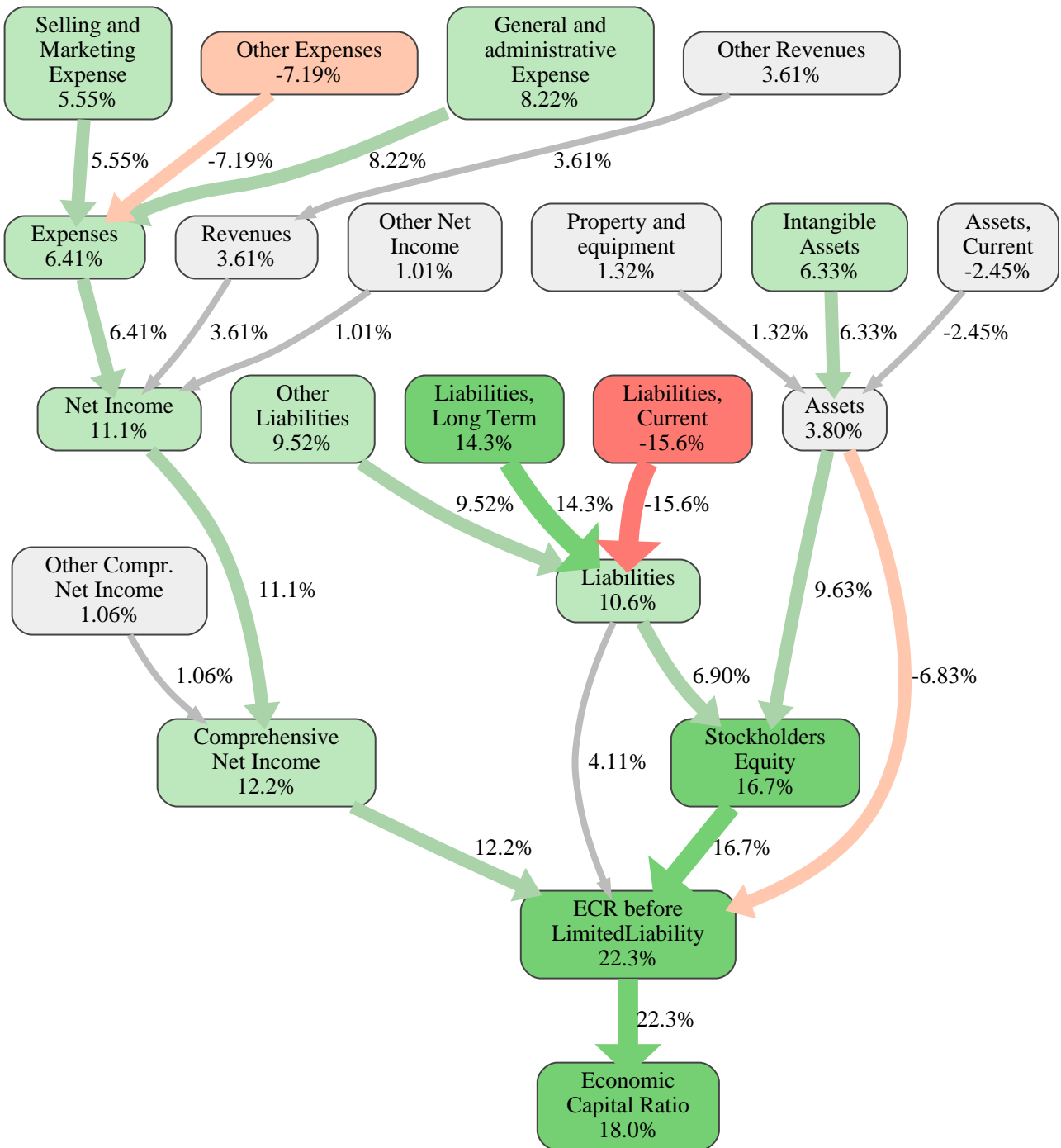




RealRate

FOOD 2013

KELLANOVA
Rank 16 of 51





RealRate

FOOD 2013

KELLANOVA
Rank 16 of 51



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 17% points. The greatest weakness of KELLANOVA is the variable Liabilities, Current, reducing the Economic Capital Ratio by 16% points.

The company's Economic Capital Ratio, given in the ranking table, is 188%, being 18% points above the market average of 170%.

Input Variable	Value in 1000 USD
Assets, Current	3,380,000
General and administrative Expense	0
Intangible Assets	7,412,000
Liabilities, Current	4,523,000
Liabilities, Long Term	0
Other Assets	610,000
Other Compr. Net Income	75,000
Other Expenses	13,259,000
Other Liabilities	0
Other Net Income	23,000
Other Revenues	14,197,000
Property and equipment	3,782,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	15,184,000
Liabilities	4,523,000
Expenses	13,259,000
Revenues	14,197,000
Stockholders Equity	10,661,000
Net Income	961,000
Comprehensive Net Income	1,036,000
BaseVar	23,630,500
ECR before LimitedLiability	65%
Economic Capital Ratio	188%