

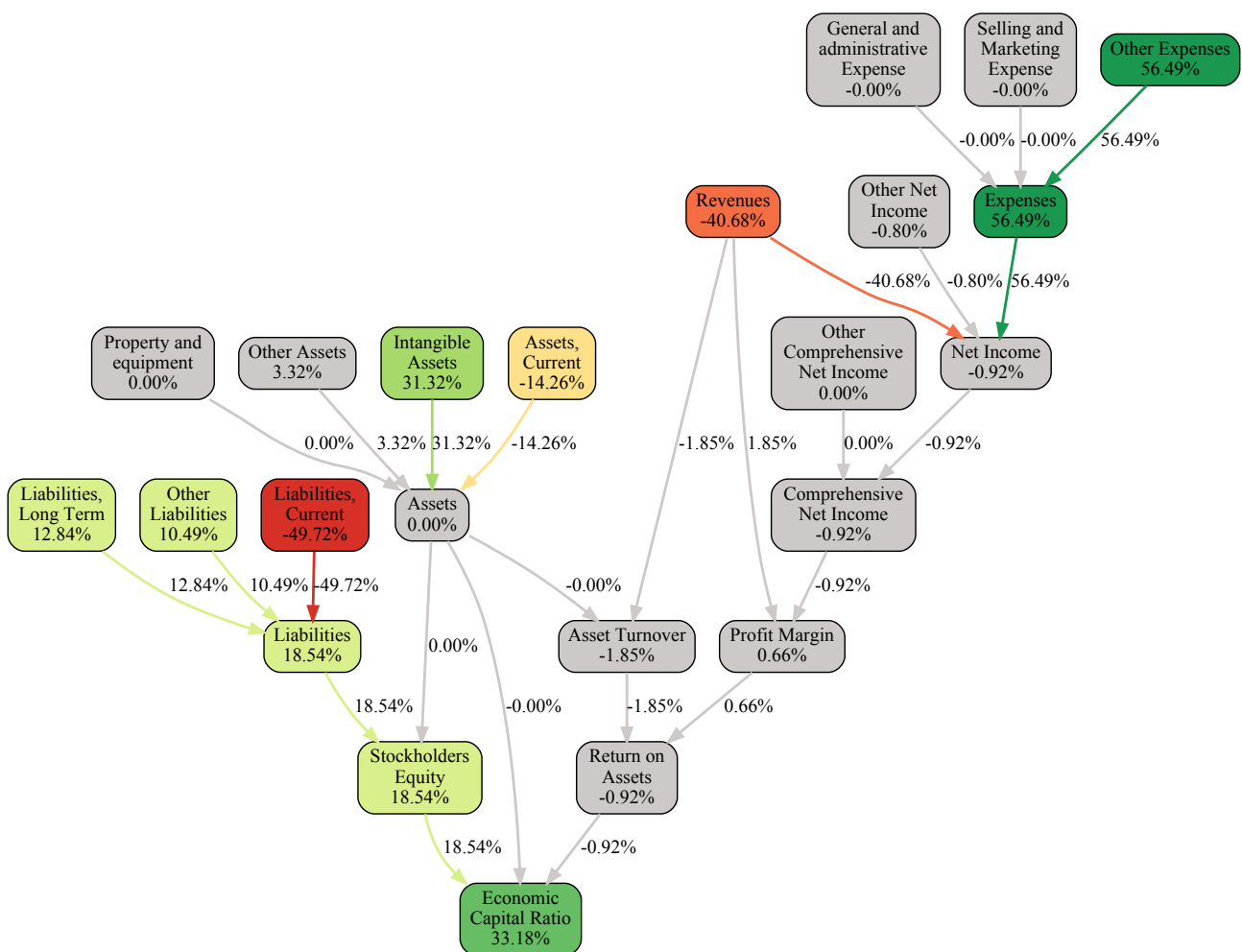


RealRate

# FOOD AND KINDRED PRODUCTS 2017

Kellogg's

KELLOGG CO  
Rank 11 of 31



RealRate

• Financial Strength Rankings using Artificial Intelligence

• [www.realrate.ai](http://www.realrate.ai)



# FOOD AND KINDRED PRODUCTS 2017



## KELLOGG CO Rank 11 of 31

The relative strengths and weaknesses of KELLOGG 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 KELLOGG CO compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 56% points. The greatest weakness of KELLOGG CO is the variable Liabilities, Current, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 160%, being 33% points above the market average of 126%.

Input Variable	Value in 1000 USD
Assets, Current	3,236,000
General and administrative Expense	0
Intangible Assets	7,236,000
Liabilities, Current	5,739,000
Liabilities, Long Term	0
Other Assets	1,158,000
Other Comprehensive Net Income	0
Other Expenses	12,820,000
Other Liabilities	0
Other Net Income	-91,000
Property and equipment	3,621,000
Revenues	13,525,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Expenses	12,820,000
Assets	15,251,000
Liabilities	5,739,000
Stockholders Equity	9,512,000
Net Income	614,000
Comprehensive Net Income	614,000
Asset Turnover	89%
Profit Margin	4.5%
Return on Assets	4.0%
Economic Capital Ratio	160%

