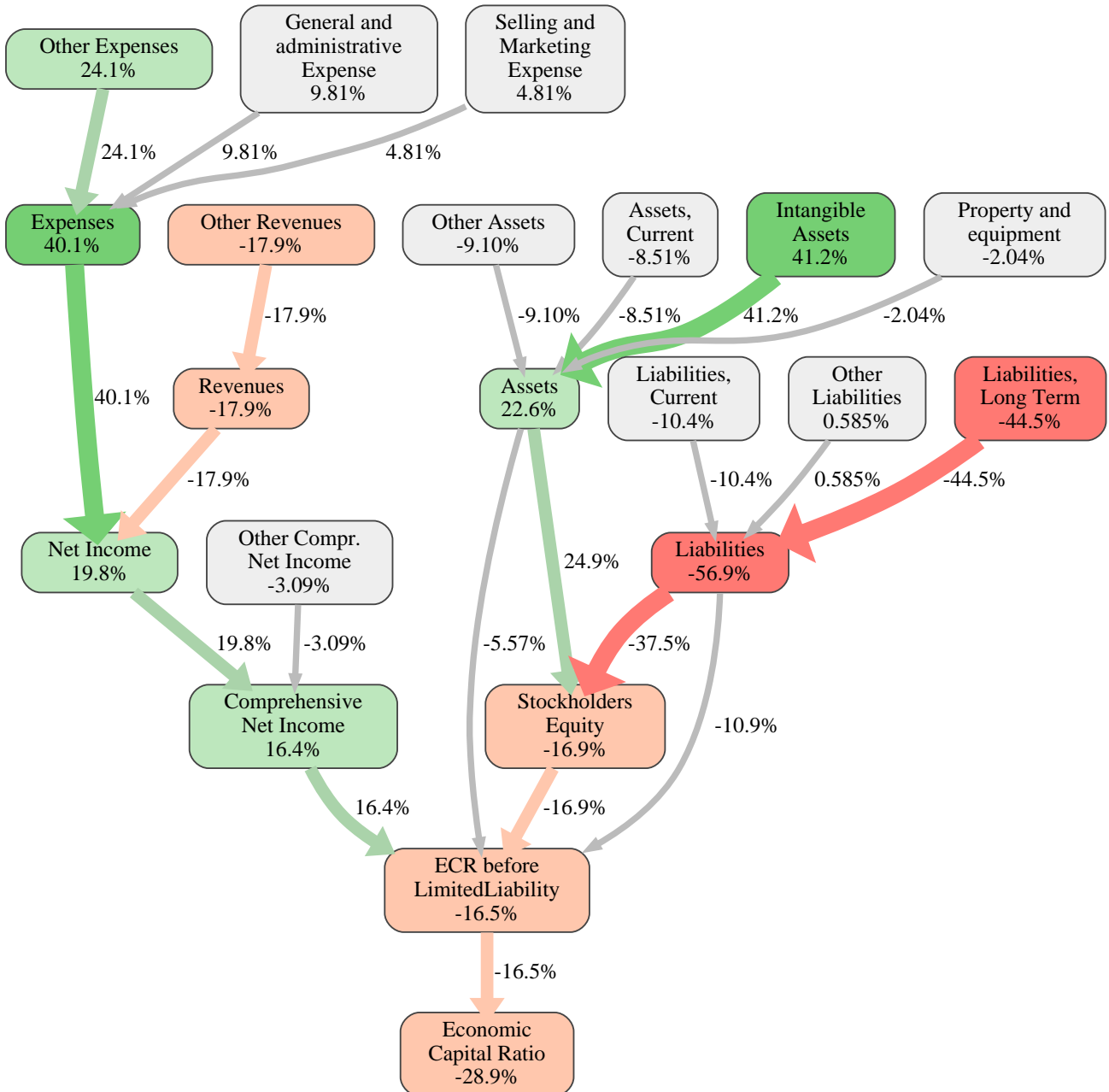




RealRate

FOOD 2020

General Mills INC
Rank 28 of 39





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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 41% points. The greatest weakness of General Mills INC is the variable Liabilities, reducing the Economic Capital Ratio by 57% points.

The company's Economic Capital Ratio, given in the ranking table, is 120%, being 29% points below the market average of 148%.

Input Variable	Value in 1000 USD
Assets, Current	4,186,500
General and administrative Expense	0
Intangible Assets	21,162,600
Liabilities, Current	7,087,100
Liabilities, Long Term	13,073,700
Other Assets	974,900
Other Compr. Net Income	-229,900
Other Expenses	15,121,000
Other Liabilities	2,031,000
Other Net Income	42,000
Other Revenues	16,865,200
Property and equipment	3,787,200
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	30,111,200
Liabilities	22,191,800
Expenses	15,121,000
Revenues	16,865,200
Stockholders Equity	7,919,400
Net Income	1,786,200
Comprehensive Net Income	1,556,300
BaseVar	58,732,181
ECR before LimitedLiability	44%
Economic Capital Ratio	120%