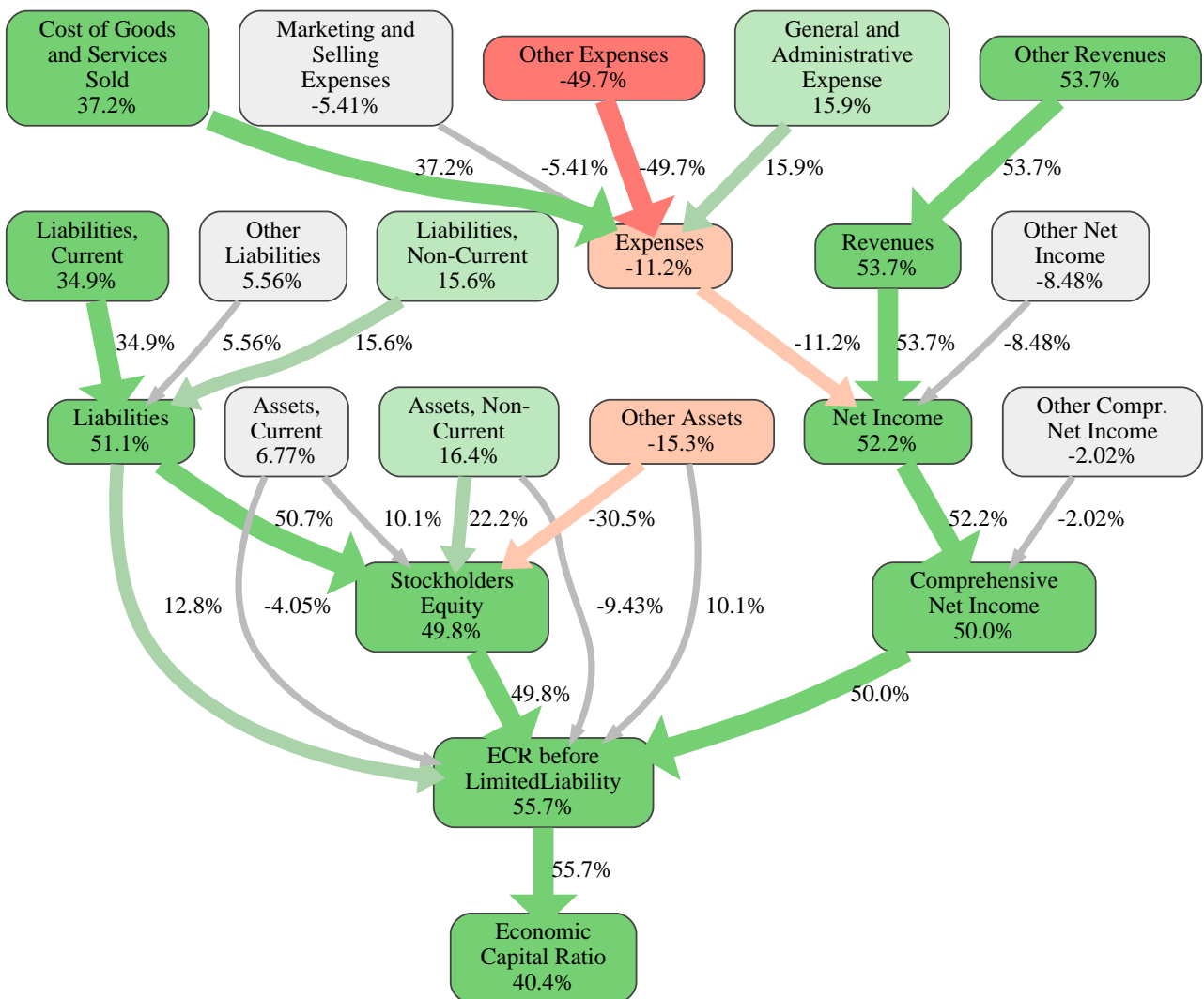




RealRate

ADVERTISING 2017

Criteo S A
Rank 7 of 26





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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 54% points. The greatest weakness of Criteo S A is the variable Other Expenses, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 126%, being 40% points above the market average of 86%.

Input Variable	Value in 1000 USD
Assets, Current	742,584
Assets, Non-Current	468,602
Cost of Goods and Services Sold	0
General and Administrative Expense	117,469
Intangible Assets	312,362
Liabilities, Current	520,477
Liabilities, Non-Current	81,518
Marketing and Selling Expenses	282,853
Other Assets	-420,943
Other Compr. Net Income	-24,509
Other Expenses	1,310,949
Other Liabilities	-686
Other Net Income	-500
Other Revenues	1,799,146
Property, Plant and Equipment	108,581

Output Variable	Value in 1000 USD
Assets	1,211,186
Liabilities	601,309
Expenses	1,711,271
Revenues	1,799,146
Stockholders Equity	609,877
Net Income	87,375
Comprehensive Net Income	62,866
BaseVar	2,673,960
ECR before LimitedLiability	59%
Economic Capital Ratio	126%