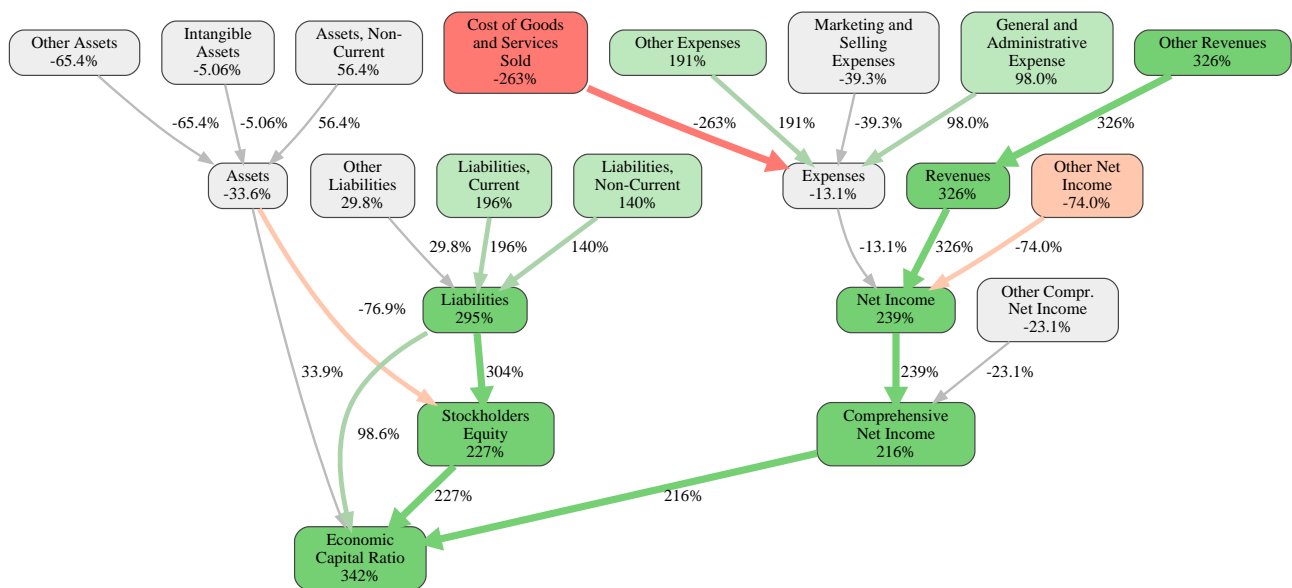




RealRate

# ADVERTISING 2022

Criteo S.A.  
Rank 8 of 31





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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 Other Revenues, increasing the Economic Capital Ratio by 326% points. The greatest weakness of Criteo S.A. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 263% points.

The company's Economic Capital Ratio, given in the ranking table, is 278%, being 342% points above the market average of -63%.

Input Variable	Value in 1000 USD
Assets, Current	1,264,168
Assets, Non-Current	719,423
Cost of Goods and Services Sold	1,333,440
General and Administrative Expense	152,634
Intangible Assets	532,583
Liabilities, Current	675,601
Liabilities, Non-Current	112,723
Marketing and Selling Expenses	325,616
Other Assets	-672,544
Other Compr. Net Income	-56,345
Other Expenses	306,837
Other Liabilities	-3,053
Other Net Income	1,939
Other Revenues	2,254,235
Property, Plant and Equipment	139,961

Output Variable	Value in 1000 USD
Assets	1,983,591
Liabilities	785,271
Expenses	2,118,527
Revenues	2,254,235
Stockholders Equity	1,198,320
Net Income	137,647
Comprehensive Net Income	81,302
Economic Capital Ratio	278%