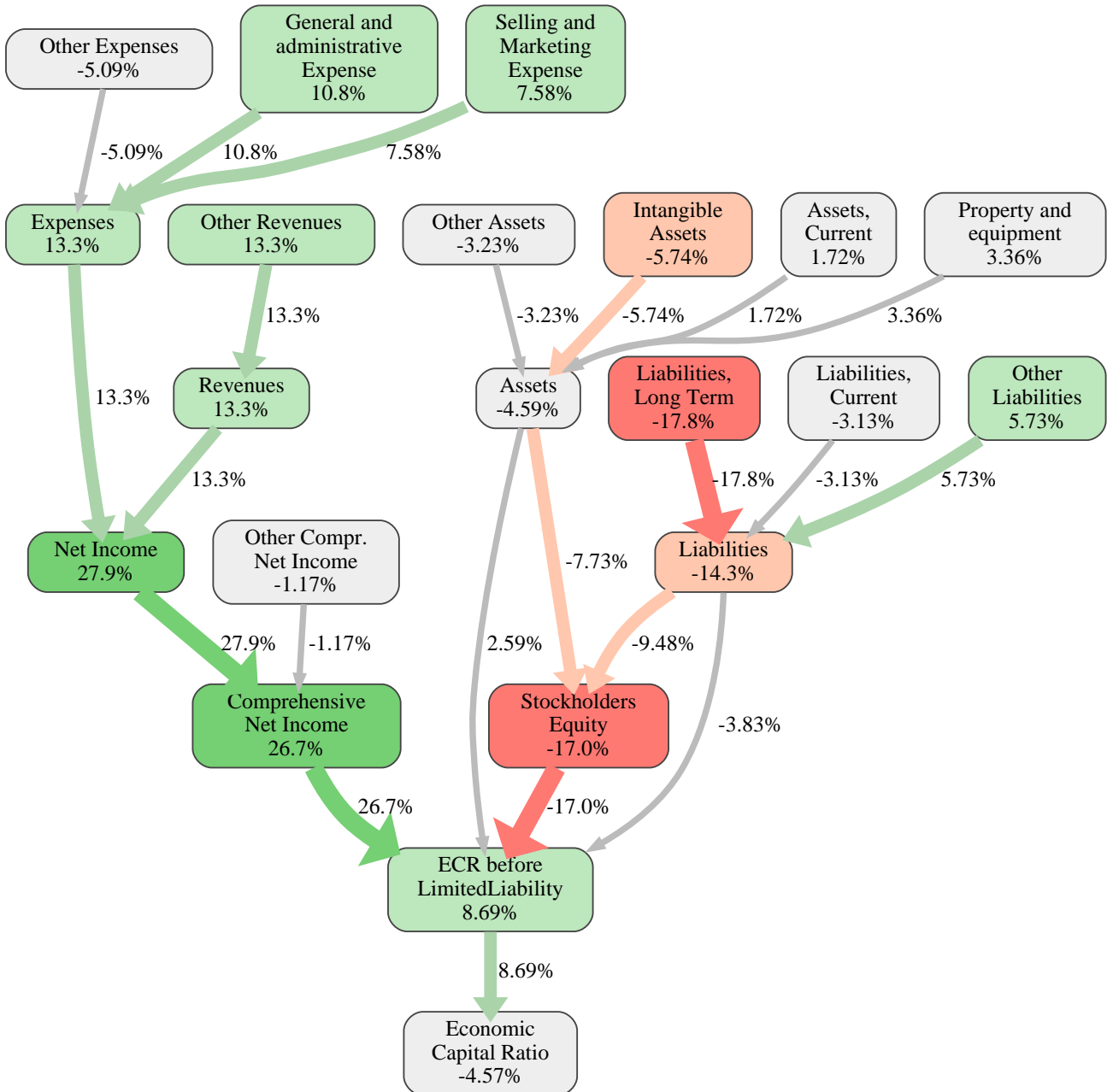




RealRate

FOOD 2014

Hershey CO  
Rank 26 of 51





FOOD 2014

Hershey CO  
Rank 26 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 Net Income, increasing the Economic Capital Ratio by 28% points. The greatest weakness of Hershey CO is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 18% points.

The company's Economic Capital Ratio, given in the ranking table, is 163%, being 4.6% points below the market average of 167%.

| Input Variable                     | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current                    | 2,487,334         |
| General and administrative Expense | 0                 |
| Intangible Assets                  | 771,805           |
| Liabilities, Current               | 1,408,022         |
| Liabilities, Long Term             | 2,229,210         |
| Other Assets                       | 293,004           |
| Other Compr. Net Income            | 0                 |
| Other Expenses                     | 6,237,253         |
| Other Liabilities                  | 104,204           |
| Other Net Income                   | -88,356           |
| Other Revenues                     | 7,146,079         |
| Property and equipment             | 1,805,345         |
| Selling and Marketing Expense      | 0                 |

| Output Variable             | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets                      | 5,357,488         |
| Liabilities                 | 3,741,436         |
| Expenses                    | 6,237,253         |
| Revenues                    | 7,146,079         |
| Stockholders Equity         | 1,616,052         |
| Net Income                  | 820,470           |
| Comprehensive Net Income    | 820,470           |
| BaseVar                     | 11,285,306        |
| ECR before LimitedLiability | 36%               |
| Economic Capital Ratio      | 163%              |