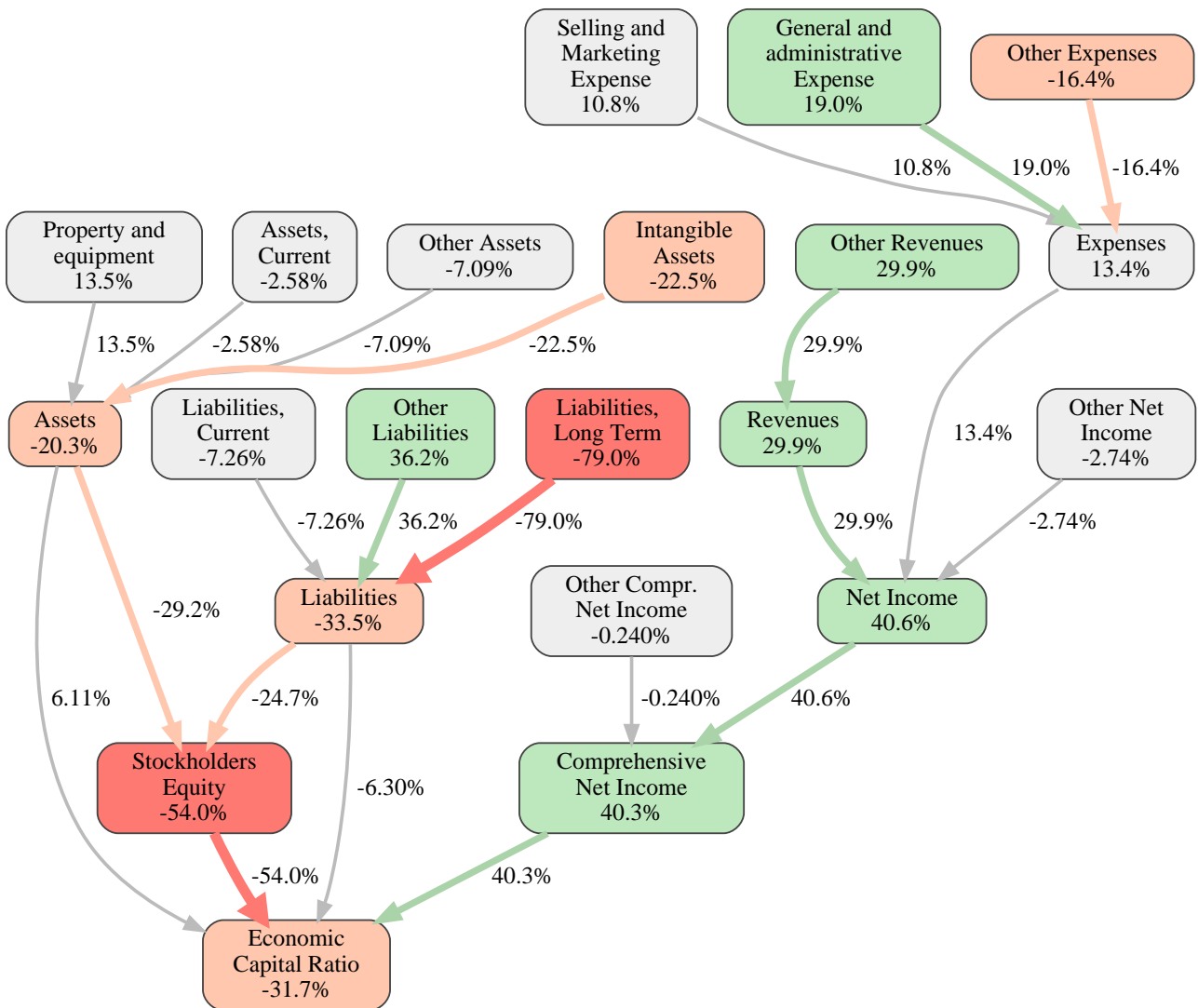




RealRate

FOOD 2012

Hershey Co
Rank 39 of 47





FOOD 2012

Hershey Co
Rank 39 of 47



The relative strengths and weaknesses of Hershey 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 Hershey Co compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 41% points. The greatest weakness of Hershey Co is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 79% points.

The company's Economic Capital Ratio, given in the ranking table, is 63%, being 32% points below the market average of 95%.

Input Variable	Value in 1000 USD
Assets, Current	2,046,558
General and administrative Expense	0
Intangible Assets	628,658
Liabilities, Current	1,173,775
Liabilities, Long Term	2,365,776
Other Assets	177,266
Other Compr. Net Income	0
Other Expenses	5,451,826
Other Liabilities	0
Other Net Income	0
Other Revenues	6,080,788
Property and equipment	1,559,717
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	4,412,199
Liabilities	3,539,551
Expenses	5,451,826
Revenues	6,080,788
Stockholders Equity	872,648
Net Income	628,962
Comprehensive Net Income	628,962
Economic Capital Ratio	63%