



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 Other Revenues, increasing the Economic Capital Ratio by 106% points. The greatest weakness of Hillshire Brands Co is the variable Other Expenses, reducing the Economic Capital Ratio by 96% points.

The company's Economic Capital Ratio, given in the ranking table, is 188%, being 129% points above the market average of 59%.

Input Variable	Value in 1000 USD
Assets, Current	1,106,000
General and administrative Expense	0
Intangible Assets	469,000
Liabilities, Current	671,000
Liabilities, Long Term	0
Other Assets	41,000
Other Compr. Net Income	0
Other Expenses	3,743,000
Other Liabilities	0
Other Net Income	75,000
Other Revenues	3,920,000
Property and equipment	818,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	2,434,000
Liabilities	671,000
Expenses	3,743,000
Revenues	3,920,000
Stockholders Equity	1,763,000
Net Income	252,000
Comprehensive Net Income	252,000
Economic Capital Ratio	188%