



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 Revenues, increasing the Economic Capital Ratio by 58% points. The greatest weakness of Criteo S A is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 134%, being 44% points above the market average of 91%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,000,461	Assets	1,790,384
Assets, Non-Current	789,923	Liabilities	752,396
Cost of Goods and Services Sold	1,314,947	Expenses	2,159,798
General and Administrative Expense	139,754	Revenues	2,261,516
Intangible Assets	546,030	Stockholders Equity	1,037,988
Liabilities, Current	619,611	Net Income	95,969
Liabilities, Non-Current	142,057	Comprehensive Net Income	86,353
Marketing and Selling Expenses	375,477	BaseVar	3,489,730
Other Assets	-740,191	ECR before LimitedLiability	70%
Other Compr. Net Income	-9,616	Economic Capital Ratio	134%
Other Expenses	329,620		
Other Liabilities	-9,272		
Other Net Income	-5,749		
Other Revenues	2,261,516		
Property, Plant and Equipment	194,161		