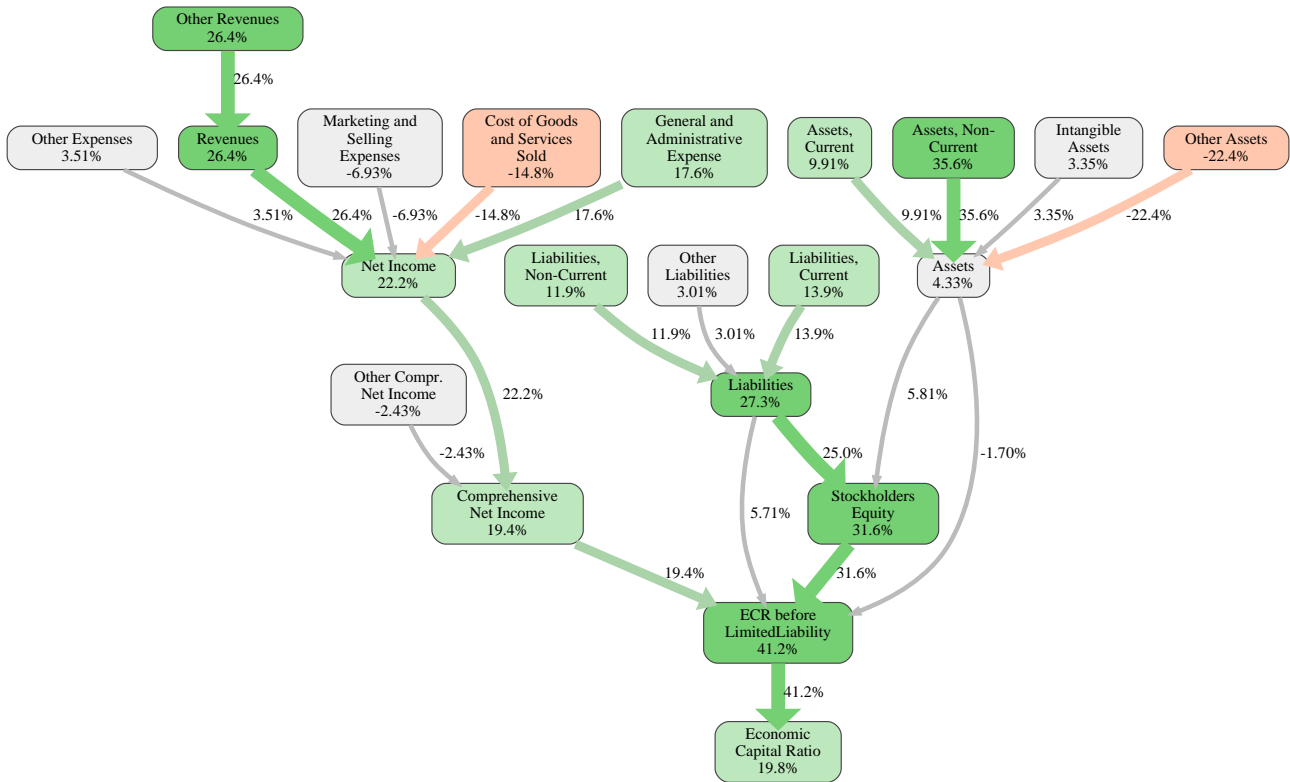




RealRate

ADVERTISING 2023

Criteo S A
Rank 9 of 28





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 36% points. The greatest weakness of Criteo S A is the variable Other Assets, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 114%, being 20% points above the market average of 94%.

Input Variable	Value in 1000 USD
Assets, Current	1,260,996
Assets, Non-Current	1,087,898
Cost of Goods and Services Sold	1,088,779
General and Administrative Expense	205,330
Intangible Assets	793,299
Liabilities, Current	1,083,456
Liabilities, Non-Current	187,795
Marketing and Selling Expenses	377,996
Other Assets	-924,506
Other Compr. Net Income	-51,596
Other Expenses	351,806
Other Liabilities	-3,463
Other Net Income	17,783
Other Revenues	2,017,003
Property, Plant and Equipment	131,207

Output Variable	Value in 1000 USD
Assets	2,348,894
Liabilities	1,267,788
Expenses	2,023,911
Revenues	2,017,003
Stockholders Equity	1,081,106
Net Income	10,875
Comprehensive Net Income	-40,721
BaseVar	3,863,488
ECR before LimitedLiability	44%
Economic Capital Ratio	114%