CLIENT SOLUTIONS

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Chief Revenue Officer
KEY HIGHLIGHTS

✓ Differentiated solutions to enable all facets of Commerce Media and drive superior outcomes for clients

✓ Deep and rich relationships into three distinct client sets

✓ Client-centric organization and integrated go-to-market strategy to capitalize on significant growth opportunities across all client categories
We Deliver Market-Leading Client Solutions to Enable Commerce Media

- **Media Owners incl. Retailers**
  - AdTech Platform for Retail Media

- **Brands & Agencies**
  - Intersection of Brands & Shopper Moments across the Open Internet

- **Performance Marketers / Retailers**
  - Performance Commerce
Who Are Our Clients

**DEMAND - MEDIA ACTIVATION**
- Established Brands
  - Microsoft
  - L’Oréal
  - Levi’s
  - P&G
  - Omnicom Group
- Agencies
  - groupm
  - ASCENTIAL
  - IFG
  - dentsu
- Digitally Native / DTC Brands
- Performance Agencies

**SUPPLY - MEDIA MONETIZATION**
- Media Owners including Retailers
  - Retail
  - Adjacent Verticals
  - Marketplace
- ~160 Retailers
  - Walmart Canada
  - deliveroo
  - Flipkart
- Publishers
  - ~75% of top 100 ComScore publishers
  - Comcast
  - Disney
  - The Weather Channel
  - United Internet media

1,600+ Brands (Direct & Agencies)
20,100+ Performance Marketers / Retailers
Clients Choose Criteo for our Unique Data, Media Access, AI Expertise & Measurement Capabilities

Unique Commerce Data
- Reaching and retaining the next top customer.

Proprietary Expert AI
- Identifying the best path to conversion, for better outcomes.

Optimized Supply
- Supply optimization tools that maximize value for buyers and sellers.

Closed-loop Measurement
- Understanding what performs, when and why, no matter the advertising tactic.
We Enable Outcomes for Performance Marketers

**Acquisition Outcomes**
- Drive new traffic online and to stores, new store / omni purchasers

**Retention Outcomes**
- Increase customer retention online and in-store

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**Discovery**
- Reach

**Choice**
- Visits, Clicks

**Purchase**
- Return on Ad Spend (ROAS)

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**ROAS, lifetime value, includes Retargeting**
We Enable Outcomes for Brands

**ONSITE + OFFSITE OUTCOMES**

- Reach
- Visits, Clicks
- Return on Ad Spend (ROAS)

**Full-Funnel Capabilities**

- Discovery
- Choice
- Purchase

**ADVANCED METRICS**

- Share of voice and share of shelf
- Share of category / product-level market share
- Blended cost per order & ROAS across onsite and open internet supply

Outcomes utilize onsite retail media inventory + open internet supply

Outcomes can be retailer-specific or blended across retailers
We Are Well-Positioned to Tap Into Massive Market Opportunities

$110B Commerce Media SAM by 2025¹

Client Count

- Enterprise Retailers: ~400
- Established Brands: ~1,600
- Performance Marketers: ~19,700
- CRITCO: ~21,700³

Media Spend (LTM)

- $400M Activation
- $850M Activation²
- $1.6B Activation
- $2.8B³ +12% YoY

Monetization: 34% through Agencies

¹ Source: McKinsey, Magna Global, eMarketer, GroupM
² Includes retailer-driven demand
³ Excludes IPONWEB
We Have Significant Revenue Growth and Cross-selling Opportunities

**Cross-selling with Enterprise Retailers**
- 21% only use our monetization capabilities
- 67% only use our acquisition and retention solutions

**Increasing Penetration with Agencies**
- Big 6 Agencies (agency holdcos): ~$300M in media spend (LTM)
- ~1,200 independent agencies

**Upselling with Performance Marketers**
- ~20K direct relationships with opportunity to expand share of voice for performance marketing tactics at speed and scale

- 17% of clients used more than one Criteo solution 3 years ago
- 33% of clients use more than one Criteo solution today
- **Unified** Commerce Media Platform & Experience tomorrow
Cross-selling with Enterprise Retailers

**How Retailers Leverage Criteo’s Commerce Capabilities**

- **Retail Media Monetization**
  - 12% of retailers use activation and monetization
  - ~$850M in Media Spend\(^1\)

- **Media Activation**
  - ~$400M in Media Spend\(^1\)

- Measurement

**Why Retailers Choose Criteo**

- **Retail Media Monetization**
  - Comprehensive plug and play media & data monetization
  - Access to global demand through brand, direct, and agencies

- **Media Activation**
  - Always on strategies to acquire and retain customers
  - Omnichannel marketing with online and offline measurement

**Growth Drivers**

- Expansion of Retail Media offsite
- Growth of retailer relationships and connections with brands
- Expansion of Retail Media Onsite (new inventory / formats)
- Rapid market availability and geographic expansion
- Commerce insights

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1. Activated Media Spend in the last twelve months
Increasing Penetration with Agencies

How Agencies Leverage Criteo’s Commerce Capabilities

// COMMERCE-MAX
$280M in Media Spend¹

// COMMERCE-GROWTH
$570M in Media Spend¹

Why Agencies Choose Criteo

- Self-service capabilities
- Need outcomes-based media solutions
- Efficiency & transparency
- Deeper analytics and insights
- Only platform with direct- and retail-to-consumers
- Training to scale new expertise

Growth Drivers

- Ability to bridge Retail Media and programmatic campaigns
- Commerce Max + Commerce insights as agency end-to-end commerce enablement
- Commerce Max + Commerce Growth to support agencies for top- and mid-tiered advertisers
- Transitions to outcomes-based business models

¹ Activated Media Spend in the last twelve months
Upselling with Performance Marketers

How Marketers Leverage Criteo’s Commerce Capabilities

<table>
<thead>
<tr>
<th>Year</th>
<th>Retargeting</th>
<th>Commerce Audiences</th>
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<tbody>
<tr>
<td>2020</td>
<td></td>
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<td>2021</td>
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<tr>
<td>2022 YTD</td>
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<tr>
<td>2022 YTD New Business</td>
<td>37%</td>
<td>63%</td>
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</tbody>
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Why Marketers Choose Criteo

- Full-funnel campaigns
- Omnichannel performance
- Prospecting and retention
- Digital branding and Open Internet reach
- Cost efficiency and lower barrier to entry for full stack digital advertising

Growth Drivers

- Lower costs of media and branding
- Performance and sales
- Competition intensity and pricing tolerance
- Less reliance on large programmatic teams
- Increasing in-house media and creative automation
We Are Evolving our Organization to Maximize Success

Aligning our client-centric organization with our growth opportunities

- Ability to scale globally quickly
- Ability to easily cross-sell solutions
- Deep expertise across various industry verticals
- In-depth training to enhance solutions sales capabilities

UNIFIED GLOBAL SALES

90+

Market Coverage