

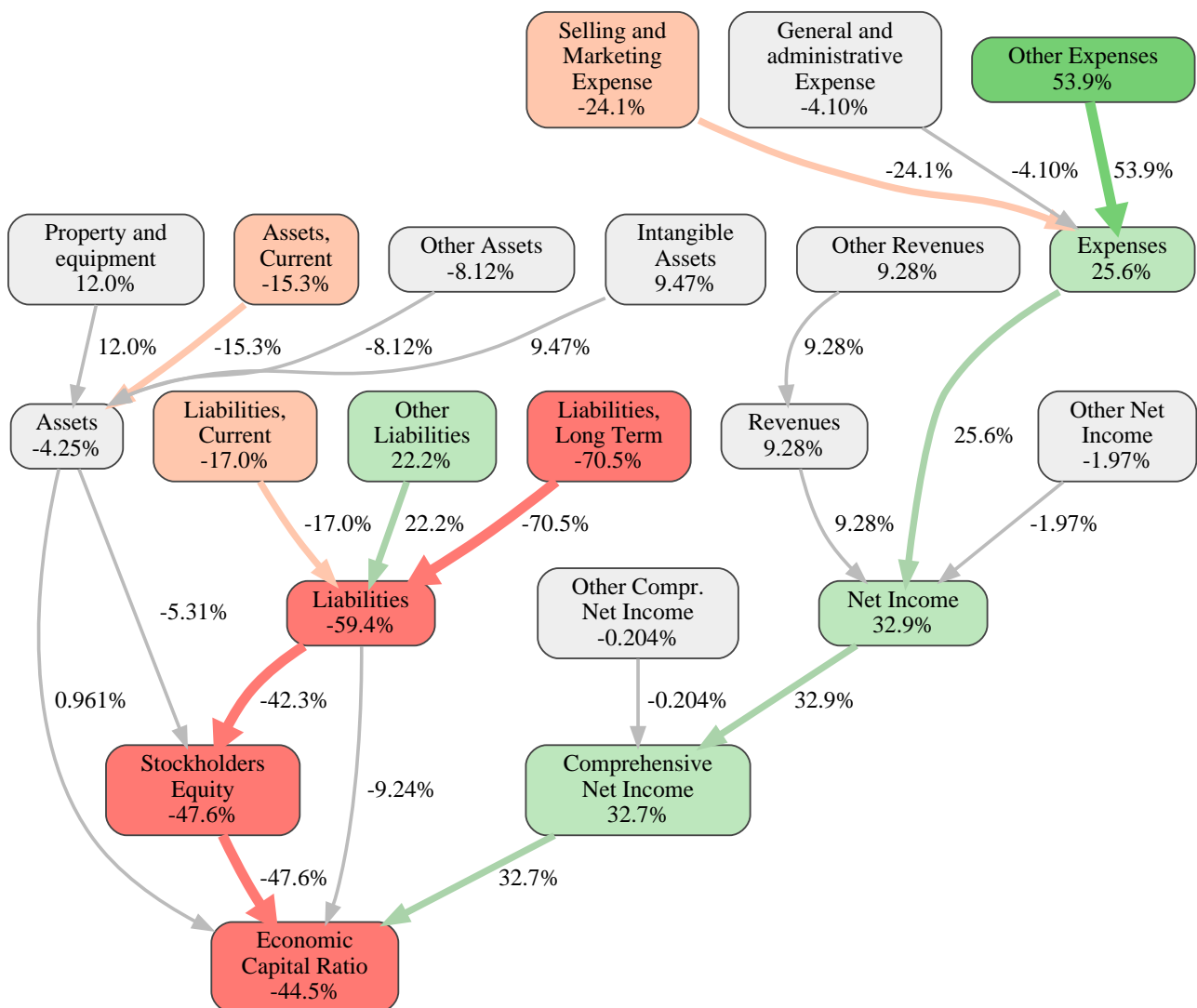


RealRate

FOOD 2012

Campbell Soup Co
Rank 40 of 47

Campbell's



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The relative strengths and weaknesses of Campbell Soup Co 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 Campbell Soup Co compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 54% points. The greatest weakness of Campbell Soup Co is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 70% points.

The company's Economic Capital Ratio, given in the ranking table, is 50%, being 44% points below the market average of 95%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets, Current | 1,963,000 |
| General and administrative Expense | 612,000 |
| Intangible Assets | 2,660,000 |
| Liabilities, Current | 1,989,000 |
| Liabilities, Long Term | 3,410,000 |
| Other Assets | 136,000 |
| Other Compr. Net Income | 0 |
| Other Expenses | 5,309,000 |
| Other Liabilities | 367,000 |
| Other Net Income | 11,000 |
| Other Revenues | 7,719,000 |
| Property and equipment | 2,103,000 |
| Selling and Marketing Expense | 1,007,000 |

| Output Variable | Value in 1000 USD |
|--------------------------|----------------------|
| Assets | 6,862,000 |
| Liabilities | 5,766,000 |
| Expenses | 6,928,000 |
| Revenues | 7,719,000 |
| Stockholders Equity | 1,096,000 |
| Net Income | 802,000 |
| Comprehensive Net Income | 802,000 |
| Economic Capital Ratio | 50% |