

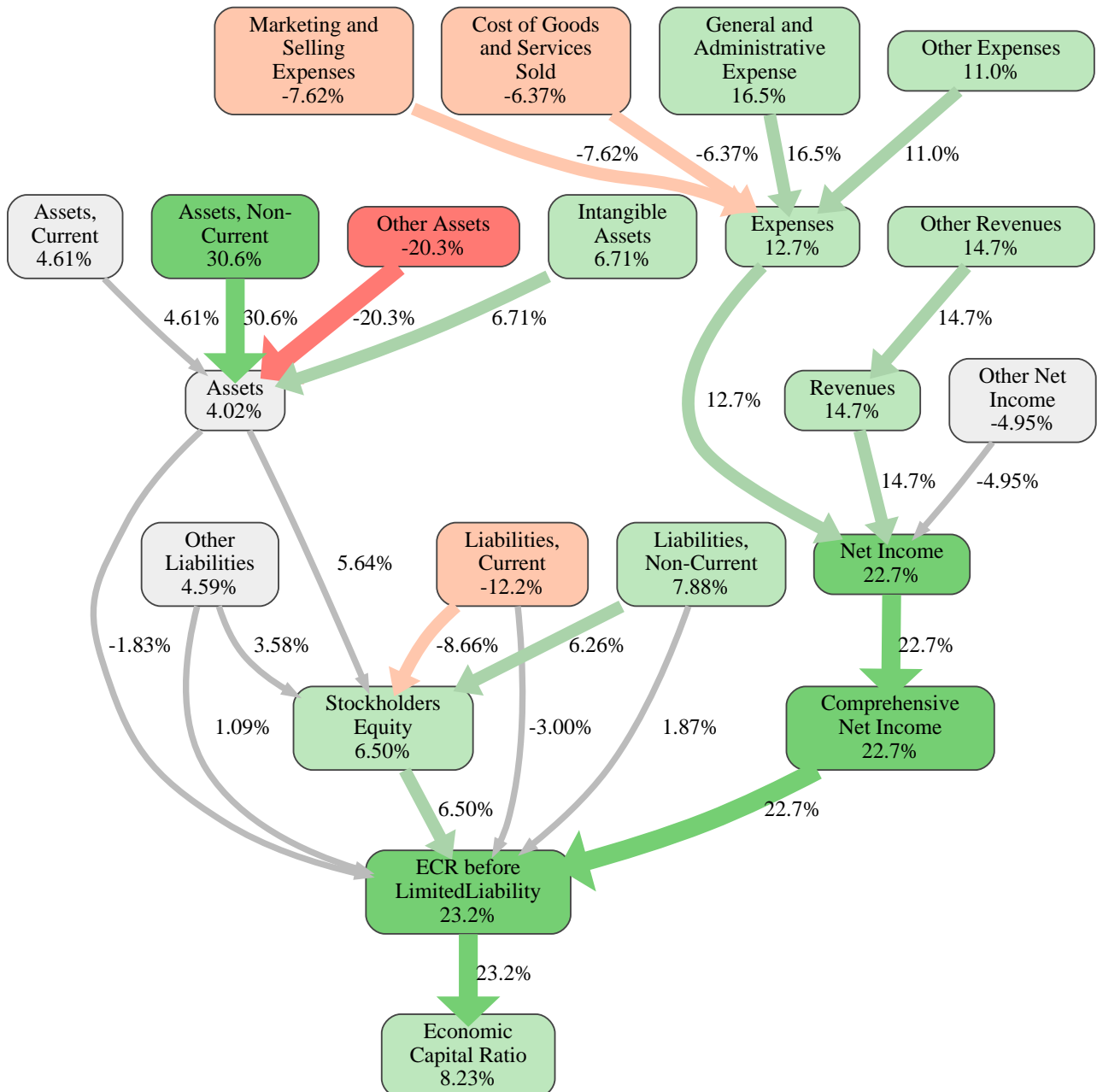


RealRate

ADVERTISING 2024

Criteo S A
Rank 10 of 24

CRITEO



RealRate

The First AI Rating Agency

www.realrate.ai

The relative strengths and weaknesses of Criteo S A 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 Criteo S A compared to the market average is the variable Assets, Non-Current, increasing the Economic Capital Ratio by 31% points. The greatest weakness of Criteo S A is the variable Other Assets, reducing the Economic Capital Ratio by 20% points.

The company's Economic Capital Ratio, given in the ranking table, is 118%, being 8.2% points above the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	1,352,562
Assets, Non-Current	1,079,357
Cost of Goods and Services Sold	926,839
General and Administrative Expense	137,525
Intangible Assets	817,572
Liabilities, Current	1,181,570
Liabilities, Non-Current	140,041
Marketing and Selling Expenses	406,012
Other Assets	-944,066
Other Compr. Net Income	5,230
Other Expenses	421,935
Other Liabilities	-1,083
Other Net Income	-2,490
Other Revenues	1,949,445
Property, Plant and Equipment	126,494

Output Variable	Value in 1000 USD
Assets	2,431,919
Liabilities	1,320,528
Expenses	1,892,311
Revenues	1,949,445
Stockholders Equity	1,111,391
Net Income	54,644
Comprehensive Net Income	59,874
ECR before Limited Liability	49%
Economic Capital Ratio	118%