

// cracking the
performance marketing
code (Q4.2016.Earnings):

< financial figures />

Revenue ex-TAC =

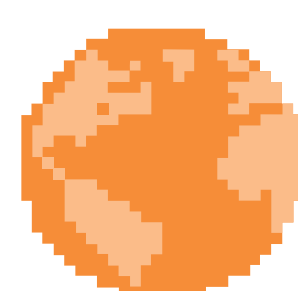
\$225M, +41%* ;

Regional performance =



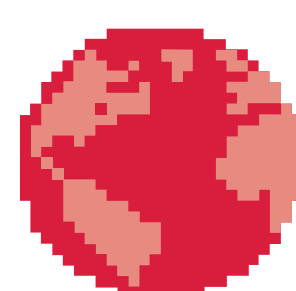
Americas

+50%*



EMEA

+36%*



APAC

+29%*

*at constant currency

< talent />

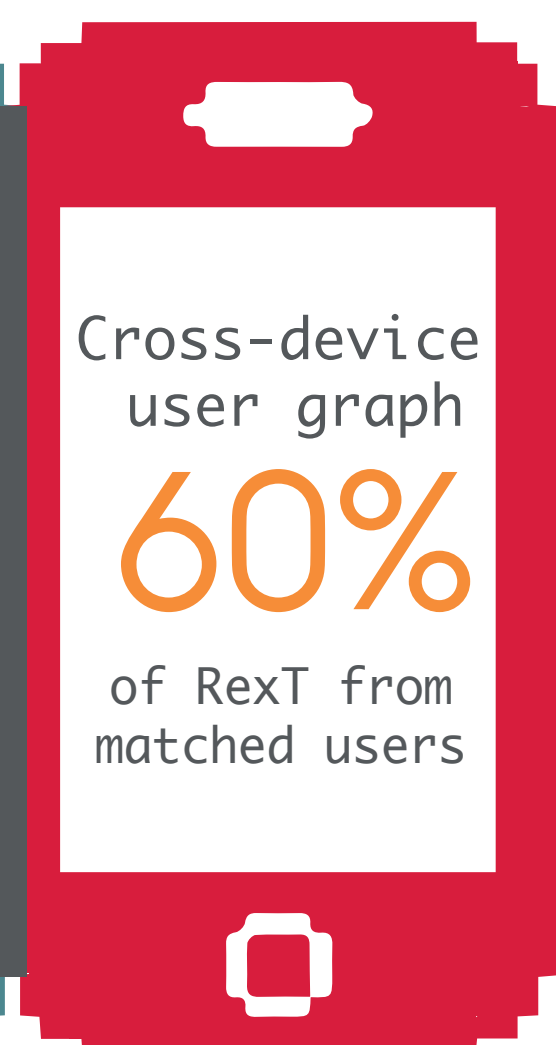
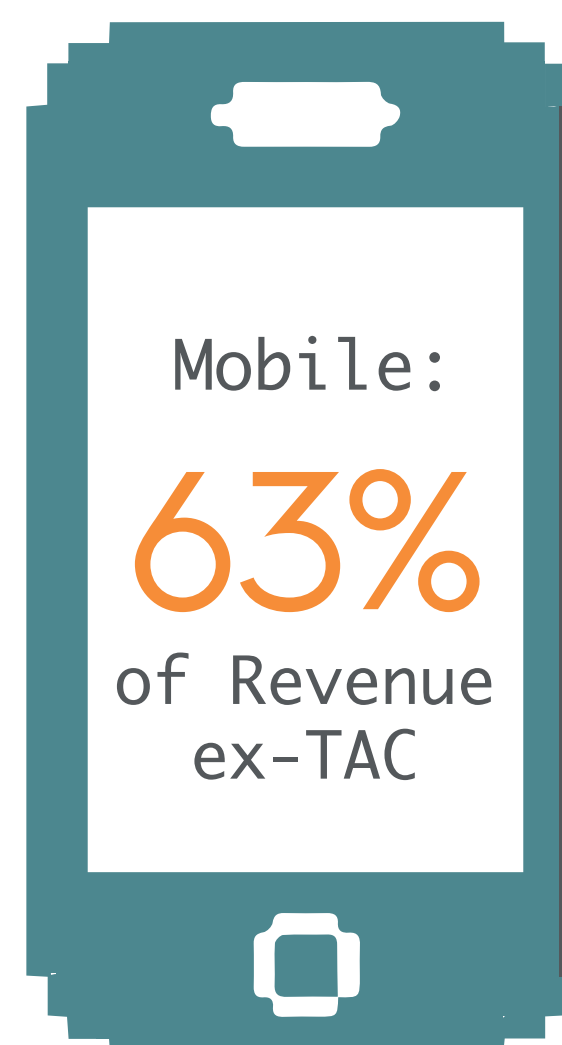
Talent globally =

>2,500 employees, +36%

R&D =

+51%

< performance drivers excl. CSP />



CROSS-DEVICE INITIATIVES



IN-APP INVENTORY



RESULTS ☺;

+20%

More Revenue
ex-TAC excl. CSP from
existing live clients*

90%

Client Retention
Rate

*at constant currency
CSP - Criteo Sponsored Products

< clients />

Clients total =

>14,400 ;

New clients in Q4 =

+1,600 ;



< publishers />

Publishers live with Criteo native solution =

500 ;

Publishers live with Criteo ad-blocking solution =

400 ;

// Criteo 2016 Q4
Learn more

for full financial data and non-GAAP reconciliations, please refer to criteo's q4 2016 earnings release issued on February, 2017, available at ir.criteo.com.