

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



**RealRate**

April 23, 2026

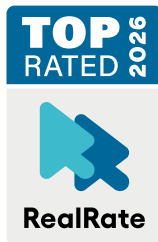
To the Marketing Department  
Criteo S A  
32 RUE BLANCHE  
PARIS, IO 75009  
USA

### **Criteo S A TOP Rated in the US Advertising Ranking**

Dear Sir or Madam,

at RealRate we have just published the 2026 US Advertising ranking. I am happy to inform you that Criteo S A has been TOP Rated at rank 2 out of 16.

Overall, 16 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.



# CRITEO

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 CEO. Please feel free to book a short video call with me: <https://calendly.com/holger-bartel>

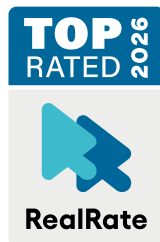
Sincerely,

Dr. Holger Bartel, CEO

# RealRate Seal Subscription

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



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           **2026 US Advertising RealRate rating seal for Criteo S A**  
Amount       **USD 9,900**  
Order no.     2026-0001576427

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	

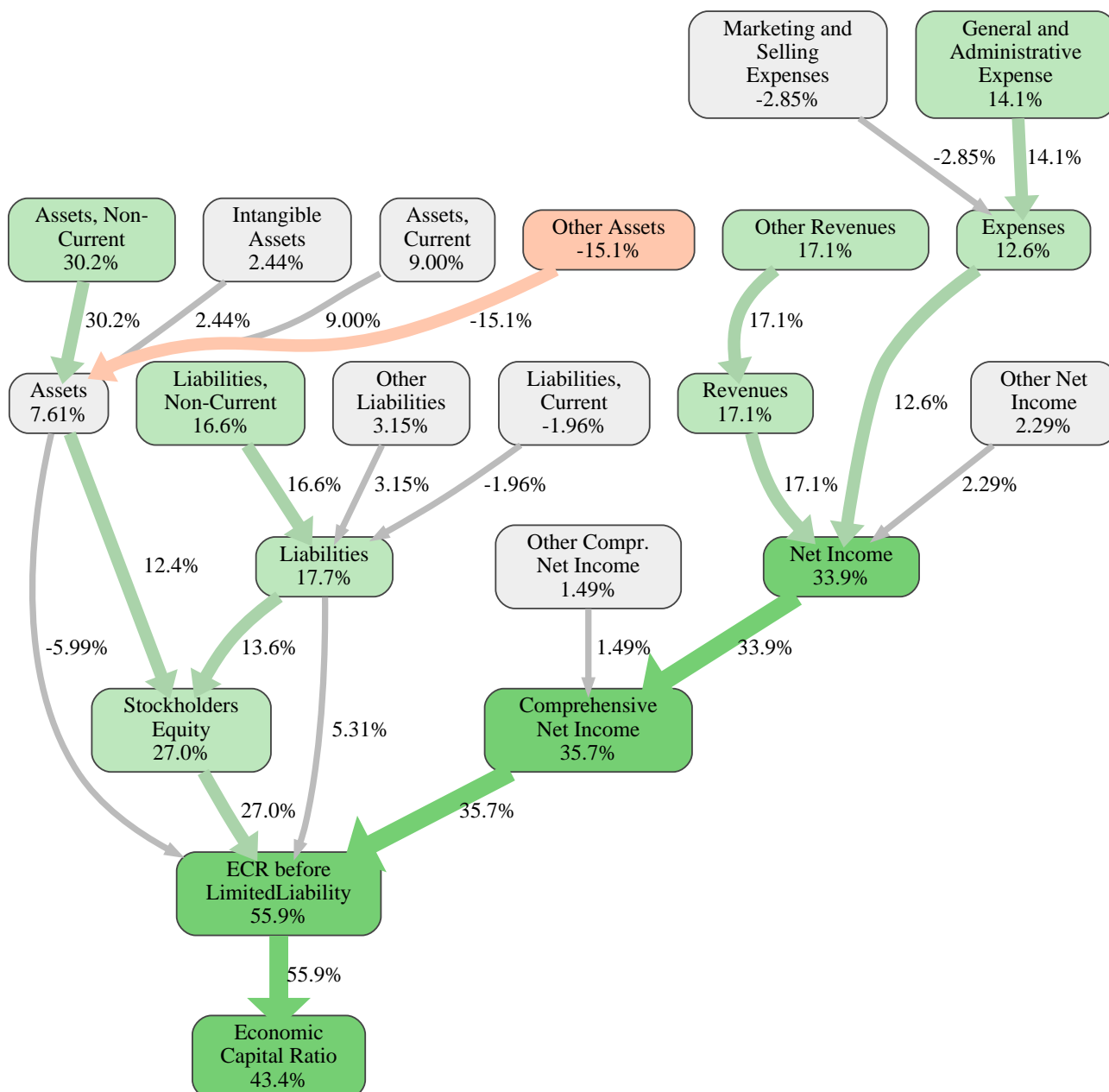
## Shipping address

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

Criteo S A

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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 Comprehensive Net Income, 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 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 123%, being 43% points above the market average of 80%.

Input Variable	Value in 1000 USD
Assets, Current	1,071,875
Assets, Non-Current	1,129,332
Cost of Goods and Services Sold	770,284
General and Administrative Expense	168,942
Intangible Assets	821,819
Liabilities, Current	849,939
Liabilities, Non-Current	170,824
Marketing and Selling Expenses	394,370
Other Assets	-961,149
Other Compr. Net Income	35,091
Other Expenses	462,735
Other Liabilities	-5,285
Other Net Income	809
Other Revenues	1,944,901
Property, Plant and Equipment	139,330

Output Variable	Value in 1000 USD
Assets	2,201,207
Liabilities	1,015,478
Expenses	1,796,331
Revenues	1,944,901
Stockholders Equity	1,185,729
Net Income	149,379
Comprehensive Net Income	184,470
BaseVar	3,496,908
ECR before LimitedLiability	64%
Economic Capital Ratio	123%