



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 Other Revenues, increasing the Economic Capital Ratio by 53% points. The greatest weakness of Criteo S A is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 36% points.

The company's Economic Capital Ratio, given in the ranking table, is 142%, being 52% points above the market average of 90%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,064,550	Assets	1,853,410
Assets, Non-Current	788,860	Liabilities	700,723
Cost of Goods and Services Sold	1,247,571	Expenses	1,995,989
General and Administrative Expense	116,395	Revenues	2,072,617
Intangible Assets	519,561	Stockholders Equity	1,152,687
Liabilities, Current	605,628	Net Income	74,689
Liabilities, Non-Current	100,392	Comprehensive Net Income	130,821
Marketing and Selling Expenses	330,285	BaseVar	3,340,405
Other Assets	-709,066	ECR before LimitedLiability	81%
Other Compr. Net Income	56,132	Economic Capital Ratio	142%
Other Expenses	301,738		
Other Liabilities	-5,297		
Other Net Income	-1,939		
Other Revenues	2,072,617		
Property, Plant and Equipment	189,505		