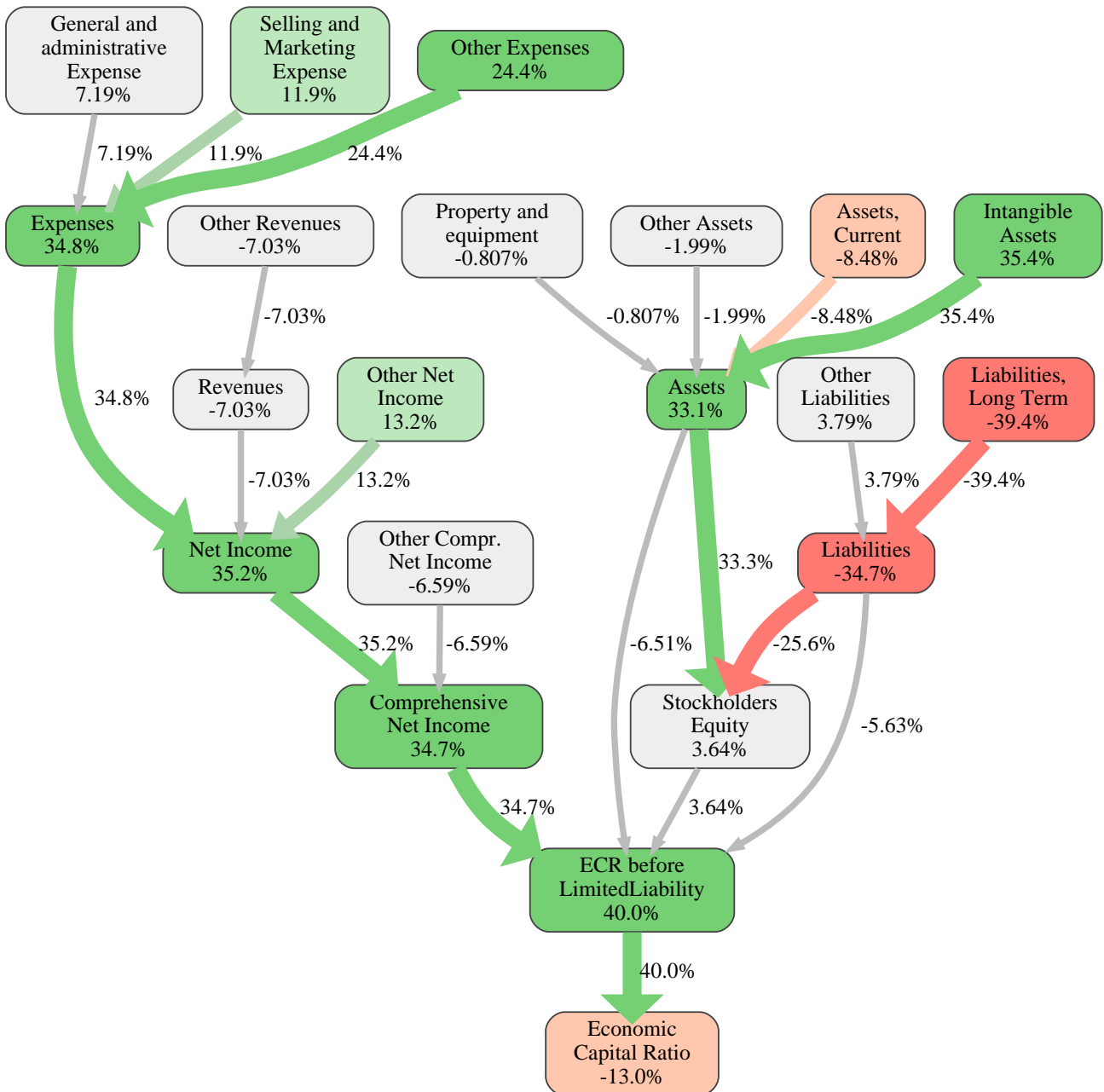




RealRate

FOOD 2016

General Mills INC
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The relative strengths and weaknesses of General Mills 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 General Mills INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 35% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 39% points.

The company's Economic Capital Ratio, given in the ranking table, is 114%, being 13% points below the market average of 127%.

Input Variable	Value in 1000 USD
Assets, Current	3,685,600
General and administrative Expense	0
Intangible Assets	13,551,900
Liabilities, Current	4,890,100
Liabilities, Long Term	9,320,100
Other Assets	811,200
Other Compr. Net Income	-1,008,500
Other Expenses	16,455,200
Other Liabilities	1,450,200
Other Net Income	84,300
Other Revenues	17,630,300
Property and equipment	3,783,300
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	21,832,000
Liabilities	15,660,400
Expenses	16,455,200
Revenues	17,630,300
Stockholders Equity	6,171,600
Net Income	1,259,400
Comprehensive Net Income	250,900
BaseVar	54,276,283
ECR before LimitedLiability	37%
Economic Capital Ratio	114%