

**Question 1:** Rank the following companies according

- a. To their revenue
- b. To their capitalisation
- c. To their profit (net income)

*Apple*

*Google*

*Exxon Mobil*

*Total*

*Orange*

*L'Oréal*

**Question 2:** Is the top company the same one for the three rankings?

**Question 3:** Find the margin rate for these 6 companies ( $margin\ rate = (Profit/revenue) \times 100$ )

**Question 4:** Can you explain why some company have a very high margin rate?

**Question 5:** Find the profit rate for these 6 companies ( $profit\ rate = (profit/capitalisation) \times 100$ )

**Question 6:** If you were investing, wich share would you buy?

### **Keywords**

To rank : classer (au sens d'ordonner du plus grand au plus petit)

ranking : classement

net income : résultat net (synonyme de profit net ou recette)