RETAIL MEDIA SPOTLIGHT

Sherry Smith
GM, Global Enterprise
KEY HIGHLIGHTS

✓ Superior integrated Retail Media onsite & offsite offering supporting continued rapid growth

✓ Leadership position and strong moat through highly differentiated technology and unique scale

✓ Highly scalable SaaS-like operating model with multiple levers to drive sustainable growth
The Commerce Media Platform That Enables All Retail Media Capabilities

Unified Self-Service Platform & Closed-loop Measurement

Onsite (retailer.com)

- Sponsored Products

Offsite (open-web.com)

- Display
- Acquisition & Retention

Marketplaces & White Label User Interface

Commerce Insights
## Why We Win RFPs

<table>
<thead>
<tr>
<th></th>
<th>Criteo</th>
<th>Competitor 1</th>
<th>Competitor 2</th>
<th>Competitor 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onsite Sponsored Products</td>
<td>★★★</td>
<td>★★</td>
<td>★★</td>
<td>×</td>
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<tr>
<td>Onsite Display</td>
<td>★★★</td>
<td>★★</td>
<td>★★</td>
<td>×</td>
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<tr>
<td>Offsite DSP</td>
<td>★★★</td>
<td>★★</td>
<td>★★</td>
<td>★★</td>
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<tr>
<td>Offsite Audience Curation</td>
<td>★★★</td>
<td>★★</td>
<td>★★</td>
<td>×</td>
</tr>
<tr>
<td>Closed-loop Measurement</td>
<td>★★★</td>
<td>×</td>
<td>×</td>
<td>★★</td>
</tr>
</tbody>
</table>

Note: scale rating 1 (weak) to 3 (strong)
Secular Growth Trends Are Disrupting Retail

Channels Where US Retail Media Ad Spending Growth by 2026 is Expected to Originate

- Organic growth in digital: 36%
- Shift in trade: 28%
- Shift from other digital channels: 19%
- Shift from traditional media: 14%
- Shift in sponsorships, events, and promotions: 3%

Source: eMarketer, March 2022
Multiple Levers Position Us to Drive Sustainable Growth on the Retail Media Supply Side

$42B
SAM by 2025

Additional Growth Opportunities

Marketplace capabilities
Geographic expansion
Inventory expansion

Onsite
Display Ads
Sponsored Ads

Offsite
Open Internet Ads

Add-ons

+ New Retailers and Adjacent Verticals
Multiple Levers Position Us to Drive Sustainable Growth on the Retail Media Demand Side

**Increasing Brand Budget Pool**

- **Offsite (CTV, Video, Display)**
- **Display (Banner & Video)**
- **Sponsored Products**
  - From shopper / trade dollars to national brand media budgets

**Multiple Demand Sources**

- **Brands**
  - 1,600+ Brands Live
  - +1,000 net new brands since 2019
- **API Partners**
  - 11 APIs
  - Launched since Q4 2020
- **Agency Partners**
  - 6 Agency Holdcos
  - 150+ Other Agencies

**Additional Opportunities**

- Thousands of Brand Relationships
- Program Expansion in EMEA & APAC
- Global Partnerships

Group™ Ascend
We Capitalize on Fast-Growing Demand with an Extensive Network of Partners

11 API Partners
- flyerwheel
- skai
- CommerceIQ
- PACVUE
- tinuiti
- perpetua
- Stackline
- tradeswell
- intentwise

Agency Partners
- Ascential
- groupm
- dentsu
- IPG
- Havas
- Omnicom Group
- VaynerMedia
- Publicis Media
- horizonmedia
- ForwardPMX

Global deals
We Are the Tech Partner for Many Retailers...

**A Look Into Best Buy’s Retail Media Journey**
- Activated media spend doubled since 2019
- Commerce Insights
- Commerce Max (Offsite)
- Launched BBY Canada
- Display & Marketplace Capabilities
- Sponsored Ads since 2015

**A Look Into Carrefour’s Retail Media Journey**
- Activated media spend more than doubled since 2020
- Inventory Expansion
- Launched New Geographies (Brazil, Italy, Belgium)
- Sponsored Ads since 2021
- Display Ads since 2014

**A Look Into Meijer’s Retail Media Journey**
- Activated media spend x4 since 2019
- Inventory Expansion
- Display Ads since 2022
- Sponsored Ads since 2019
... Also Powering Marketplaces

How Flipkart Sees & Expands Commerce Capabilities with Criteo

Flipkart, India’s homegrown ecommerce marketplace, is partnering with Criteo to power its Product Performance Ads and combine our offsite capabilities with its audience scale.

- **Flipkart Scale**
  - 400M+ Registered Users
  - 150M Products across 80 Categories

- **Current Engagement**
  - 45+ Brands Onboarded
  - 330+ Campaigns Run

Why Marketplaces Choose Criteo

- Onsite / Offsite Offerings
- Marketplace-Centric Technology
- Global Footprint
We Have Unmatched Global Scale...

Omnichannel retailers, marketplaces and new adjacent vertical (service delivery)

160 Retailers
50%+ of top-25 retailers\(^1\) in the U.S.
50%+ of top-25 retailers\(^1\) in the EMEA

Strong footprint in North America and EMEA and entry in new geographies (LATAM, APAC)

\(^1\) Based on 2021 ecommerce revenue
... And a Strong Moat Driven by Unique Technology

### World-Class AdTech Stack
- Self-Serve Platform with Open APIs
- Closed-loop Measurement & Reporting
- Sponsored Products
- Onsite & Offsite Display
- Targeting & Personalization
- Audience Integration
- Creative Builder
- 11 API Integrations
- Open & Configurable Algorithms
- White-Label DSP

### Key score comparisons from latest WaveTM scorecard:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Criteo</th>
<th>Closest Competitor</th>
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<tbody>
<tr>
<td>Platform</td>
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<td>On-Site Monetization</td>
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<td>Data Monetization</td>
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<td>Malware &amp; Fraud Protection</td>
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<tr>
<td>Innovation Roadmap</td>
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<tr>
<td>Market Presence (Revenue)</td>
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<tr>
<td>No. of Customers</td>
<td>5.00</td>
<td>4.00</td>
</tr>
<tr>
<td>No. of Employees / Engineers</td>
<td>4.00</td>
<td>2.00</td>
</tr>
</tbody>
</table>

Source: Forrester Wave - Sell-Side Retail Media Solutions (Q3 2020)