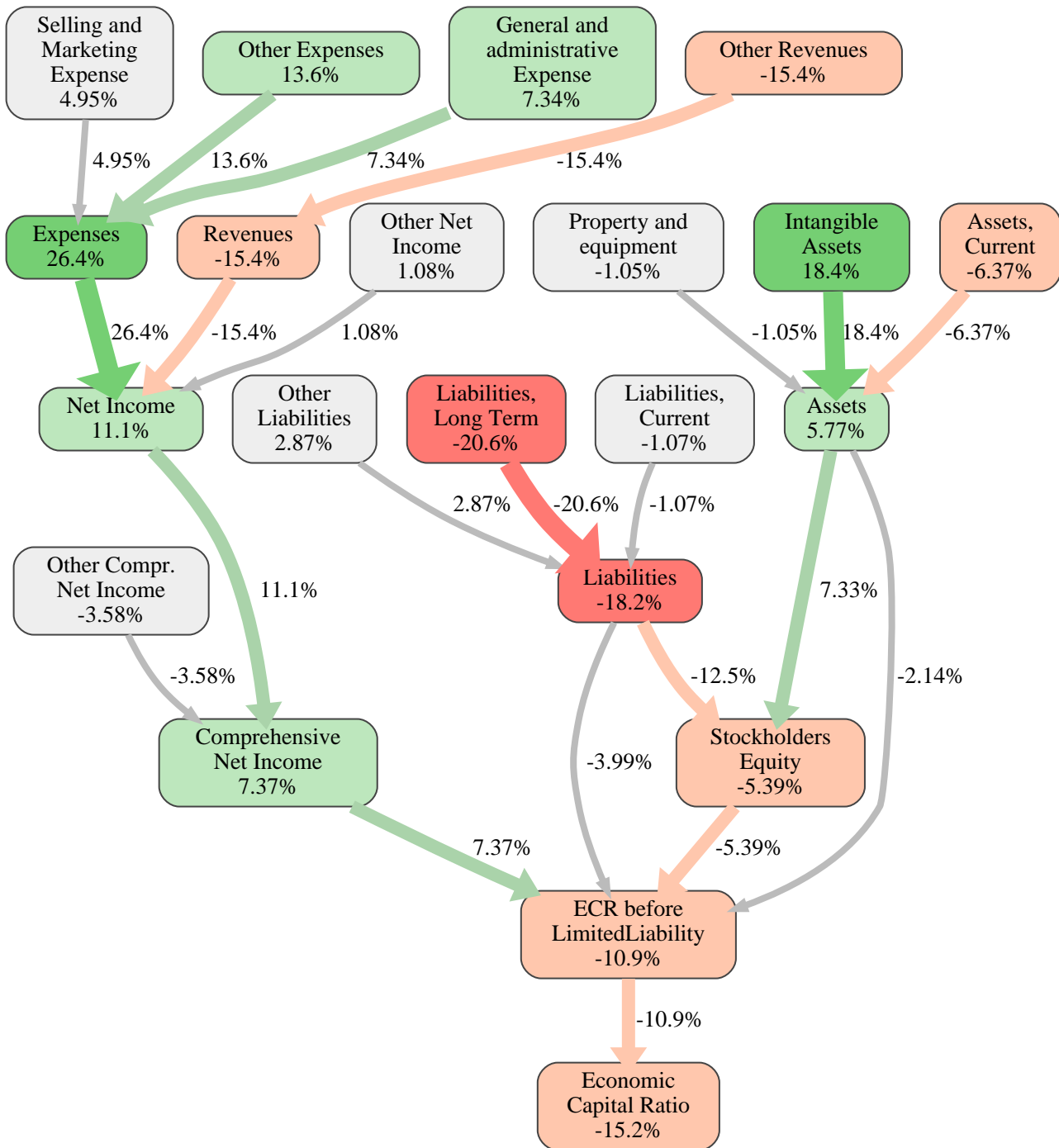




RealRate

FOOD 2013

General Mills INC
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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 26% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 21% points.

The company's Economic Capital Ratio, given in the ranking table, is 155%, being 15% points below the market average of 170%.

Input Variable	Value in 1000 USD
Assets, Current	3,691,400
General and administrative Expense	0
Intangible Assets	12,887,400
Liabilities, Current	3,843,200
Liabilities, Long Term	8,351,700
Other Assets	865,300
Other Compr. Net Income	-732,900
Other Expenses	15,157,000
Other Liabilities	1,171,400
Other Net Income	66,400
Other Revenues	16,657,900
Property and equipment	3,652,700
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	21,096,800
Liabilities	13,366,300
Expenses	15,157,000
Revenues	16,657,900
Stockholders Equity	7,730,500
Net Income	1,567,300
Comprehensive Net Income	834,400
BaseVar	33,538,650
ECR before LimitedLiability	27%
Economic Capital Ratio	155%