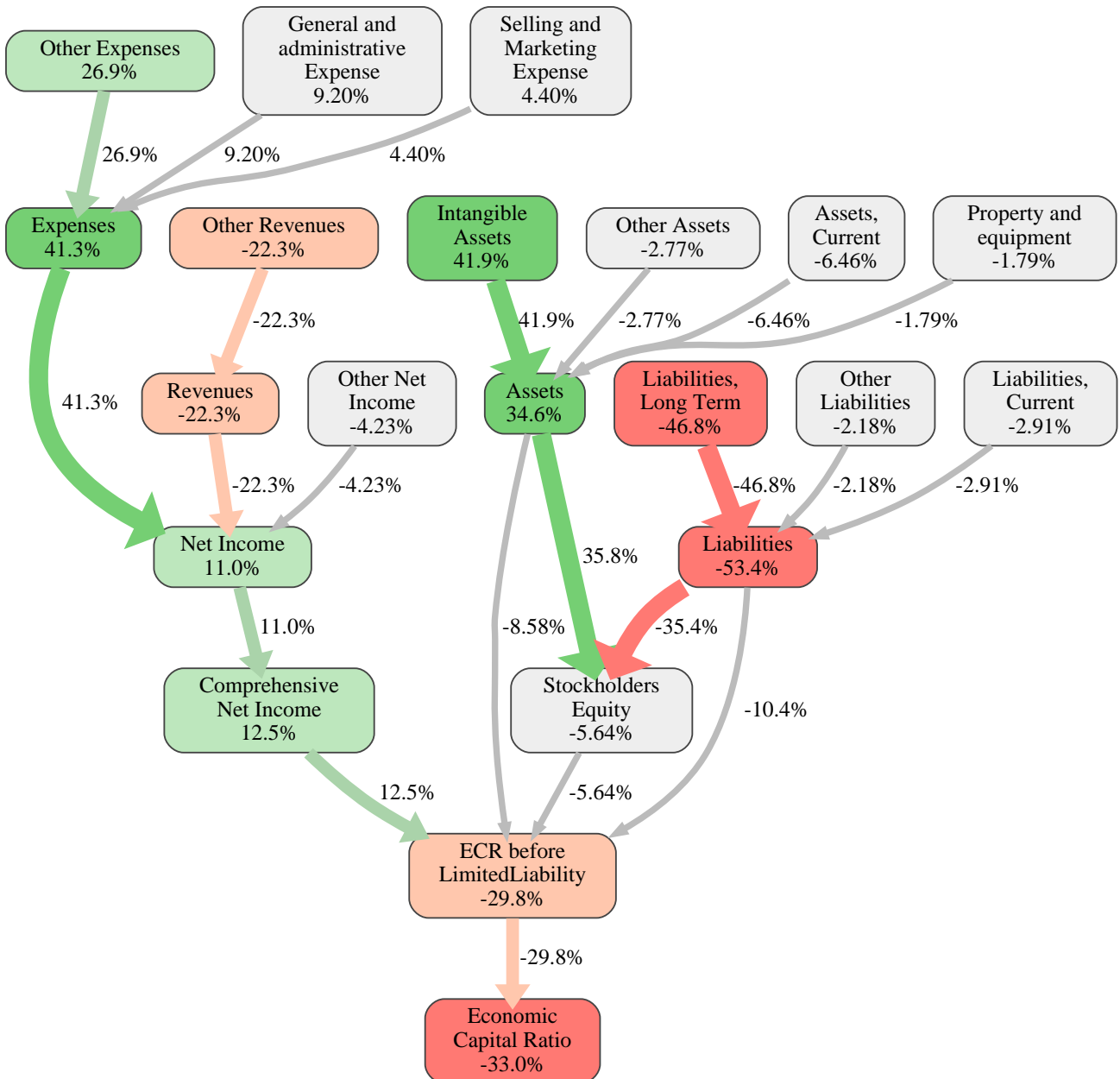




RealRate

FOOD 2019

General Mills INC
Rank 30 of 40





FOOD 2019

General Mills INC
Rank 30 of 40



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 42% points. The greatest weakness of General Mills INC is the variable Liabilities, reducing the Economic Capital Ratio by 53% points.

The company's Economic Capital Ratio, given in the ranking table, is 121%, being 33% points below the market average of 154%.

Input Variable	Value in 1000 USD
Assets, Current	4,123,700
General and administrative Expense	0
Intangible Assets	21,510,100
Liabilities, Current	7,341,900
Liabilities, Long Term	14,009,700
Other Assets	943,000
Other Compr. Net Income	112,900
Other Expenses	13,662,100
Other Liabilities	2,003,800
Other Net Income	84,700
Other Revenues	15,740,400
Property and equipment	4,047,200
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	30,624,000
Liabilities	23,355,400
Expenses	13,662,100
Revenues	15,740,400
Stockholders Equity	7,268,600
Net Income	2,163,000
Comprehensive Net Income	2,275,900
BaseVar	56,885,801
ECR before LimitedLiability	45%
Economic Capital Ratio	121%