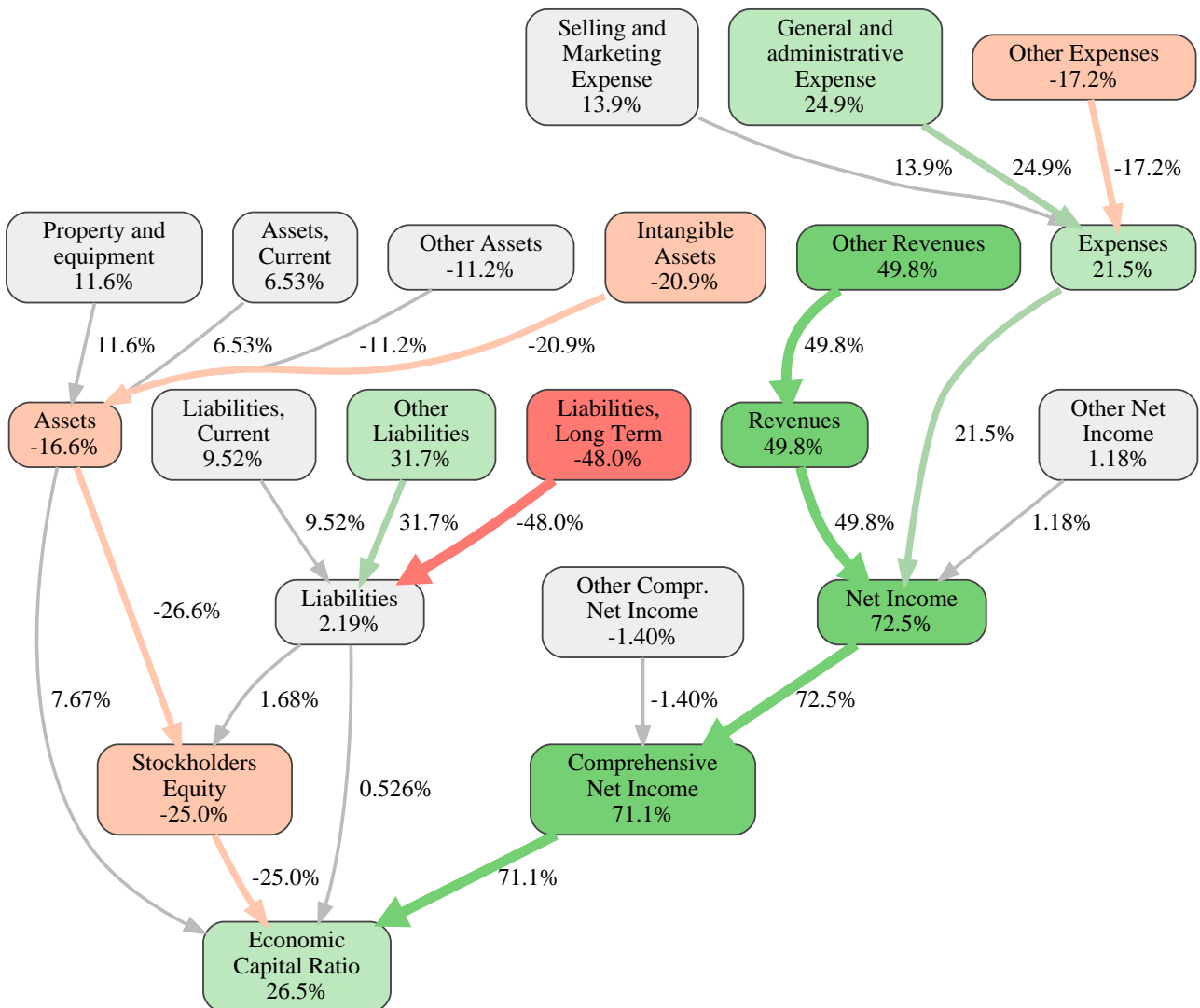




RealRate

FOOD 2014

Hershey Co
Rank 27 of 51





FOOD 2014

Hershey Co
Rank 27 of 51



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 73% points. The greatest weakness of Hershey Co is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 48% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 27% points above the market average of 59%.

Input Variable	Value in 1000 USD
Assets, Current	2,487,334
General and administrative Expense	0
Intangible Assets	771,805
Liabilities, Current	1,408,022
Liabilities, Long Term	2,229,210
Other Assets	293,004
Other Compr. Net Income	0
Other Expenses	6,237,253
Other Liabilities	104,204
Other Net Income	-88,356
Other Revenues	7,146,079
Property and equipment	1,805,345
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	5,357,488
Liabilities	3,741,436
Expenses	6,237,253
Revenues	7,146,079
Stockholders Equity	1,616,052
Net Income	820,470
Comprehensive Net Income	820,470
Economic Capital Ratio	86%