



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 Revenues, increasing the Economic Capital Ratio by 45% points. The greatest weakness of Criteo S A is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 137%, being 41% points above the market average of 95%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,264,168	Assets	1,983,591
Assets, Non-Current	719,423	Liabilities	785,271
Cost of Goods and Services Sold	1,333,440	Expenses	2,118,527
General and Administrative Expense	152,634	Revenues	2,254,235
Intangible Assets	532,583	Stockholders Equity	1,198,320
Liabilities, Current	675,601	Net Income	137,647
Liabilities, Non-Current	112,723	Comprehensive Net Income	81,302
Marketing and Selling Expenses	325,616	BaseVar	3,599,954
Other Assets	-672,544	ECR before LimitedLiability	73%
Other Compr. Net Income	-56,345	Economic Capital Ratio	137%
Other Expenses	306,837		
Other Liabilities	-3,053		
Other Net Income	1,939		
Other Revenues	2,254,235		
Property, Plant and Equipment	139,961		