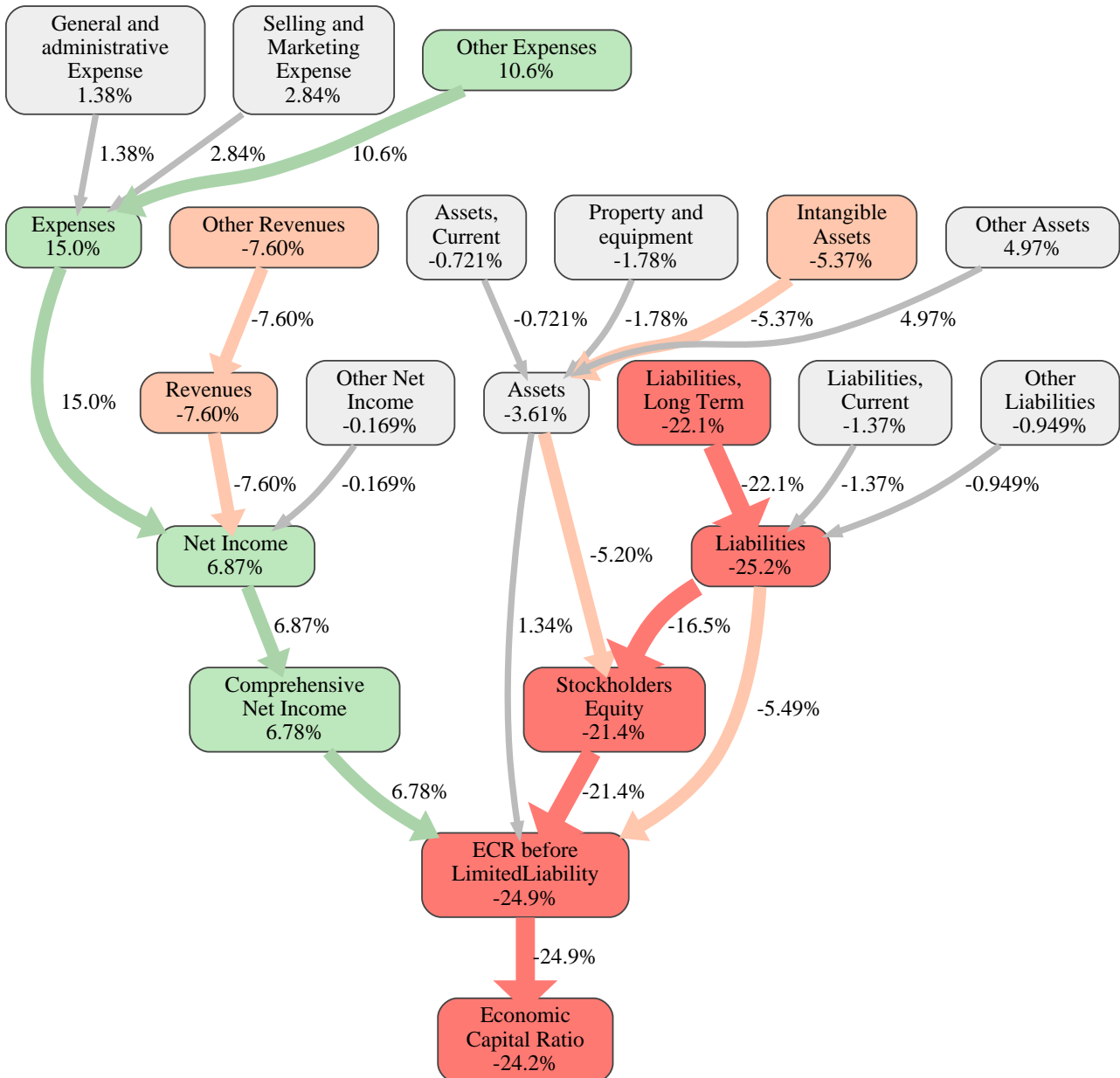




RealRate

FOOD 2011

Kraft Heinz Foods Co Rank 15 of 16





FOOD 2011

Kraft Heinz Foods Co Rank 15 of 16

The relative strengths and weaknesses of Kraft Heinz Foods 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 Kraft Heinz Foods Co compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 15% points. The greatest weakness of Kraft Heinz Foods Co is the variable Liabilities, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 155%, being 24% points below the market average of 179%.

Input Variable	Value in 1000 USD
Assets, Current	3,051,125
General and administrative Expense	0
Intangible Assets	2,770,918
Liabilities, Current	2,175,359
Liabilities, Long Term	5,070,344
Other Assets	2,161,872
Other Compr. Net Income	0
Other Expenses	8,998,558
Other Liabilities	881,512
Other Net Income	-22,660
Other Revenues	10,494,983
Property and equipment	2,091,796
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	10,075,711
Liabilities	8,127,215
Expenses	8,998,558
Revenues	10,494,983
Stockholders Equity	1,948,496
Net Income	1,473,765
Comprehensive Net Income	1,473,765
BaseVar	18,859,564
ECR before LimitedLiability	27%
Economic Capital Ratio	155%