STRATEGY UPDATE

Megan Clarken
Chief Executive Officer
KEY HIGHLIGHTS

✓ Uniquely positioned to capitalize on huge market opportunity and commerce tailwinds

✓ Tremendous progress on our company transformation journey and strategy to achieve $1.4B in Contribution ex-TAC and triple our Retail Media business by 2025

✓ Deep moat with strong R&D expertise, differentiated technology, first mover advantage and unique commerce data at scale

✓ Seasoned leadership team focused on execution and high say/do ratio
We Are Delivering on Our Transformation Strategy

Contribution ex-TAC Mix

New Solutions

Q1 2020

New Solutions

Today

New Solutions

25%

$1.4 Billion

2025

Retail Media

Retargeting

Commerce Audiences

IPONWEB

Marketing Solutions

1. Assumes deprecation of Chrome SPC and Mobile Android ID in H2 2024; the estimate includes IPONWEB, which is expected to contribute to the growth of both Retail Media and Commerce Audiences.

- First-Party Media Network
- Opt-in signals
- Other environments with third-party signals

Potential upside from Google’s replacement solution
We Power Trusted and Impactful Advertising on the Open Internet

40%
Marketers’ ad spend on the open internet

73%
Consumers’ online shopping on the open internet

60%
Goes to search and social

open-web.com
retailer.com

1. Source: eMarketer, 2021
2. Source: Harris Poll and OpenX, 2020
Commerce Media is the Next Wave of Digital Advertising

Global ex-China Advertising Spend by Channel

$290B TAM by 2025

Source: McKinsey; Magna Global; eMarketer; GroupM
We Are Ideally Positioned to Complement Amazon

Global Ecommerce Sales (ex-China)

<table>
<thead>
<tr>
<th>Amazon</th>
<th>Criteo</th>
<th>Potential Criteo Clients$^1$</th>
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<tbody>
<tr>
<td>~$600B+</td>
<td>~$1T+</td>
<td>~$1T+</td>
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Amazon: ~20%  
Non-Amazon: ~80%

Our Retail Media & Marketing Solutions are complementary and together address a larger opportunity – enabling brands, agencies and retailers to activate commerce beyond Amazon.

1. Source: eMarketer, 2022
We Are Poised to Capture a Massive Market Opportunity

Advertising Spend Opportunity

~$290B
TAM by 2025

$110B
SAM by 2025

$42B
SAM by 2025

Commerce Media TAM

Commerce Media SAM (excl. Amazon, YouTube and China)

Retail Media Onsite + Offsite SAM

Ecommerce Sales

$2T+
by 2025

(excl. Amazon and China)

Source: McKinsey, Magna Global, eMarketer, GroupM
Trends Shaping the Digital Advertising Market

Ecommerce growth and penetration

Worldwide retail ecommerce penetration expected to grow to 24% in 2025, up from 19% in 2021\(^1\)

Trade marketing shifting online

$80B online trade marketing\(^2\) opportunity and rapidly growing

Consumers on the open internet

Consumers spend 66% of their time online on the open internet\(^3\)

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1. Source: eMarketer, 2022  
2. Source: LUMA Partners, 2022  
3. The Harris Poll & OpenX, 2020
Our Commerce Media Platform Serves Media Buyers and Sellers

**Demand Side**
for Media Activation

- **1,600+** Brands & Agencies

- **20,100+** Performance Marketers & Retailers

**Supply Side**
for Media Monetization

- **160** Retailers
  - ~50% of Top 25 U.S. & EU Retailers
  - ~75% of Top 100 ComScore Publishers

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**Commerce Media Platform**

- **Commerce Audiences at Scale**
  - ~725M DAUs across 90+ Markets

- **Personalized Ad Engine**
  - 940 R&D and Product Employees
  - 16+ Years of AI Learning

- **Large Scale Data**
  - $1T+ Ecommerce Sales
  - ~4B Product SKUs

- **Infrastructure & APIs**
  - Deep IT Integrations with Retailers & Brands
Our Platform Delivers End-to-End AdTech Capabilities

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<thead>
<tr>
<th>DEMAND SIDE CAPABILITIES</th>
<th>SUPPLY SIDE CAPABILITIES</th>
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<tbody>
<tr>
<td>21,700+ Brands, Agencies, Performance Marketers and Retailers</td>
<td>160 Retailers &amp; ~75% of Top 100 ComScore Publishers</td>
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<td><strong>CRITEO</strong></td>
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<td>MEDIA ACTIVATION</td>
<td>MEDIA MONETIZATION</td>
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<td>Walled Gardens</td>
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<td>Google</td>
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<td>AdTech Point Solutions</td>
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<td>theTradeDesk</td>
<td>MediaMath</td>
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<td>Retail Media Specialists</td>
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<td>PACVUE</td>
<td>skai</td>
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We Have Achieved Tremendous Progress on our Transformation

Double digit Contribution ex-TAC growth in 2021

- Brian Gleason named Chief Revenue Officer

Acquisition of IPONWEB
- Complementary scalable demand & supply side tech
- World-class R&D talent
- Extended first-party data integrations

Launching platform product suite

Global Agency Partnerships
- groupm
- Ascential

Supply Partnerships
- Disney
- Nexstar Media Group Inc.
- TikTok
- Microsoft

Retail Media Expansion
- Walmart Canada
- Nordstrom
- Best Buy
- Lowe's
- Michaels
- Bloomingdale's
- Deliveroo

Ecomm Expansion
- Flipkart
- Shopify
Why Invest in CRTO Today?

**Huge Market Opportunity**
Leadership in fast-growing Commerce and Retail Media market with $110B SAM

**Unique Commerce Data**
Large scale and commerce data with access to 725M Daily Active Users and $1+ trillion in annual ecommerce sales

**Differentiated Technology**
16+ years of AI powering unified tech platform for 1st-party data-based marketing and media monetization with unique supply at scale and closed-loop measurement

**Proven Resilience to Signal Loss**
Innovation, advanced AI engine and largest data set to deliver outcomes in any environment

**World-Class Team**
Seasoned management team, culture of innovation and accountability

**Strong Financials**
Sustainable growth, rebalanced revenue and high margin

**Robust Balance Sheet**
Strong cash generation, no debt, flexibility to invest for growth

**Sustainability**
DE&I core to people strategy, strong privacy and data protection standards