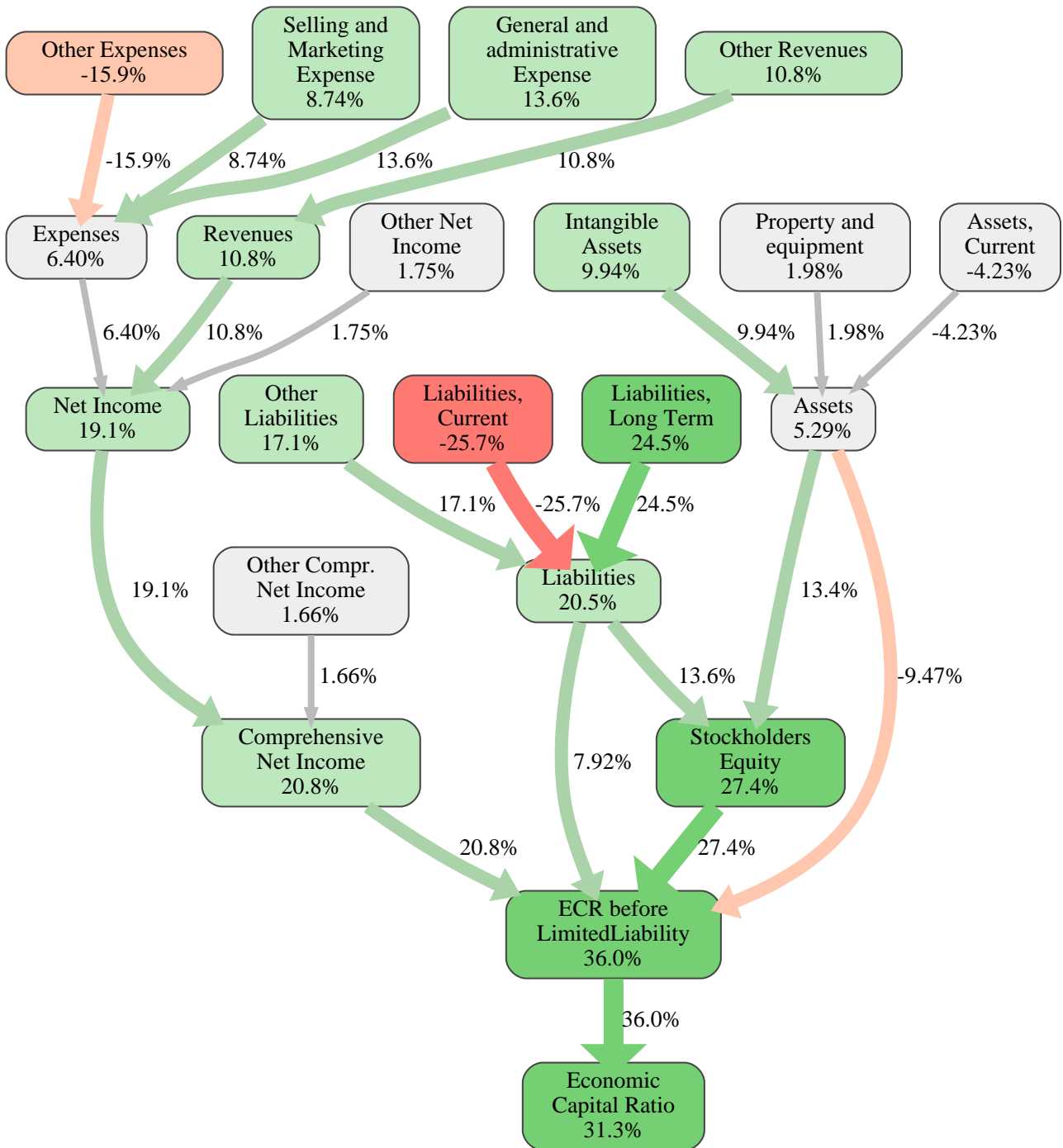




RealRate

FOOD 2013

KELLANOVA
Rank 16 of 50





FOOD 2013
KELLANOVA
Rank 16 of 50



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 27% points. The greatest weakness of KELLANOVA is the variable Liabilities, Current, reducing the Economic Capital Ratio by 26% points.

The company's Economic Capital Ratio, given in the ranking table, is 185%, being 31% points above the market average of 154%.

| 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 | 37,683,040 |
| ECR before LimitedLiability | 135% |
| Economic Capital Ratio | 185% |