

Trade Desk, Inc. (TTD)

Nasdaq; business equipment; SIC 7370, Services-Computer Programming, Data Processing, Etc.; CIK 0001671933

Trade Desk, Inc. TTD; business equipment	
Grade	B A B C D E second fifth of 497 graded peers percentile 25.4; sampling error 2.2 points; lower is stronger
Rank	127 of 497
Profitability	B percentile 33.3
Solvency	C percentile 47.2
Growth and financing	C percentile 42.4
Reliability	0.94 AUC filers with over \$2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025
Peer failure rate	0.52% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	over \$2.67B assets total assets \$6.2B
Standard universe	inside revenue above \$1M and assets above \$10M
Warnings	none active not computable: dilution, distress, fortress balance sheet
Inputs computable	9 of 14
Graded from	filings received through Feb 27, 2026 224 days before the rescans; latest periodic filing 10-Q received Aug 6, 2026
Last close	\$12.34 2026-10-08; market equity \$0
Price used in grade	None



B, the elk
second fifth of its sector; letters are fifths of the 497 graded peers

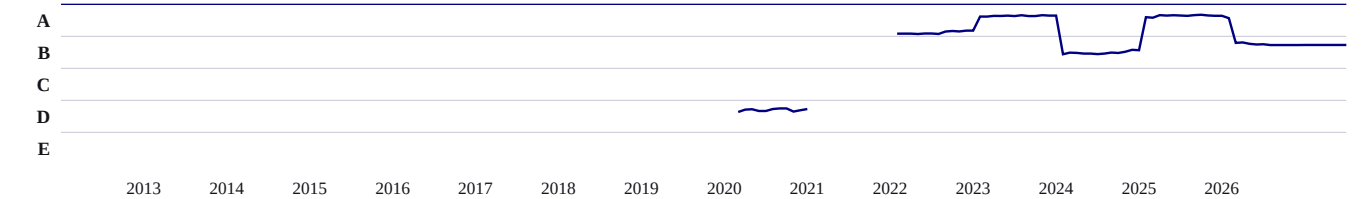
Share price, twelve months to the rescans
split-adjusted close; the letter is fixed at the rescans that set it



Rescans on file: A from Sep 21, 2022, B from Feb 21, 2024, A from Feb 21, 2025, B from Mar 21, 2026

Letter at every rescanscan

Jan 21, 2012 to Oct 9, 2026; sector percentile, 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 Feb 27, 2026

We are a global leader in advertising technology. We empower ad buyers to create, manage and optimize digital advertising campaigns across ad formats, channels and devices. Our platform's depth, artificial intelligence ("AI") capabilities and rich ecosystem of inventory, publisher and data partner integrations enable superior reach and decisioning for clients. In addition to the primary capabilities provided by our self-service platform, our enterprise application programming interfaces ("APIs") equip our

clients with the ability to customize and expand platform functionality.

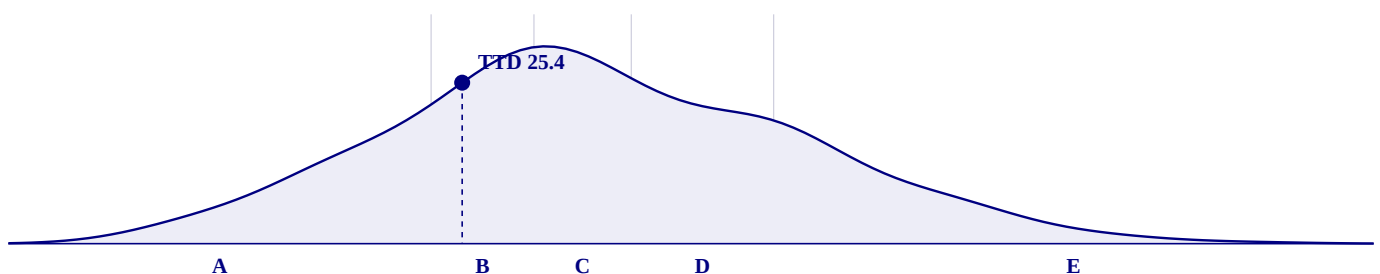
The fourteen inputs

lower percentile is stronger; equal-weighted sleeves

Input	Percentile, 0 to 100	Value	Peer median	Percentile	Peers	Period end
Profitability, sleeve percentile 33.3						
Gross profitability		37.0%	28.5%	31.8	558	2025-12-31
Return on invested capital		not computable	10.9%			one or more required annual facts are missing
Accruals ratio		(9.0%)	(7.4%)	46.8	621	2025-12-31
Gross margin stability, five years		1.2 pts	2.4 pts	21.5	429	2025-12-31
Solvency, sleeve percentile 47.2						
Twelve-month failure probability		not computable	0.05%			liabilities and a nearby cover-page share count are required at 2026-06-30
Altman Z double-prime		3.17	2.18	34.3	566	2025-12-31
Net debt to EBITDA		not computable	1.11x			one or more required annual facts are missing
Interest coverage		not computable	3.77x			latest aligned inputs end 2018-12-31; latest annual assets end 2025-12-31
Current ratio		1.61x	2.02x	60.2	666	2025-12-31
Growth and financing, sleeve percentile 42.4						
Revenue growth, three-year compound		22.4%	6.4%	15.6	538	2025-12-31
Free cash flow growth, three-year compound		19.6%	17.2%	46.4	268	2025-12-31
Reinvestment rate		(97.5%)	14.3%	77.3	226	2025-12-31
Asset growth, three years		12.0%	5.0%	30.1	563	2025-12-31
Net share issuance, one year		not computable	0.5%			two annual share counts are required; found 0

