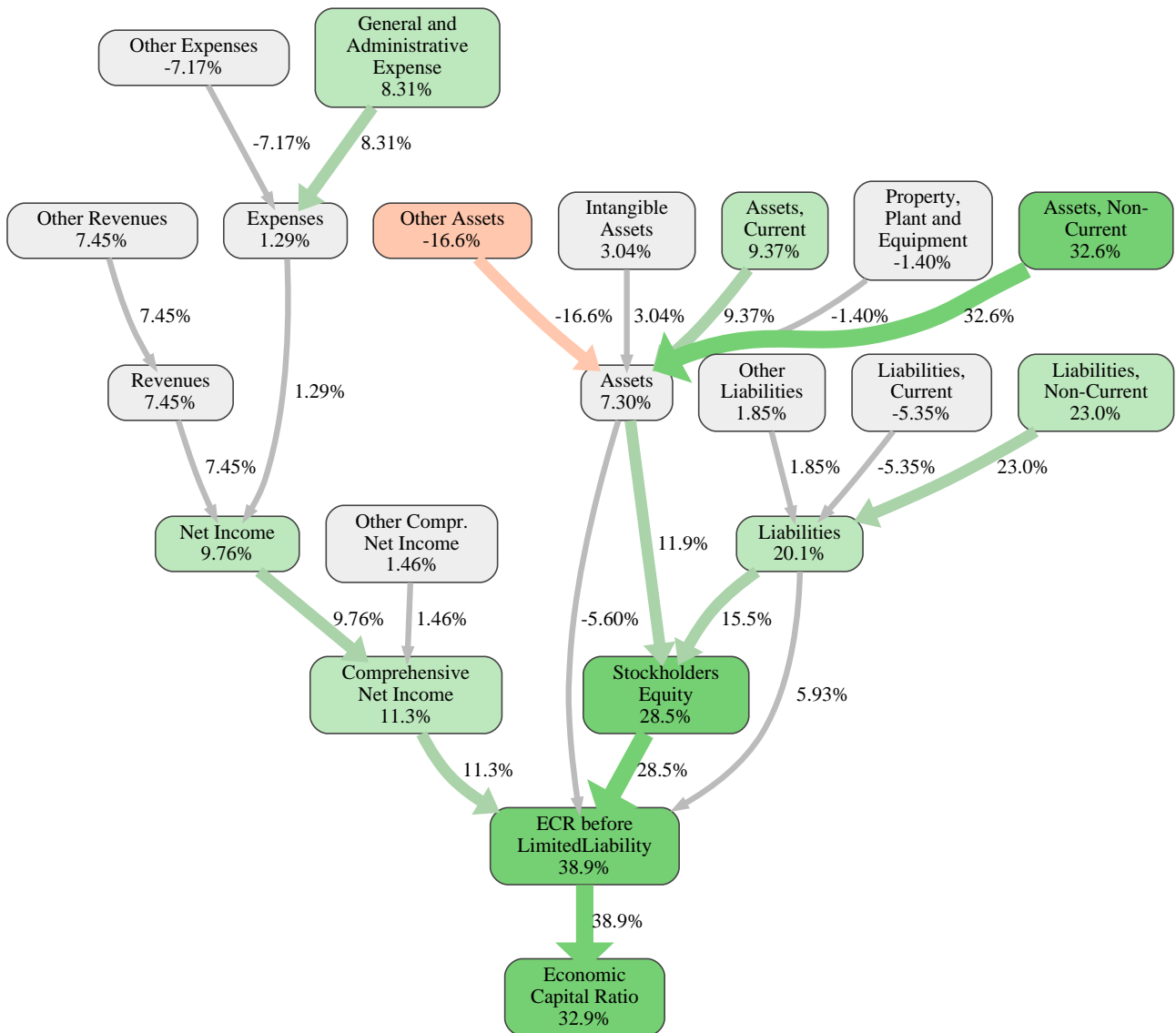


ADVERTISING 2026



Criteo S A
Rank 2 of 13



ADVERTISING 2026



Criteo S A Rank 2 of 13

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 33% points. The greatest weakness of Criteo S A is the variable Other Assets, reducing the Economic Capital Ratio by 17% points.

The company's Economic Capital Ratio, given in the ranking table, is 133%, being 33% points above the market average of 100%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,071,875	Assets	2,201,207
Assets, Non-Current	1,129,332	Liabilities	1,015,478
Cost of Goods and Services Sold	770,284	Expenses	1,796,331
General and Administrative Expense	168,942	Revenues	1,944,901
Intangible Assets	821,819	Stockholders Equity	1,185,729
Liabilities, Current	849,939	Net Income	149,379
Liabilities, Non-Current	170,824	Comprehensive Net Income	184,470
Marketing and Selling Expenses	394,370	BaseVar	3,496,908
Other Assets	-961,149	ECR before LimitedLiability	69%
Other Compr. Net Income	35,091	Economic Capital Ratio	133%
Other Expenses	462,735		
Other Liabilities	-5,285		
Other Net Income	809		
Other Revenues	1,944,901		
Property, Plant and Equipment	139,330		