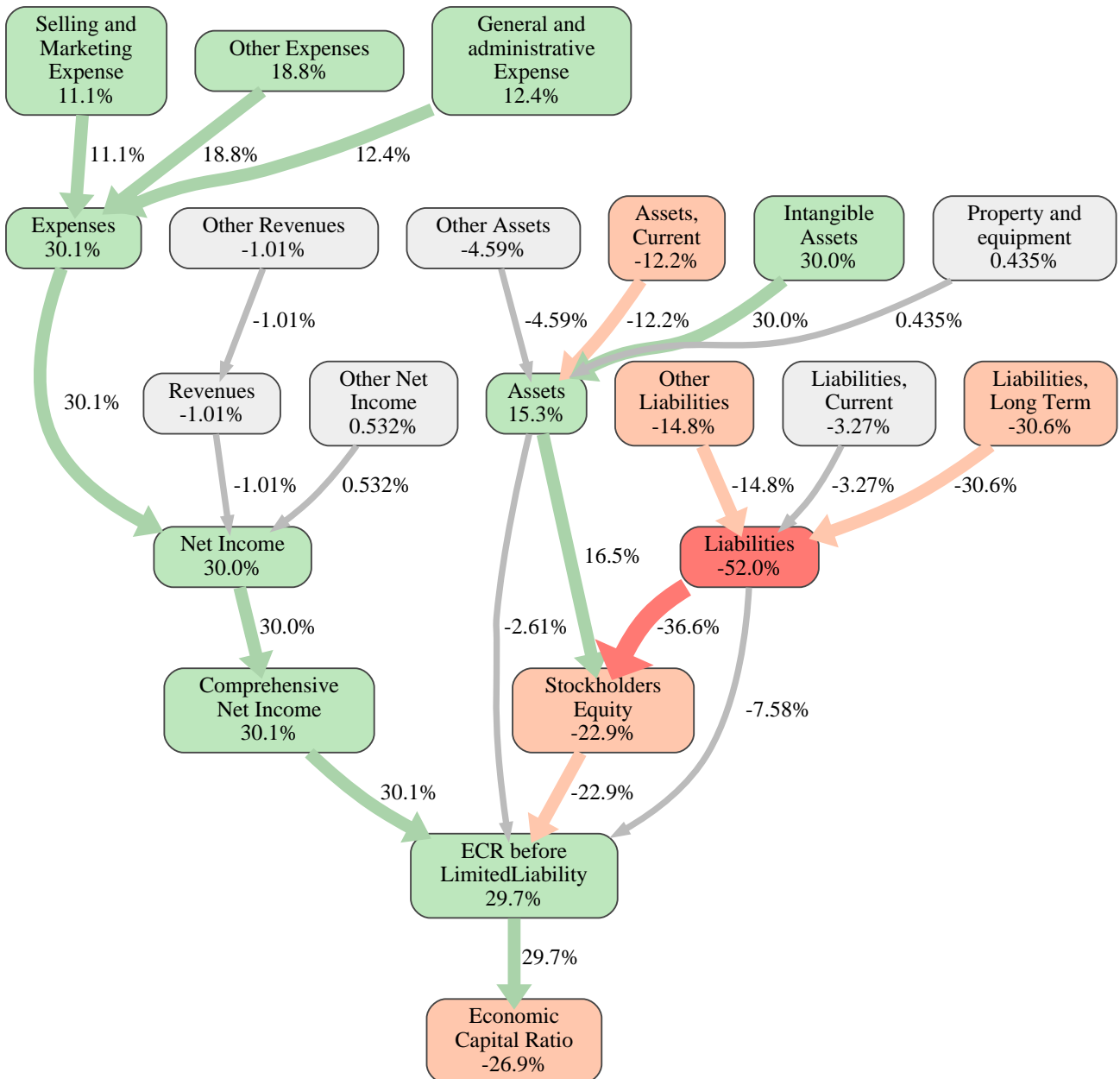




RealRate

FOOD 2015

Kraft Foods Group Inc
Rank 32 of 44





FOOD 2015

Kraft Foods Group Inc Rank 32 of 44

The relative strengths and weaknesses of Kraft Foods Group 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 Kraft Foods Group Inc compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 30% points. The greatest weakness of Kraft Foods Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 52% points.

The company's Economic Capital Ratio, given in the ranking table, is 109%, being 27% points below the market average of 136%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	4,791,000	Assets	22,947,000
General and administrative Expense	0	Liabilities	18,582,000
Intangible Assets	13,638,000	Expenses	17,162,000
Liabilities, Current	4,773,000	Revenues	18,205,000
Liabilities, Long Term	8,965,000	Stockholders Equity	4,365,000
Other Assets	326,000	Net Income	1,043,000
Other Compr. Net Income	-63,000	Comprehensive Net Income	980,000
Other Expenses	17,162,000	BaseVar	56,548,800
Other Liabilities	4,844,000	ECR before LimitedLiability	32%
Other Net Income	0	Economic Capital Ratio	109%
Other Revenues	18,205,000		
Property and equipment	4,192,000		
Selling and Marketing Expense	0		