Criteo is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects 22,000 marketers and thousands of media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice. For more information, please visit [www.criteo.com](http://www.criteo.com)

### WHY INVEST?

**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

### CRITEO AT A GLANCE

- **$4.0 billion** annual media spend activated
- **~$40 billion** of commerce outcomes for customers
- **-22,000** clients
- **-75%** of top 100 ComScore publishers
- **$1+ trillion** commerce sales across customer base
- **-940** R&D & Product employees
- **-60%** of web DAUs addressable through directly-integrated publishers
- **-50%** of top-25 U.S. & EU retailers
- **16+** years of expertise in commerce-focused AI

### CONTRIBUTION EX-TAC

Q3 2022 Contribution ex-TAC Mix & Growth*

- **59%** Marketing Solutions
- **17%** Retargeting
- **15%** Commerce Audiences
- **9%** Retail Media

* At constant currency

### OUR CLIENTS

- ~1,600 Brands (Direct & Agencies)
- ~100 Retailers
- ~28,000 Performance Marketers/Retailers
- ~75% of top 100 ComScore publishers

### OUR COMMERCE MEDIA PLATFORM

**Criteo // Commerce-Max**
Commerce Media Demand Side Platform for enterprise brands, retailers and agencies

**Criteo // Commerce-Yield**
Commerce Media Monetization Platform for enterprise retailers and marketplaces

**Criteo // Commerce-Growth**
Acquisition & retention outcomes for performance marketers and agencies

**Criteo // Commerce-Grid**
Commerce Supply Side Platform for media owners

### RETAIL MEDIA LEADERSHIP

- **137%** Same-Retailer CxT Retention over the last 4 quarters
- **~$1B** media spend in 2022
- **~60%** of retailers with exclusive partnership
- **>2** years average duration with long-term contracts
- **3x** number of brands in 3 years
**COMPANY INFORMATION**

- **Headquarters:** Paris, France
- **Founded in:** 2005
- **Number of employees:** 3,500
- **IPO date:** October 2013
- **Number of shares outstanding:** 64,985,368 (as of Sept. 30, 2022)
- **Listed at:** Nasdaq
- **Ticker:** CRTO

**2021 FINANCIAL HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Category</th>
<th>2021</th>
<th>% YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$2,254M</td>
<td>-8%</td>
</tr>
<tr>
<td>Contribution ex-TAC</td>
<td>$921M</td>
<td>+11%</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$322M</td>
<td>+26%</td>
</tr>
<tr>
<td>Net Income</td>
<td>$138M</td>
<td>-84%</td>
</tr>
<tr>
<td>Non-GAAP Diluted EPS</td>
<td>$3.38M</td>
<td>-56%</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>$168M</td>
<td>-40%</td>
</tr>
</tbody>
</table>

No long-term debt, $317M in cash, $744M in total liquidity incl. 5-year €407M credit facility

* At constant currency

**2025 AMBITIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>CASR DA-FS</th>
<th>CASR DA-FS FS 15%</th>
<th>$1.4B</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2025 Outlook**

- **Contribution ex-TAC:** $1.4B
- **Activated Media Spend:** $16B
- **Adjusted EBITDA:** 28% to 32%
- **% FCF / Adj. EBITDA:** -45%
- **Retargeting (% of CexT):** -25%

*Retail Media x3 in 3 years

**A SOLID TRACK RECORD**

<table>
<thead>
<tr>
<th>Year</th>
<th>SM (US reported) &amp; YoY% (in %)</th>
<th>% CexT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>+37%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>+29%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>+2%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>+8.3%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>-13%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>+11%</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>+10%-11%</td>
<td></td>
</tr>
</tbody>
</table>

**ESG COMMITMENTS**

- **Diversity, Equity, & Inclusion**
  - 43% Women population
  - 7 Employee Resource Groups
  - **NEXT GOAL:** Reach 50% of women in tech roles by 2030

- **Governance & Data Privacy**
  - Board Oversight of sustainability strategy
  - Annual CSR report since 2016
  - SASB reporting

- **Environment**
  - 100% of data centers powered by decarbonized energy sources or compensated by certificates GHG emissions inventory for scopes 1, 2, and 3 in 2022
  - **NEXT GOAL:** Set up GHG emission reduction targets and secure validation from SBTi

**RECENT RECOGNITIONS**

- **TALENT AWARD**
  - Marketing & Advertising

- **International Champion Award 2021**

**IR CONTACT**

investorrelations@crie.com

**COMMitted to deliver shareholder value**

Disciplined Capital Deployment

**1. Organic growth investments**

- ~10% of Contribution ex-TAC expected to be re-invested annually
- Focused investments around strategic initiatives

**2. M & A**

- Tuck-in or bolt-on acquisitions to complement product portfolio or capability and unlock new opportunities

**3. Share buyback**

- Ongoing focus on share buyback program
- ~$342M in shares repurchased since 2018
- $260M active repurchase program with $121M left on authorization

**Note:** This presentation includes certain non-GAAP financial measures as defined by SEC rules. Reconciliations are available in our earnings release for the third quarter of fiscal year 2022 and on our website at www.criteo.investorroom.com