

# // cracking the performance marketing code (Q2.2016.Earnings):

## < financial figures />

Revenue ex-TAC =

**\$166M, +35%<sub>YOY</sub> ;**

Adjusted EBITDA =

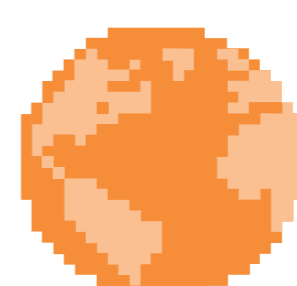
**\$39M, +61%<sub>YOY</sub>\* ;**

Regional performance =



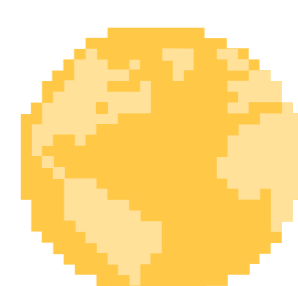
Americas

**+38%\***



EMEA

**+25%\***



APAC

**+50%\***

\*at constant currency

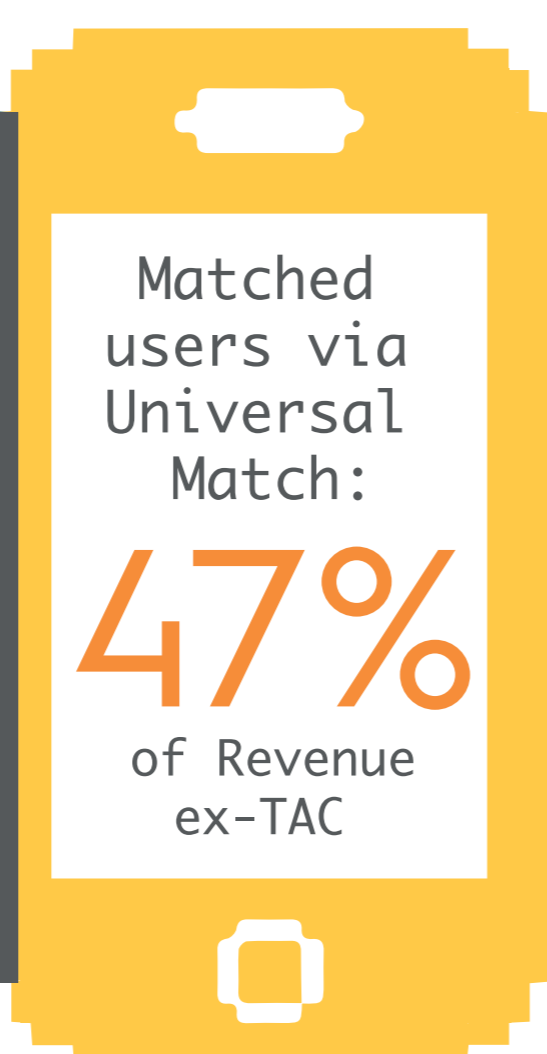
## < talent />



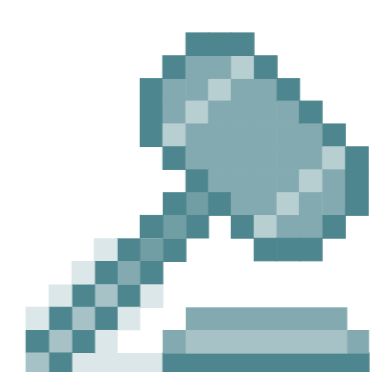
Talent globally =

**2,000+ employees, +27%<sub>YOY</sub> ;**

## < performance drivers />



new() BIDDING FEATURE:

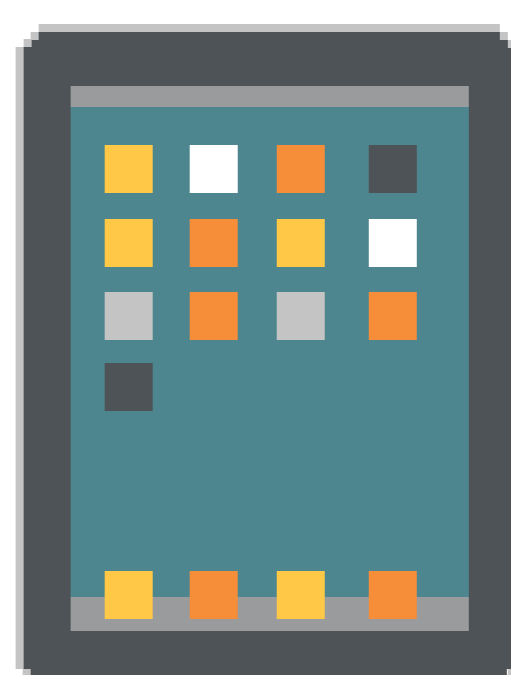


**MEANINGFUL** uplift in Revenue ex-TAC

## NATIVE ADVERTISING ( ) ;



## RESULTS ( ) ;



\*at constant currency

## < clients />

Clients total =

**12,000 ;**

New clients in Q2 =

**910+ ;**



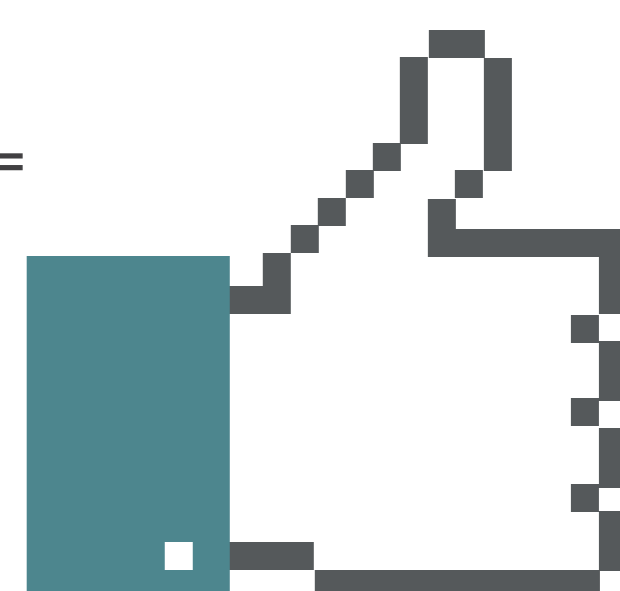
## < publishers />

Direct relationships with publishers =

**17,000+ ;**

Facebook DPA =

**6,000 clients ;\*\***



\*\*as of today

// Criteo 2016 Q2 **Learn more**

for full financial data and non-GAAP reconciliations, please refer to criteo's q2 2016 earnings release issued on August 3, 2016, available at [ir.criteo.com](http://ir.criteo.com).