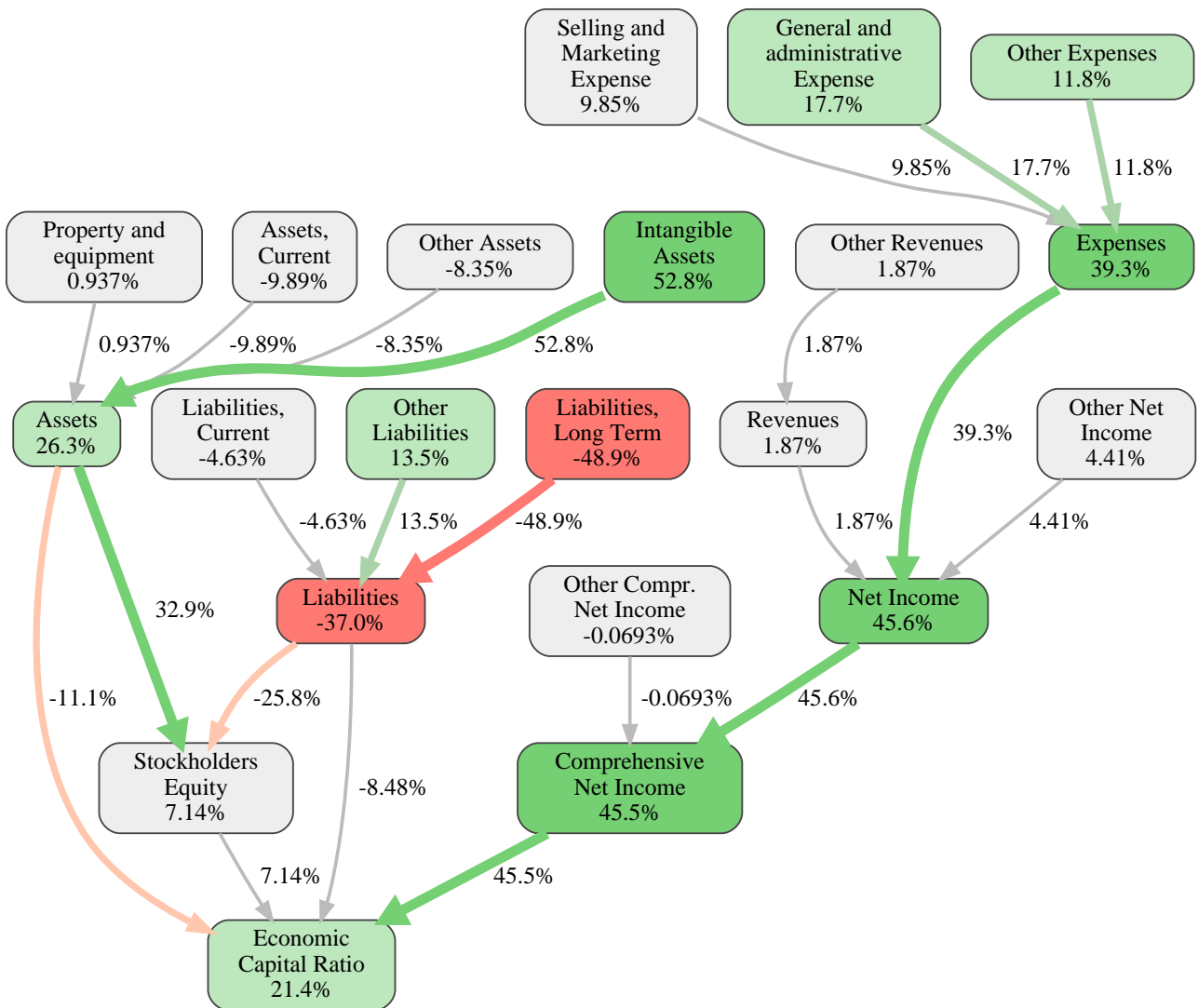




RealRate

FOOD 2014

General Mills INC
Rank 30 of 51





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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 53% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 49% points.

The company's Economic Capital Ratio, given in the ranking table, is 81%, being 21% points above the market average of 59%.

Input Variable	Value in 1000 USD
Assets, Current	4,298,900
General and administrative Expense	0
Intangible Assets	13,637,300
Liabilities, Current	5,293,900
Liabilities, Long Term	7,879,000
Other Assets	843,700
Other Compr. Net Income	158,400
Other Expenses	15,980,400
Other Liabilities	1,389,100
Other Net Income	61,500
Other Revenues	17,774,100
Property and equipment	3,878,100
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	22,658,000
Liabilities	14,562,000
Expenses	15,980,400
Revenues	17,774,100
Stockholders Equity	8,096,000
Net Income	1,855,200
Comprehensive Net Income	1,937,568
Economic Capital Ratio	81%