





FOOD 2012

Hillshire Brands Co Rank 19 of 47

The relative strengths and weaknesses of Hillshire Brands 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 Hillshire Brands Co compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 47% points. The greatest weakness of Hillshire Brands Co is the variable Liabilities, Current, reducing the Economic Capital Ratio by 95% points.

The company's Economic Capital Ratio, given in the ranking table, is 147%, being 53% points above the market average of 95%.

Input Variable	Value in 1000 USD
Assets, Current	4,584,000
General and administrative Expense	0
Intangible Assets	1,133,000
Liabilities, Current	4,122,000
Liabilities, Long Term	0
Other Assets	2,168,000
Other Compr. Net Income	0
Other Expenses	8,320,000
Other Liabilities	0
Other Net Income	935,000
Other Revenues	8,681,000
Property and equipment	1,648,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	9,533,000
Liabilities	4,122,000
Expenses	8,320,000
Revenues	8,681,000
Stockholders Equity	5,411,000
Net Income	1,296,000
Comprehensive Net Income	1,296,000
Economic Capital Ratio	147%