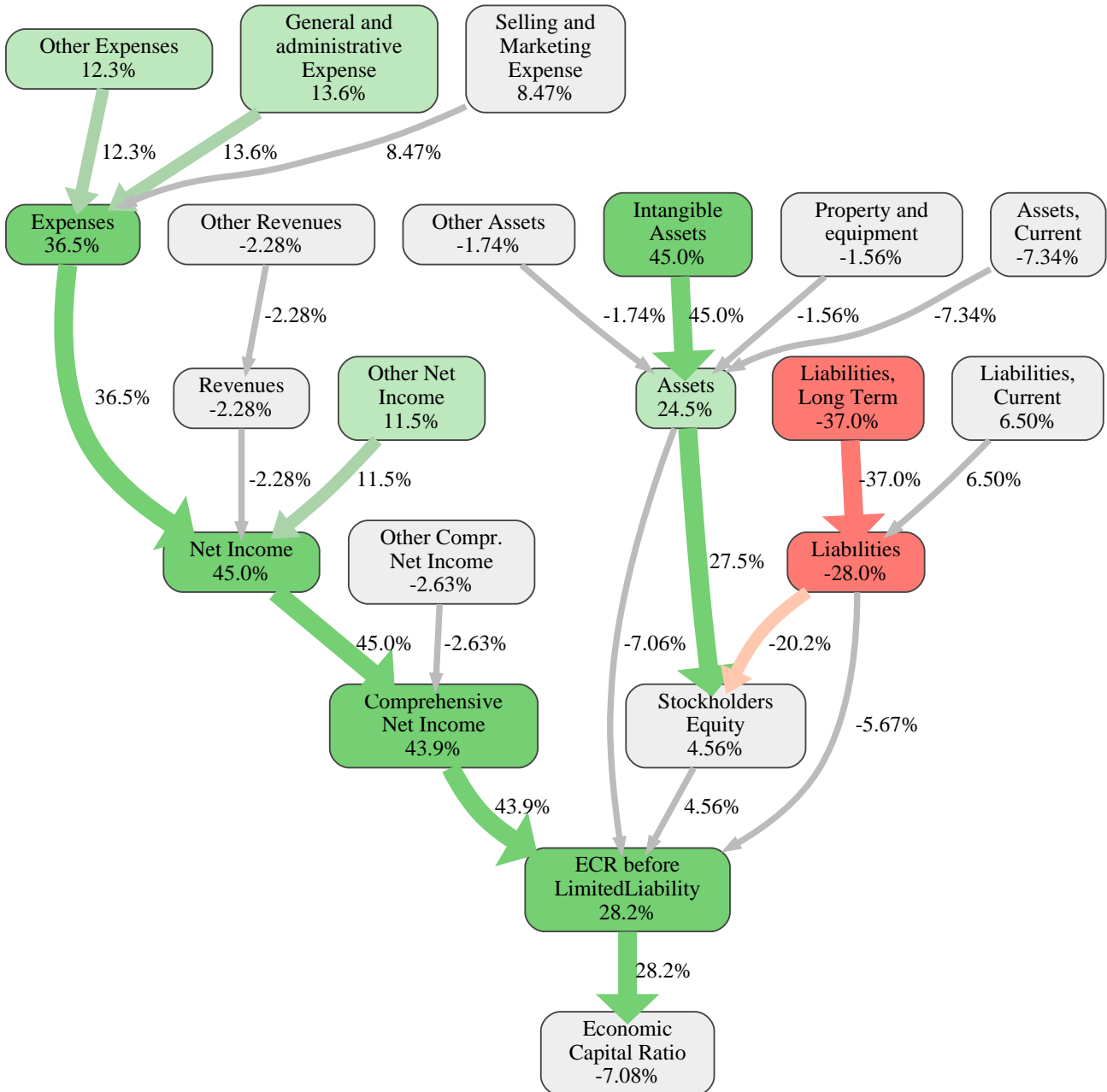




RealRate

FOOD 2017

General Mills INC  
Rank 25 of 43





FOOD 2017

General Mills INC  
Rank 25 of 43



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 Net Income, increasing the Economic Capital Ratio by 45% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 125%, being 7.1% points below the market average of 132%.

| Input Variable                     | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current                    | 3,937,200         |
| General and administrative Expense | 0                 |
| Intangible Assets                  | 13,279,800        |
| Liabilities, Current               | 5,014,700         |
| Liabilities, Long Term             | 9,145,300         |
| Other Assets                       | 751,700           |
| Other Compr. Net Income            | -340,900          |
| Other Expenses                     | 15,062,900        |
| Other Liabilities                  | 1,399,600         |
| Other Net Income                   | 236,600           |
| Other Revenues                     | 16,563,100        |
| Property and equipment             | 3,743,600         |
| Selling and Marketing Expense      | 0                 |

| Output Variable             | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets                      | 21,712,300        |
| Liabilities                 | 15,559,600        |
| Expenses                    | 15,062,900        |
| Revenues                    | 16,563,100        |
| Stockholders Equity         | 6,152,700         |
| Net Income                  | 1,736,800         |
| Comprehensive Net Income    | 1,395,900         |
| BaseVar                     | 51,161,485        |
| ECR before LimitedLiability | 50%               |
| Economic Capital Ratio      | 125%              |