Cricut, Inc.

CRCT

Nasdaq; manufacturing; SIC 3559, Special Industry Machinery, NEC; CIK 0001828962

B

second fifth of 246 graded peers in manufacturing

rank 85 of 246; percentile 34.3; sampling error 3.0 points; lower is stronger

A B C D E

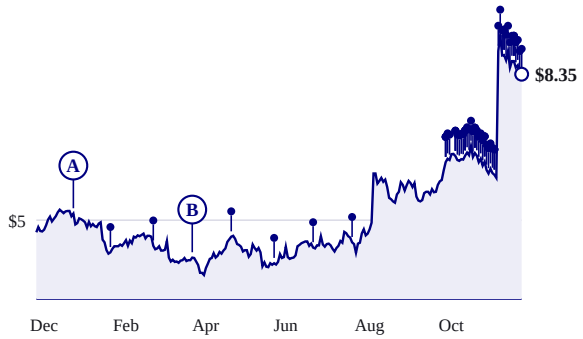
B, the elk



Scoreboard

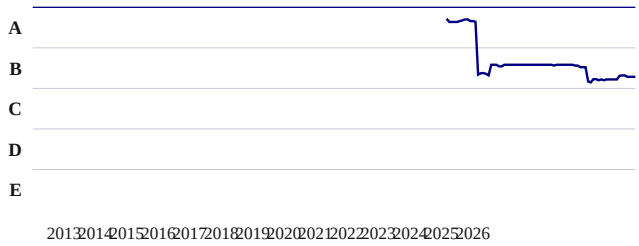
Profitability	B percentile 33.2
Solvency	B percentile 24.7
Growth and financing	D percentile 73.5
Reliability	0.87 AUC filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025
Peer failure rate	1.03% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$120M to $591M assets total assets $580.8M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: fortress balance sheet
Inputs computable	9 of 13
Graded from	filings received through Mar 4, 2026 264 days before the rescan; latest periodic filing 10-Q received Nov 4, 2026
Last close	$8.34 2026-11-20; market equity $1.7B; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Mar 4, 2026

At Cricut, our mission is to help people lead creative lives. Our creativity platform enables our engaged and loyal community of nearly 5.9 million Active Users, as of December 31, 2025, to turn ideas into DIY goods from custom greeting cards and apparel to on-demand gifts and large-scale decor. We designed and built our ecosystem of connected cutting machines, accessories, and materials for scalability and seamless integration, allowing us to both introduce new products as well as continuously update the functionality and features of existing physical and digital products. This makes Cricut broadly extensible and empowers our users to unlock ever-expanding creative potential.

The thirteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

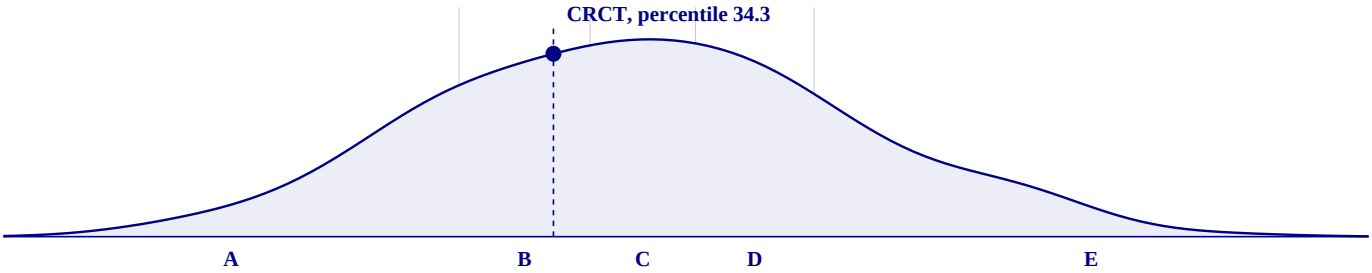
Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 33.2						
Gross profitability	67.2%	22.3%		1.1	267	2025-12-31
Return on invested capital	not computable	9.9%				

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one or more required annual facts are missing					
Accruals ratio	(19.4%)	(3.7%)	7.7	288	2025-12-31
Gross margin stability, five years	7.1 pts	2.1 pts	91.0	222	2025-12-31
Solvency, sleeve percentile 24.7					
Altman Z double-prime	5.80	3.74	24.3	223	2025-12-31
Net debt to EBITDA	not computable	1.75x			
one or more required annual facts are missing					
Interest coverage	169.37x	5.13x	0.0	59	2025-12-31
Current ratio	2.26x	2.30x	49.8	302	2025-12-31
Growth and financing, sleeve percentile 73.5					
Revenue growth, three-year compound	(7.2%)	2.3%	88.5	261	2025-12-31
Free cash flow growth, three-year compound	not computable	13.5%			
four consecutive annual FCF observations are required; found 0					
Reinvestment rate	not computable	24.5%			
one or more required annual facts are missing					
Asset growth, three years	(15.1%)	4.2%	95.1	265	2025-12-31
Net share issuance, one year	(0.9%)	(0.04%)	36.8	240	2025-12-31

