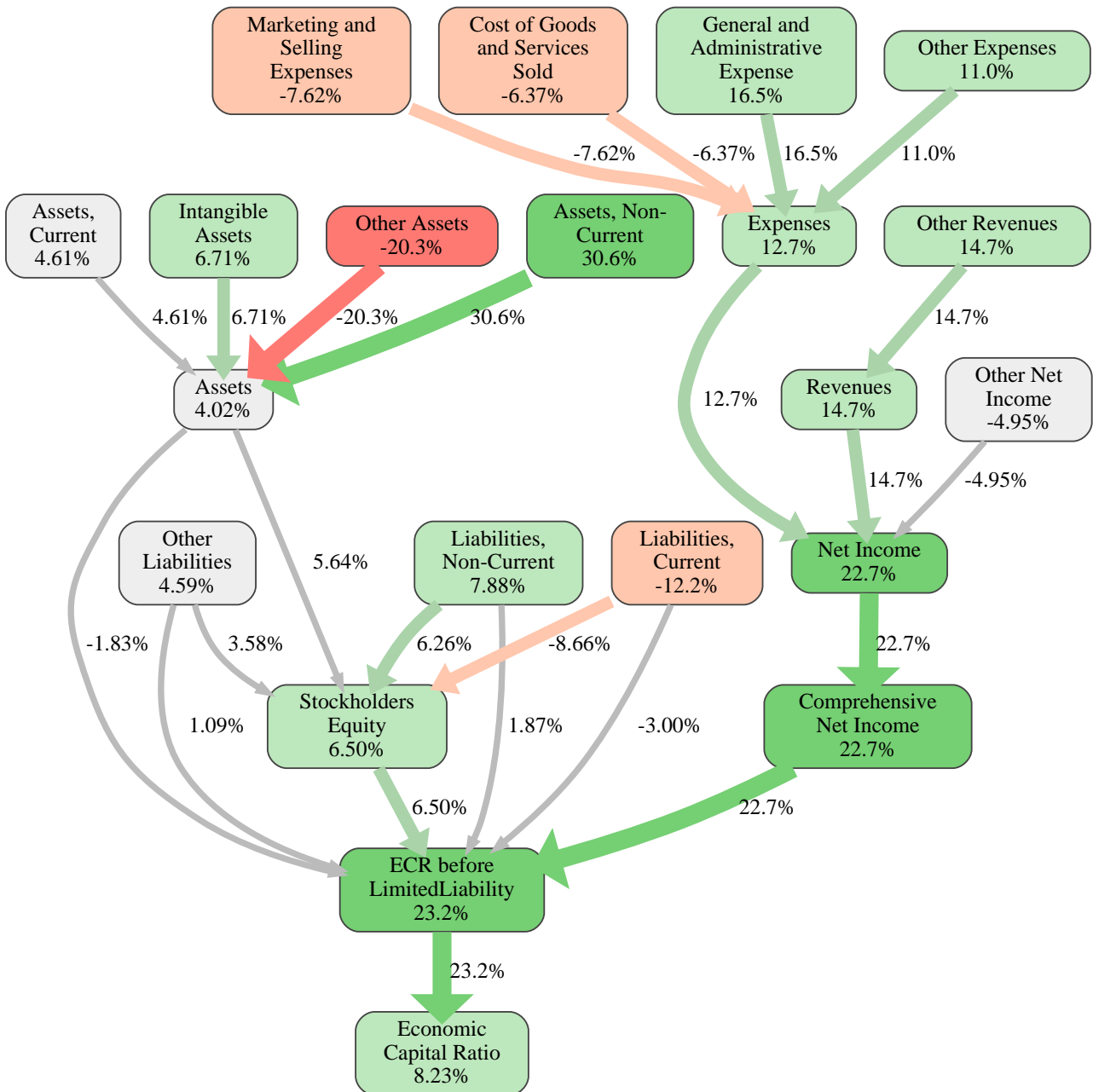




RealRate

ADVERTISING 2024

Criteo S A
Rank 10 of 24





ADVERTISING 2024

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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 Assets, Non-Current, increasing the Economic Capital Ratio by 31% points. The greatest weakness of Criteo S A is the variable Other Assets, reducing the Economic Capital Ratio by 20% points.

The company's Economic Capital Ratio, given in the ranking table, is 118%, being 8.2% points above the market average of 110%.

| Input Variable | Value in 1000 USD | Output Variable | Value in 1000 USD |
|------------------------------------|-------------------|-----------------------------|-------------------|
| Assets, Current | 1,352,562 | Assets | 2,431,919 |
| Assets, Non-Current | 1,079,357 | Liabilities | 1,320,528 |
| Cost of Goods and Services Sold | 926,839 | Expenses | 1,892,311 |
| General and Administrative Expense | 137,525 | Revenues | 1,949,445 |
| Intangible Assets | 817,572 | Stockholders Equity | 1,111,391 |
| Liabilities, Current | 1,181,570 | Net Income | 54,644 |
| Liabilities, Non-Current | 140,041 | Comprehensive Net Income | 59,874 |
| Marketing and Selling Expenses | 406,012 | BaseVar | 3,800,962 |
| Other Assets | -944,066 | ECR before LimitedLiability | 49% |
| Other Compr. Net Income | 5,230 | Economic Capital Ratio | 118% |
| Other Expenses | 421,935 | | |
| Other Liabilities | -1,083 | | |
| Other Net Income | -2,490 | | |
| Other Revenues | 1,949,445 | | |
| Property, Plant and Equipment | 126,494 | | |