



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 70% points. The greatest weakness of Criteo S A is the variable Other Expenses, reducing the Economic Capital Ratio by 52% points.

The company's Economic Capital Ratio, given in the ranking table, is 141%, being 53% points above the market average of 89%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	991,767	Assets	1,531,300
Assets, Non-Current	539,533	Liabilities	633,602
Cost of Goods and Services Sold	0	Expenses	2,190,499
General and Administrative Expense	127,077	Revenues	2,296,692
Intangible Assets	333,049	Stockholders Equity	897,698
Liabilities, Current	623,502	Net Income	96,659
Liabilities, Non-Current	12,597	Comprehensive Net Income	167,566
Marketing and Selling Expenses	380,649	BaseVar	3,366,267
Other Assets	-494,787	ECR before LimitedLiability	80%
Other Compr. Net Income	70,907	Economic Capital Ratio	141%
Other Expenses	1,682,773		
Other Liabilities	-2,497		
Other Net Income	-9,534		
Other Revenues	2,296,692		
Property, Plant and Equipment	161,738		