

RealRate Inc., 2040 Martin Ave., Santa Clara, CA 95050



RealRate

June 24, 2025

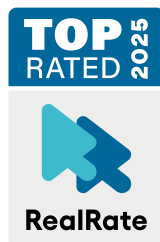
To the CEO
Criteo S A
32 RUE BLANCHE
PARIS, IO 75009
USA

Criteo S A TOP Rated in the US Advertising Ranking

Dear Sir or Madam,

at RealRate we have just published the 2025 US Advertising ranking. I am happy to inform you that Criteo S A has been TOP Rated at rank 2 out of 18.

Overall, 18 US companies were analyzed with respect to their financial strength. The complete rating is published at <https://www.realrate.ai/rankings>. Your individual rating report, showing your strengths compared to your competitors is attached.



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RealRate is an international rating agency based in Santa Clara and Berlin. We use artificial intelligence to create fair and explainable company ratings. Customers highly appreciate the RealRate rating seal: only the strongest companies are able to offer highly attractive and innovative products with top customer services. Billion dollar companies rely on our rating and build trust with their customers.

You too can acquire the RealRate seal and advertise with it. We only reach out to the top-rated companies, like yours and only those may subscribe for our seal. Save a lot of money and effort compared to traditional rating agencies: get a RealRate seal for just \$9,900. Simply sign the attached order form and send it back via email.

I took the liberty of sending an identical letter to the Marketing Department. Please feel free to book a short video call with me: <https://calendly.com/holger-bartel>

Sincerely,

Dr. Holger Bartel, CEO

RealRate Seal Subscription

RealRate Inc.
2040 Martin Ave., Santa Clara, California 95050, USA
Via email to: holger.bartel@realrate.ai

We subscribe to the Advertising RealRate rating for Criteo S A. The subscription comprises the annual rating update. The invoice will be sent annually, provided that a TOP rating is achieved again. The subscription can be cancelled by written letter, effective for the following year.



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RealRate provides the rating seal as a scalable vector graphic. It can be used without any restrictions by Criteo S A (Customer) for all promotional purposes, i.e. in product brochures, presentations, websites and broadcasting.

Item **2025 US Advertising RealRate rating seal for Criteo S A**
Amount **USD 9,900**
Order no. 2025-0001576427

Amounts payable by Customer are exclusive of taxes. Customer is responsible for all his taxes and will pay such amounts invoiced by RealRate.

Billing address

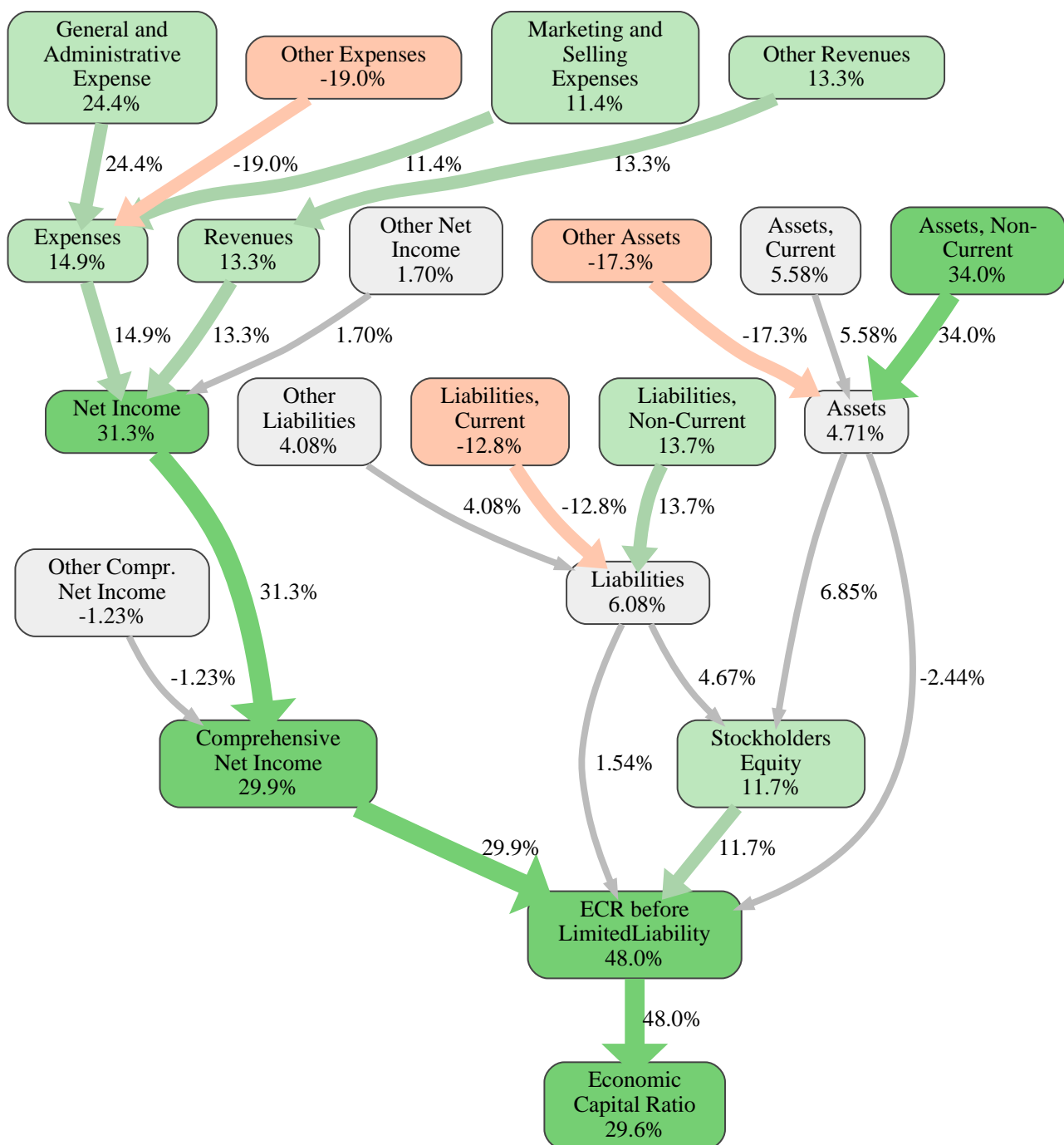
Company name	Full name
Street address	Department
City	Phone number
State / province	Email address
ZIP code	
Country	

Shipping address

The electronic RealRate rating seal and the invoice will be sent to
Delivery email

Criteo S A

Date, location, name



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 34% points. The greatest weakness of Criteo S A is the variable Other Expenses, reducing the Economic Capital Ratio by 19% points.

The company's Economic Capital Ratio, given in the ranking table, is 122%, being 30% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	1,224,114
Assets, Non-Current	1,042,335
Cost of Goods and Services Sold	811,806
General and Administrative Expense	0
Intangible Assets	773,040
Liabilities, Current	1,050,667
Liabilities, Non-Current	138,752
Marketing and Selling Expenses	0
Other Assets	-880,262
Other Compr. Net Income	-26,587
Other Expenses	1,009,865
Other Liabilities	-4,067
Other Net Income	3,095
Other Revenues	1,933,289
Property, Plant and Equipment	107,222

Output Variable	Value in 1000 USD
Assets	2,266,449
Liabilities	1,185,352
Expenses	1,821,671
Revenues	1,933,289
Stockholders Equity	1,081,097
Net Income	114,713
Comprehensive Net Income	88,126
ECR before Limited Liability	54%
Economic Capital Ratio	122%