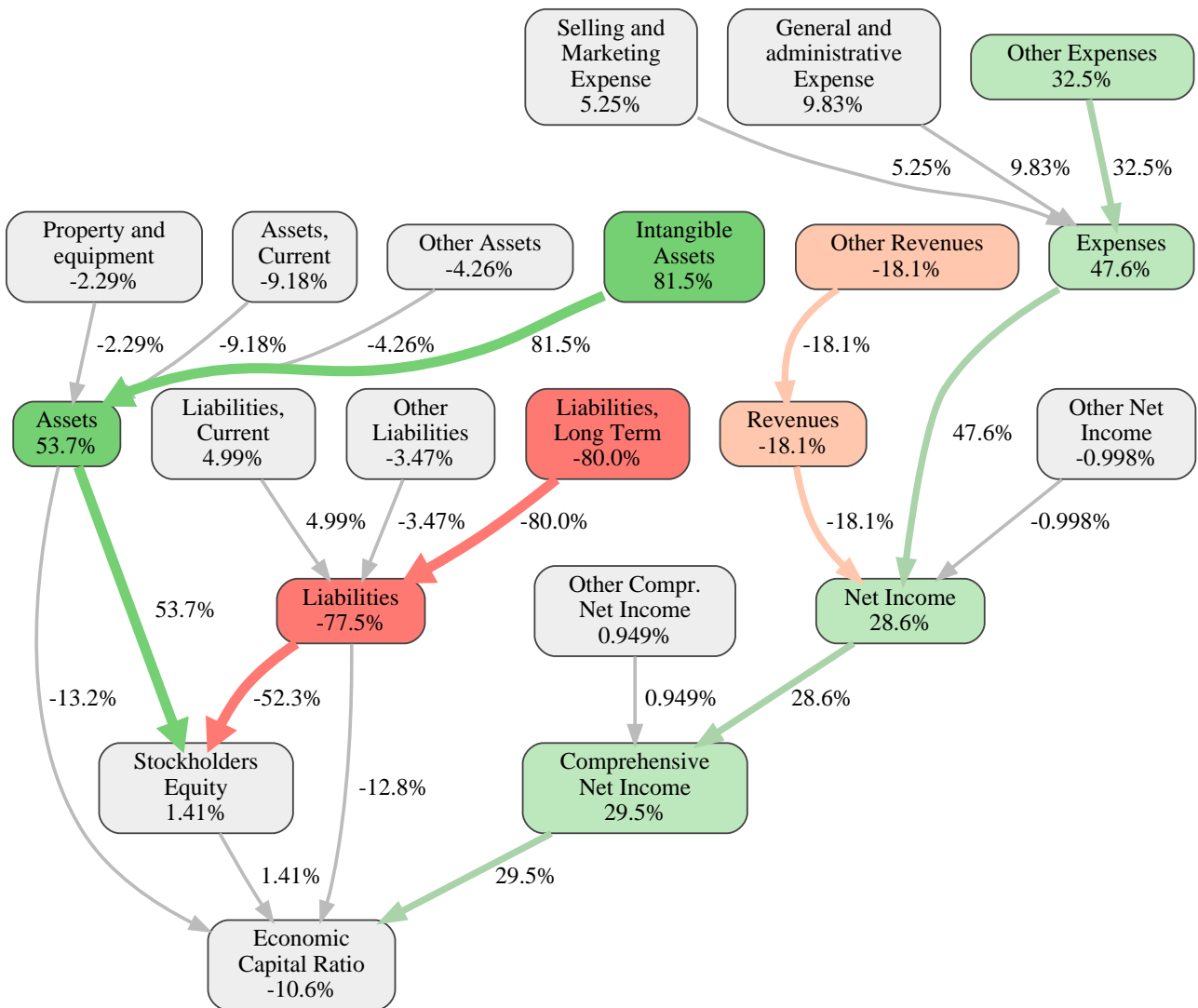




RealRate

FOOD 2019

General Mills INC
Rank 29 of 39





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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 81% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 54%, being 11% points below the market average of 64%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 4,123,700 |
| General and administrative Expense | 0 |
| Intangible Assets | 21,510,100 |
| Liabilities, Current | 7,341,900 |
| Liabilities, Long Term | 14,009,700 |
| Other Assets | 943,000 |
| Other Compr. Net Income | 112,900 |
| Other Expenses | 13,662,100 |
| Other Liabilities | 2,003,800 |
| Other Net Income | 84,700 |
| Other Revenues | 15,740,400 |
| Property and equipment | 4,047,200 |
| Selling and Marketing Expense | 0 |

| Output Variable | Value in 1000 USD |
|--------------------------|-------------------|
| Assets | 30,624,000 |
| Liabilities | 23,355,400 |
| Expenses | 13,662,100 |
| Revenues | 15,740,400 |
| Stockholders Equity | 7,268,600 |
| Net Income | 2,163,000 |
| Comprehensive Net Income | 2,221,708 |
| Economic Capital Ratio | 54% |