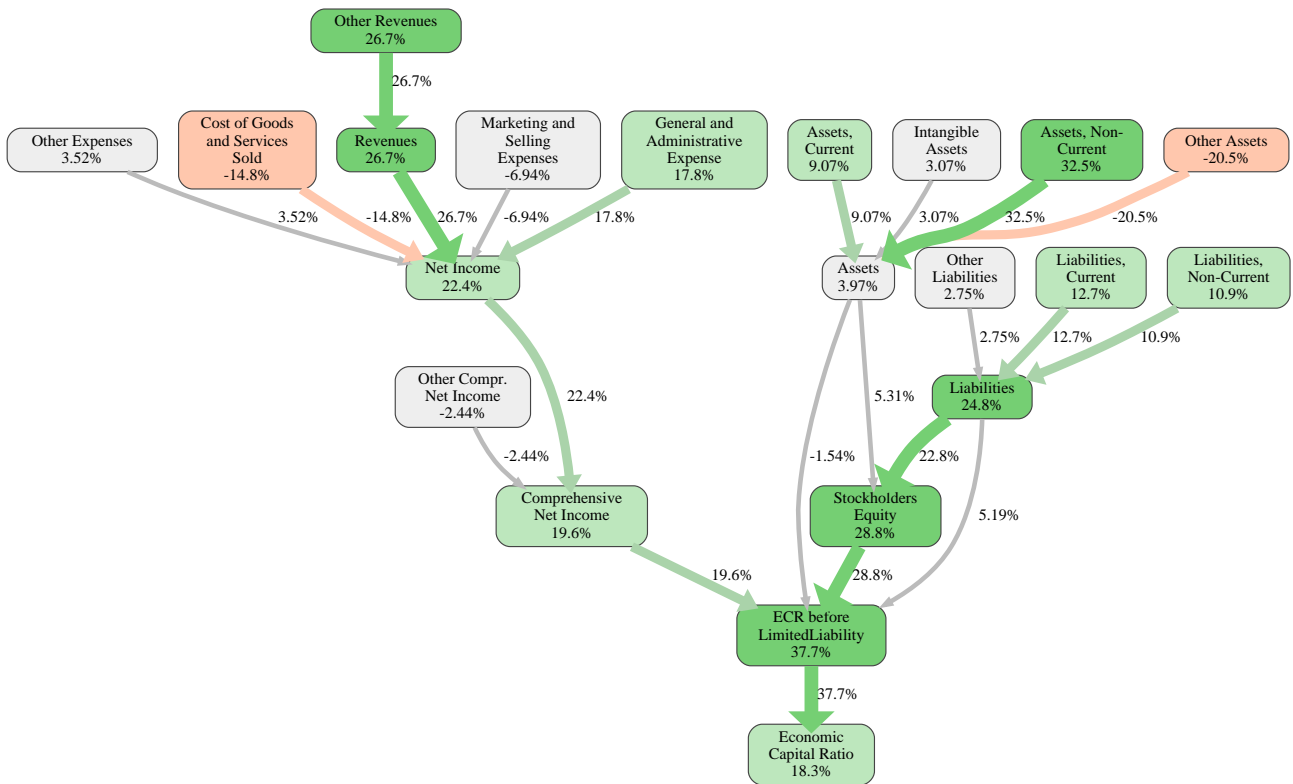




RealRate

# 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 33% 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 105%, being 18% points above the market average of 86%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,260,996	Assets	2,348,894
Assets, Non-Current	1,087,898	Liabilities	1,267,788
Cost of Goods and Services Sold	1,088,779	Expenses	2,023,911
General and Administrative Expense	205,330	Revenues	2,017,003
Intangible Assets	793,299	Stockholders Equity	1,081,106
Liabilities, Current	1,083,456	Net Income	10,875
Liabilities, Non-Current	187,795	Comprehensive Net Income	-40,721
Marketing and Selling Expenses	377,996	BaseVar	3,863,488
Other Assets	-924,506	ECR before LimitedLiability	40%
Other Compr. Net Income	-51,596	Economic Capital Ratio	105%
Other Expenses	351,806		
Other Liabilities	-3,463		
Other Net Income	17,783		
Other Revenues	2,017,003		
Property, Plant and Equipment	131,207		