Among 246 peers

manufacturing; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
80	CPS Technologies (CPSH)	32.2	B	fortress balance sheet
81	CPI Card Group Inc. (PMTS)	32.7	B	
82	Snap-on Inc. (SNA)	33.1	B	fortress balance sheet
83	Aaon, Inc. (AAON)	33.5	B	
84	Cimpress plc (CMPR)	33.9	B	
85	Cricut, Inc. (CRCT)	34.3	B	
86	Kennametal Inc. (KMT)	34.7	B	
87	Masco Corp. (MAS)	35.1	B	
88	NOV Inc. (NOV)	35.5	B	
89	Forum Energy Technologies, Inc. (FET)	35.9	B	
90	Trio-Tech International (TRT)	36.3	B	fortress balance sheet

What the price implies

at the 2026-11-20 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	25.5%	10.0%	64
Distance from 52-week high	(9.7%)	(32.1%)	91
EBIT to enterprise value	not computable	4.5%	
Free cash flow yield	not computable	3.8%	
Book value to price	0.23	0.39	22
Sales to price	0.41	0.60	32

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Composite equity issuance, five years	not computable	(9.5%)	
Relative strength against the sector, log excess return	0.14	0.01	64
Twelve-month failure probability, CHS model	0.04%	0.04%	38

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	pass
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	fail
No new shares issued	pass
Gross margin improved	pass
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$174.6M
Operating cash flow, four quarters	$183.3M
Months of runway	not finite
Days since last periodic filing	19 (10-Q received Nov 4, 2026)
Median daily dollar volume, 63 sessions	$4.2M

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	$390.4M	2025-12-31	2026-03-04	10-K	26-000010
2	assets	us-gaap:Assets	$580.8M	2025-12-31	2026-03-04	10-K	26-000010
3	net income	us-gaap:NetIncomeLoss	$76.7M	2025-12-31	2026-03-04	10-K	26-000010
4	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$200.2M	2025-12-31	2026-03-04	10-K	26-000010
5	assets	us-gaap:Assets	$693.0M	2024-12-31	2026-03-04	10-K	26-000010
6	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$708.8M	2025-12-31	2026-03-04	10-K	26-000010
7	gross profit	us-gaap:GrossProfit	$352.8M	2024-12-31	2026-03-04	10-K	26-000010
8	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$712.5M	2024-12-31	2026-03-04	10-K	26-000010
9	gross profit	us-gaap:GrossProfit	$343.3M	2023-12-31	2026-03-04	10-K	26-000010
10	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$765.1M	2023-12-31	2026-03-04	10-K	26-000010
11	gross profit	us-gaap:GrossProfit	$349.9M	2022-12-31	2025-03-05	10-K	25-000039
12	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$886.3M	2022-12-31	2025-03-05	10-K	25-000039
13	gross profit	us-gaap:GrossProfit	$457.4M	2021-12-31	2024-03-06	10-K	24-000014
14	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.3B	2021-12-31	2024-03-06	10-K	24-000014
15	current assets	us-gaap:AssetsCurrent	$499.6M	2025-12-31	2026-03-04	10-K	26-000010
16	current liabilities	us-gaap:LiabilitiesCurrent	$221.1M	2025-12-31	2026-03-04	10-K	26-000010
17	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	$4.0M	2025-12-31	2026-03-04	10-K	26-000010
18	operating income	us-gaap:OperatingIncomeLoss	$96.0M	2025-12-31	2026-03-04	10-K	26-000010
19	book equity	us-gaap:StockholdersEquity	$343.6M	2025-12-31	2026-03-04	10-K	26-000010
20	liabilities	us-gaap:Liabilities	$237.2M	2025-12-31	2026-03-04	10-K	26-000010
21	interest expense	us-gaap:InterestExpense	$567,000	2025-12-31	2026-03-04	10-K	26-000010
22	assets	us-gaap:Assets	$750.1M	2023-12-31	2025-03-05	10-K	25-000039
23	assets	us-gaap:Assets	$949.6M	2022-12-31	2024-03-06	10-K	24-000014
24	shares outstanding	us-gaap:CommonStockSharesOutstanding	211,336,284	2025-12-31	2026-03-04	10-K	26-000010
25	shares outstanding	us-gaap:CommonStockSharesOutstanding	213,295,922	2024-12-31	2026-03-04	10-K	26-000010

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