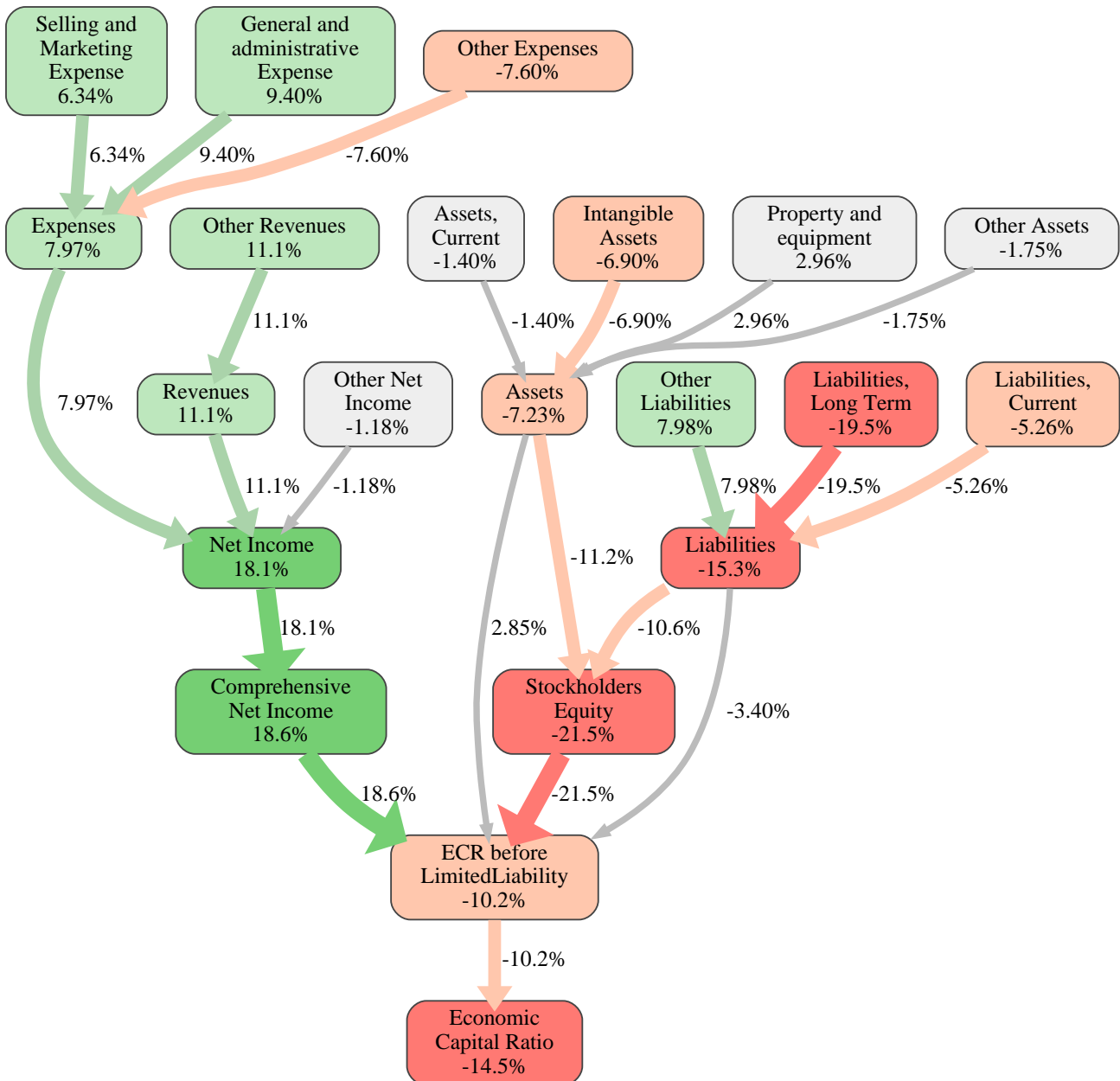




RealRate

FOOD 2013

Hershey CO
Rank 35 of 51





FOOD 2013

Hershey CO
Rank 35 of 51



The relative strengths and weaknesses of Hershey 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 Hershey CO compared to the market average is the variable Comprehensive Net Income, increasing the Economic Capital Ratio by 19% points. The greatest weakness of Hershey CO is the variable Stockholders Equity, reducing the Economic Capital Ratio by 21% points.

The company's Economic Capital Ratio, given in the ranking table, is 156%, being 15% points below the market average of 170%.

Input Variable	Value in 1000 USD
Assets, Current	2,113,485
General and administrative Expense	0
Intangible Assets	802,716
Liabilities, Current	1,471,110
Liabilities, Long Term	2,199,699
Other Assets	164,567
Other Compr. Net Income	0
Other Expenses	5,887,752
Other Liabilities	35,657
Other Net Income	-95,569
Other Revenues	6,644,252
Property and equipment	1,674,071
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	4,754,839
Liabilities	3,706,466
Expenses	5,887,752
Revenues	6,644,252
Stockholders Equity	1,048,373
Net Income	660,931
Comprehensive Net Income	660,931
BaseVar	10,544,439
ECR before LimitedLiability	28%
Economic Capital Ratio	156%