PRODUCT ROADMAP

Todd Parsons
Chief Product Officer
KEY HIGHLIGHTS

✓ Independent end-to-end commerce media platform to lead the future of digital advertising

✓ Strong track record of innovation and breakthrough AI-powered solutions to win in signal-limited environments

✓ Durable moat of largest network of First Party Data operation across the open internet and best-in-class AI

✓ Focus on enabling commerce experiences that bring utility everywhere consumers spend their buying journey
We Operate at Immense Scale

- 12 MILLION Bid Requests per second
- 100 MILLION Predictions per second
- 100 PETABYTES Largest Data Storage in Europe
We Address the Most Critical Market Needs

- Fragmentated Buyer Journeys
- Utility of Consumer Experiences
- First-Party Data Interoperability
Large-Scale Commerce Data a Key Differentiator

Product SKU: Business Carry-on

We know: which consumers what products which channels

BOUGHT ONLINE
Focusing on interest and buying signals for online purchases

BOUGHT ONLINE WITH PICK-UP IN STORE
Focusing on interest and buying signals for in-store pickups

BOUGHT IN STORE
Focusing on interest and buying signals for in-store purchases

Illustrative anonymous transaction data
Our Commerce Engine is Always on Through the Buyer’s Journey

- **Commerce Audiences**
- **Personified Recommendations**
- **Personalized Recommendations**

- **Discovery & Research**
- **Choice**
- **Low Friction Point of Purchase**
- **What Else?**
- **Bigger Baskets, Higher eCPMs!**
Our Innovation Enables Commerce Anywhere

- Personal Commerce Assistants
- Dynamic Storefront Generation
- Shoppable Augmented Reality
- Gamified Commerce
- In-game Product Placements
Our Platform: Four Client Solutions

**DEMAND - MEDIA ACTIVATION**

**CRITEO** // **COMMERCE-MAX**
Commerce Media Demand Side Platform for enterprise brands, retailers and agencies

IPONWEB MiniCore

**CRITEO** // **COMMERCE-GROWTH**
Acquisition & retention outcomes for performance marketers and agencies

**SUPPLY - MEDIA MONETIZATION**

**CRITEO** // **COMMERCE-YIELD**
Commerce Media Monetization Platform for enterprise retailers and marketplaces

MABAYA

**CRITEO** // **COMMERCE-GRID**
Commerce Supply Side Platform for media owners

IPONWEB themediagrid
### DSP for Buying Commerce Media Across Retail Media Networks

<table>
<thead>
<tr>
<th>Feature</th>
<th>Commerce MAX</th>
<th>Other Tier 1 DSP (open internet)</th>
<th>Other Tier 1 DSP (walled garden)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Retail and Open Internet Inventory</strong></td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
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<tr>
<td>To seamlessly address the entire shopper journey, across all touch points.</td>
<td></td>
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<tr>
<td><strong>Commerce Audiences</strong></td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
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<td>To always engage in-market consumers, based on Criteo Commerce Data.</td>
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<tr>
<td><strong>Transparent Closed-loop Reporting</strong></td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
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<tr>
<td>To measure success with SKU-level, retailer-transparent sales data.</td>
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<tr>
<td><strong>Simple, Self-service Interface</strong></td>
<td>★★★★★</td>
<td>★★★★★</td>
<td>★★★★★</td>
</tr>
<tr>
<td>To execute efficiently, and scale. In one place.</td>
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</tbody>
</table>

Note: scale rating 1 (weak) to 5 (strong)
Automated Customer Acquisition and Retention Across the Buyer’s Journey

1. Pre-created campaigns automated towards outcomes
2. Creative decisions
3. Commerce audience selection
4. Placements across any measurable inventory
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Grow Revenue by Monetizing On Inventory
Opportunities for brands and their shoppers to engage at every point along the buyer journey
Connect Third Party Sellers Across Network of Retailers and Marketplaces

Opening our network for Commerce Anywhere

• Self-service Sponsored Products solution to retailers that want to monetize seller traffic

• Sellers distribute and sponsor products across a network of retailers
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SSP for Connecting the Digital Storefront to All Offsite Media

Multi-Channel Yield

Commerce Everywhere Toolkit

Deal Packages & Access Module
Our Commerce Media Platform Identity Strategy Grows our Competitive Advantage

**First Party Media Network:** first-party data matched between media owners and advertisers
- Authenticated Pseudonymous IDs (incl. hashed emails)
- Partner IDs
- Explicit Opt-in

**Breakthrough AI-powered solutions** to acquire and retain customers
- Deep-Learning
- Advanced Sentiment Analysis
- Computer Vision

Provides "Truth set" for non-addressable Commerce Audiences
We Can Reach Commerce Audiences Others Can’t

**First-Party Media Network**

- Uses authenticated pseudonymous IDs (incl. hashed emails)
- Matches cross-device
- Supports Partner IDs
- Includes explicit opt-in

**Commerce Audiences**

- Leverages non-user signals at the core
- Primarily content meaning, semantics and other inferences
- Can include location
- Modeled against truth set of addressable consumers

**Addressable Consumers**

**Non-addressable Consumers**

AI and Commerce Data
We Are Recovering Ad Spend on iOS with the Power of Our First-Party Media Network (1x1)

iOS Safari

- Matching 1P-identifiers and addressing users in signal-limited environments with our unique First-Party Media Network and relationships with publishers
- For one of the world’s largest publishers, recovering 150% of the ad spend on Safari iOS lost since iOS 14.6 (ATT)
We Are Recovering Ad Spend on Firefox with the Power of Our First-Party Media Network

Firebox

- Innovative approach and sustainable solutions designed to scale on different environments, browsers, and devices
- First-Party Media Network currently fueling 20% of our ad spend on Firefox Top EMEA market
- Plan to continue to scale our First-Party Media Network in 2023

Focus on Firefox Top Market (EMEA)

20% of Firefox Spend fueled by our First-Party Media Network
We Are Increasing Ad Spend on iOS with Our Breakthrough AI-Powered Acquisition Solution

- As part of Commerce Audiences, our Acquisition solution leverages Commerce data and Contextual signals to reach users without third-party cookies
- Acquisition solution almost doubled iOS spend vs. pre iOS 14.6 (ATT) levels following rollout on web and app
- +280% iOS qualified visits
We Have Massive Upside Opportunities in 2023 and Beyond

Criteo Roadmap

Expanding Commerce suite of products

Scale our First-Party Media Network

Enriched Commerce Audience offering