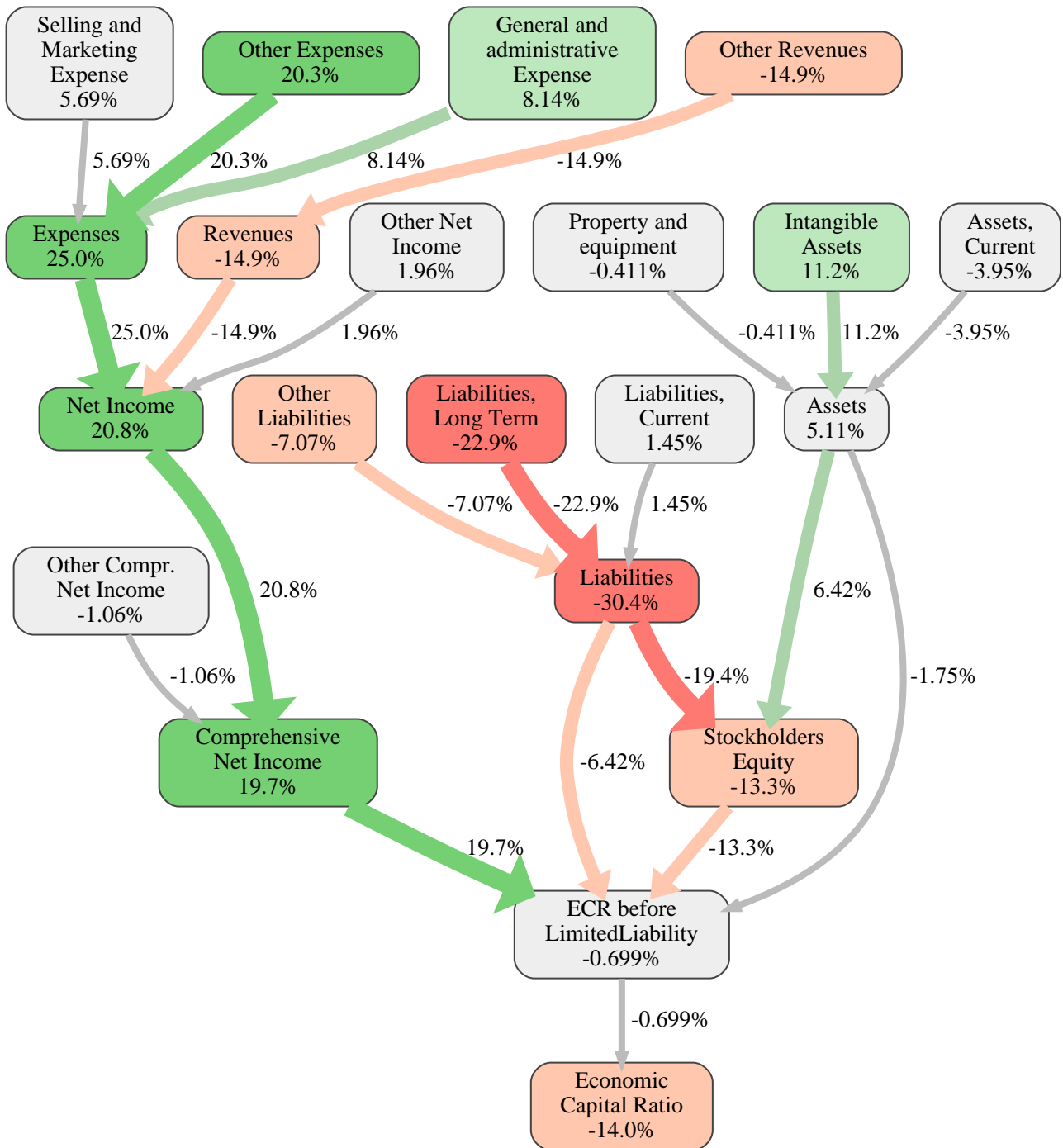




RealRate

FOOD 2014

Kraft Foods Group Inc
Rank 35 of 51





FOOD 2014

Kraft Foods Group Inc Rank 35 of 51

The relative strengths and weaknesses of Kraft Foods Group 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 Kraft Foods Group Inc compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 25% points. The greatest weakness of Kraft Foods Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 30% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 14% points below the market average of 167%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 4,908,000 |
| General and administrative Expense | 0 |
| Intangible Assets | 11,505,000 |
| Liabilities, Current | 3,410,000 |
| Liabilities, Long Term | 10,404,000 |
| Other Assets | 2,620,000 |
| Other Compr. Net Income | -39,000 |
| Other Expenses | 15,503,000 |
| Other Liabilities | 4,147,000 |
| Other Net Income | 0 |
| Other Revenues | 18,218,000 |
| Property and equipment | 4,115,000 |
| Selling and Marketing Expense | 0 |

| Output Variable | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets | 23,148,000 |
| Liabilities | 17,961,000 |
| Expenses | 15,503,000 |
| Revenues | 18,218,000 |
| Stockholders Equity | 5,187,000 |
| Net Income | 2,715,000 |
| Comprehensive Net Income | 2,676,000 |
| BaseVar | 37,434,500 |
| ECR before LimitedLiability | 26% |
| Economic Capital Ratio | 153% |