





# ADVERTISING 2024

Criteo S A  
Rank 10 of 24



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	Output Variable	Value in 1000 USD
Assets, Current	1,352,562	Assets	2,431,919
Assets, Non-Current	1,079,357	Liabilities	1,320,528
Cost of Goods and Services Sold	926,839	Expenses	1,892,311
General and Administrative Expense	137,525	Revenues	1,949,445
Intangible Assets	817,572	Stockholders Equity	1,111,391
Liabilities, Current	1,181,570	Net Income	54,644
Liabilities, Non-Current	140,041	Comprehensive Net Income	59,874
Marketing and Selling Expenses	406,012	BaseVar	3,800,962
Other Assets	-944,066	ECR before LimitedLiability	49%
Other Compr. Net Income	5,230	Economic Capital Ratio	118%
Other Expenses	421,935		
Other Liabilities	-1,083		
Other Net Income	-2,490		
Other Revenues	1,949,445		
Property, Plant and Equipment	126,494		