



Criteo - Diversity, Equity, and Inclusion Policy

Our Vision:

At Criteo, we believe the future is wide open when it includes everyone.

For us, that means our people, partners, clients, and the consumers they serve.

As a global technology company, we believe that a diverse and inclusive culture is the cornerstone for driving creative collaboration and sustainable change across the industry.

We are proud that our employees can be themselves at work. Our mission is to sustain our focus on equity, and building stronger diversity through how we hire, develop, reward, and retain all talent at Criteo.

We empower our employees to impact the industry, promoting diversity, equity, and inclusion in everything we do, delivering richer experiences for all.

Our commitments:

- Increase our efforts to attract, hire, develop and retain diverse talent throughout Criteo globally
- Ensure equitable opportunities for learning, career, and compensation for all employees
- Strengthen our culture of belonging for all Criteos, partners, clients, and the consumers we serve

Through these commitments we encourage diversity, equity, and inclusion throughout our workforce, eliminate unlawful discrimination and we aim for our true representation of all sections of society. Our commitments are inclusive of all employees at Criteo, as well as our partnerships, clients, and the consumers they serve.

This policy's purpose is to:

- To ensure that each person we interact with – including employees, clients, job applicants, contractors, clients, partners, vendors, and other stakeholders – is treated with the equity, fairness, and respect.
- Not unlawfully discriminate based on protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, gender, and sexual orientation
- Oppose and avoid all forms of unlawful and unfair discrimination. This includes in pay and benefits, terms, and conditions of employment, dealing with grievances and

discipline, dismissal, redundancy, leave for parents, requests for flexible working, and selection for employment, promotion, training, or other developmental opportunities

- All employees will be given support and encouragement to develop their full potential and to use and develop their unique talents and abilities at Criteo.

As a global organisation, Criteo commits to:

- Encourage diversity, equity, and inclusion throughout the workplace for all Criteos, Clients, Partners, and the Consumers they serve as this is good practice and makes aligns with our values and business objectives.
- Create a working environment free of bullying, harassment, victimisation, and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all employees are recognised and valued.

This commitment includes training managers and all other employees about their rights and responsibilities under the diversity, equity, and inclusion policy. Responsibilities include staff conducting themselves in a way that helps Criteo provide equal opportunities in employment, and prevent bullying, harassment, victimisation, and unlawful discrimination.

All employees should understand they, as well as their employer, can be held liable for acts of bullying, harassment, victimisation, and unlawful discrimination, in the course of their employment, against fellow employees, customers, suppliers and the public

- Take seriously complaints of bullying, harassment, victimisation and unlawful discrimination by fellow employees, customers, suppliers, visitors, the public, and any others during the organisation's work activities.

Such acts will be dealt with as misconduct under the respective country grievance and/or disciplinary procedures, and appropriate action will be taken. Particularly serious complaints could amount to gross misconduct and lead to dismissal without notice.

Further, sexual harassment may amount to both an employment rights matter and a criminal matter, such as in sexual assault allegations.

- Make opportunities for training, development, and progress available to all employees, who will be helped and encouraged to develop their full potential at Criteo
- Decisions relating to hiring, promotion, development, reward, and compensation should be based on merit and role competency only.
- Review employment practices and procedures when necessary to ensure fairness and update them and the policy to take account of changes in the law.

- Monitor workforce demographics in compliance with legislation, to encourage continuous improvement and achieve the commitments set out in this diversity, equity and inclusion policy.

Monitoring will also include assessing how the diversity, equity and inclusion and any supporting action plan, are working in practice, reviewing them annually, and considering and taking action to address any issues.

Summary

Our Criteo Diversity, Equity, and Inclusion policy is fully supported by the Leadership Team and is in line with the agreements we have in place with Criteo's trade unions and/or employee representatives in France.

Details of the Criteo's grievance and disciplinary policies and procedures can be found on our People Portal under My Policies for each respective country. This includes information clearly explaining how and with whom an employee should raise a grievance.

It is the responsibility of all employees at Criteo to be aware, understand and comply with the guidelines set out within this policy. Our focus at Criteo is to strengthen our culture of inclusion and belonging for all, and to drive continuous improvement on all our Diversity, Equity, and Inclusion commitments throughout Criteo.

Administration and Legal Compliance

This policy and its related procedures will be reviewed as required in the event of legislative changes, or changes to company procedure. This policy will be interpreted and applied in accordance with all applicable laws, and to the extent this policy conflicts with or is inconsistent with applicable law in any respect, applicable law will control over this policy.