Among 497 peers

business equipment; 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
------	---------	------------	--------	----------

122	Elastic N.V. (ESTC)	24.4	B	fortress
				balance sheet
123	Parsons Corp. (PSN)	24.6	B	
124	Docusign, Inc. (DOCU)	24.8	B	
125	Turtle Beach Corp. (TBCH)	25.0	B	
126	NVE Corp. (NVEC)	25.2	B	
127	Trade Desk, Inc. (TTD) <	25.4	B	
128	Formfactor Inc. (FORM)	25.6	B	fortress
				balance sheet
129	Varonis Systems Inc. (VRNS)	25.8	B	
130	Odysight.ai Inc. (ODYS)	26.0	B	
131	Diebold Nixdorf, Inc. (DBD)	26.2	B	
132	Cytek Biosciences, Inc. (CTKB)	26.4	B	

What the price implies

at the 2026-10-08 close; none enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(72.0%)	2.2%	5
Distance from 52-week high	(77.2%)	(30.0%)	8
EBIT to enterprise value	not computable	1.5%	
Free cash flow yield	not computable	2.7%	
Book value to price	not computable	0.23	
Sales to price	not computable	0.30	
Composite equity issuance, five years	not computable	3.9%	
Relative strength against the sector, log excess return	(1.56)	(0.26)	5

Diagnostics

not in 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	fail
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	fail
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	fail
Cash, filings, liquidity	
Cash and equivalents	\$1.1B
Operating cash flow, four quarters	\$1.1B
Months of runway	not finite
Days since last periodic filing	64 (10-Q received Aug 6, 2026)
Median daily dollar volume, 63 sessions	\$270.3M

Sources

each row links to the filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$2.9B	2025-12-31	2026-02-27	10-K	0001671933-26-000014
2	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	\$619.1M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
3	assets	us-gaap:Assets	\$6.2B	2025-12-31	2026-02-27	10-K	0001671933-26-000014
4	net income	us-gaap:NetIncomeLoss	\$443.3M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
5	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$992.7M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
6	assets	us-gaap:Assets	\$6.1B	2024-12-31	2026-02-27	10-K	0001671933-26-000014
7	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$2.4B	2024-12-31	2026-02-27	10-K	0001671933-26-000014
8	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	\$472.0M	2024-12-31	2026-02-27	10-K	0001671933-26-000014

9	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$1.9B	2023-12-31	2026-02-27	10-K	0001671933-26-000014
10	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	\$365.6M	2023-12-31	2026-02-27	10-K	0001671933-26-000014
11	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$1.6B	2022-12-31	2025-02-21	10-K	0001671933-25-000029
12	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	\$281.1M	2022-12-31	2025-02-21	10-K	0001671933-25-000029
13	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$1.2B	2021-12-31	2024-02-15	10-K	0001671933-24-000014
14	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	\$221.6M	2021-12-31	2024-02-15	10-K	0001671933-24-000014
15	current assets	us-gaap:AssetsCurrent	\$5.3B	2025-12-31	2026-02-27	10-K	0001671933-26-000014
16	current liabilities	us-gaap:LiabilitiesCurrent	\$3.3B	2025-12-31	2026-02-27	10-K	0001671933-26-000014
17	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-\$590.9M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
18	operating income	us-gaap:OperatingIncomeLoss	\$589.3M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
19	book equity	us-gaap:StockholdersEquity	\$2.5B	2025-12-31	2026-02-27	10-K	0001671933-26-000014
20	liabilities	us-gaap:Liabilities	\$3.7B	2025-12-31	2026-02-27	10-K	0001671933-26-000014
21	operating income	us-gaap:OperatingIncomeLoss	\$107.3M	2018-12-31	2021-02-19	10-K	0001564590-21-006726
22	interest expense	us-gaap:InterestExpense	\$1.6M	2018-12-31	2019-02-22	10-K	0001564590-19-003906
23	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$197.0M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
24	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$739.5M	2024-12-31	2026-02-27	10-K	0001671933-26-000014
25	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$98.2M	2024-12-31	2026-02-27	10-K	0001671933-26-000014
26	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$598.3M	2023-12-31	2026-02-27	10-K	0001671933-26-000014
27	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$46.8M	2023-12-31	2026-02-27	10-K	0001671933-26-000014
28	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$548.7M	2022-12-31	2025-02-21	10-K	0001671933-25-000029
29	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$84.2M	2022-12-31	2025-02-21	10-K	0001671933-25-000029
30	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	\$115.8M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
31	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsDeductibleItems	\$658.6M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
32	income tax	us-gaap:IncomeTaxExpenseBenefit	\$215.5M	2025-12-31	2026-02-27	10-K	0001671933-26-000014
33	current assets	us-gaap:AssetsCurrent	\$5.3B	2024-12-31	2026-02-27	10-K	0001671933-26-000014
34	current liabilities	us-gaap:LiabilitiesCurrent	\$2.9B	2024-12-31	2026-02-27	10-K	0001671933-26-000014
35	assets	us-gaap:Assets	\$4.9B	2023-12-31	2025-02-21	10-K	0001671933-25-000029
36	assets	us-gaap:Assets	\$4.4B	2022-12-31	2024-02-15	10-K	0001671933-24-000014