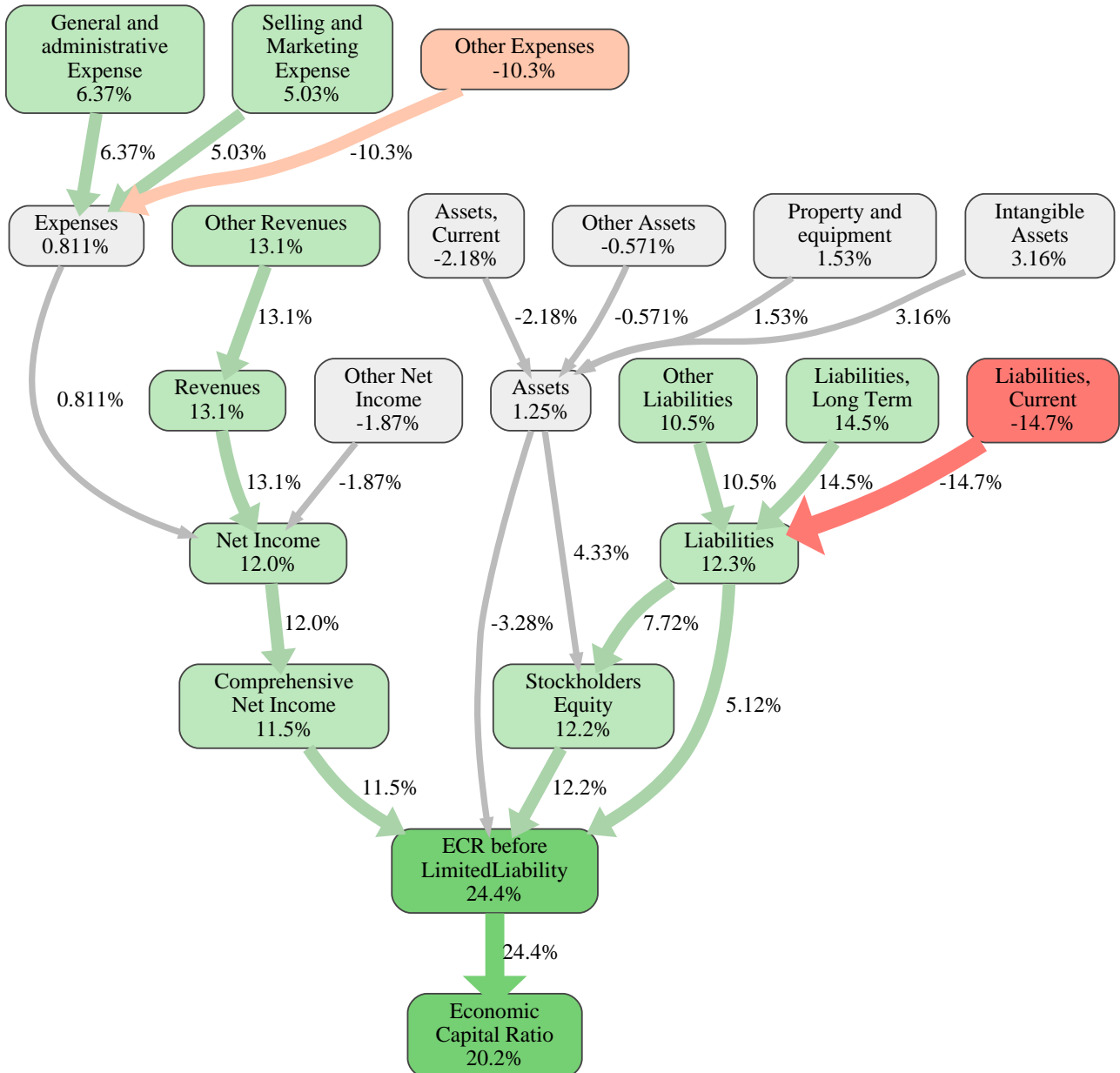




RealRate

FOOD 2012

KELLANOVA
Rank 13 of 44





RealRate

FOOD 2012

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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 Liabilities, Long Term, increasing the Economic Capital Ratio by 14% points. The greatest weakness of KELLANOVA is the variable Liabilities, Current, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 195%, being 20% points above the market average of 175%.

Input Variable	Value in 1000 USD
Assets, Current	3,027,000
General and administrative Expense	0
Intangible Assets	5,077,000
Liabilities, Current	3,313,000
Liabilities, Long Term	0
Other Assets	516,000
Other Compr. Net Income	0
Other Expenses	11,958,000
Other Liabilities	0
Other Net Income	-11,000
Other Revenues	13,198,000
Property and equipment	3,281,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	11,901,000
Liabilities	3,313,000
Expenses	11,958,000
Revenues	13,198,000
Stockholders Equity	8,588,000
Net Income	1,229,000
Comprehensive Net Income	1,229,000
BaseVar	20,190,500
ECR before LimitedLiability	73%
Economic Capital Ratio	195%