Safe Harbor Statement and Non-GAAP Measures

This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are based on our management’s beliefs and assumptions and on information currently available to management. All statements other than present and historical facts and conditions contained in this presentation, including statements regarding our possible or assumed future results of operations and financial position, plans and objectives for future operations, business strategies, financing plans, projections, competitive position, industry environment, potential growth opportunities, potential market opportunities and the effects of competition and other actions by our counterparties, are forward-looking statements. Importantly, at this time, there is still uncertainty regarding the integration of our acquisition of IPONWEB, the invasion of Ukraine by Russia and the effect of resulting sanctions on our business, and the timing and scope of proposed changes to and enhancements of the Chrome browser announced by Google. In addition, the COVID-19 pandemic continues to have, and inflation and rising interest rates in the U.S. could have, an impact on Criteo’s business, financial condition, cash flow and results of operations. There are uncertainties about the duration and extent of the impact of the COVID-19 pandemic. The dynamic nature of the aforementioned circumstances, among other matters, means that what is said in this presentation could materially change at any time.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “can,” “could,” “seeks,” “estimates,” “expects” “intends,” “is designed to” “may,” “might” “plans,” “potential,” “predicts,” “projects,” “should,” “objectives,” “will,” “would” or similar expressions and the negatives of those terms. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation, and nothing in this presentation should be regarded as a representation by any person that these beliefs or assumptions will take place or occur. You should read the Company’s most recent Annual Report on Form 10-K filed on February 25, 2022, and in subsequent Quarterly Reports on Form 10-Q, including the Risk Factors set forth therein and the exhibits thereto, as well as future filings and reports by the Company, completely and with the understanding that our actual future results may be materially different from what we expect. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

This presentation includes certain non-GAAP financial measures as defined by SEC rules, including forward-looking measures. As required by Regulation G, we have provided a reconciliation of those measures to the most directly comparable GAAP measures in our earnings release for the third quarter 2022 or other SEC filings, which are available on our website at www.criteo.com. Reconciliations of our forward-looking non-GAAP measures to the closest corresponding GAAP measure are not available without reasonable efforts due to the high variability, complexity and low visibility with respect to the charges excluded from these non-GAAP measures, which could have a potentially significant impact on our future U.S. GAAP results.
Why Invest in Criteo 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
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)

Amazon: ~$600B+

CRITEO

Clients

~$1T+

Potential Criteo Clients

~$1T+

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
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

**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

**Supply Side**
for Media Monetization

- **160**
  Retailers
  ~50% of Top 25
  U.S. & EU Retailers

- **~75%**
  of Top 100
  ComScore Publishers
Who Are Our Clients

**DEMAND - MEDIA ACTIVATION**

- 1,600+ Brands (Direct & Agencies)
  - Microsoft
  - L’Oréal
  - P&G
  - Omnicom Group
- Digitally Native / DTC Brands
  - shopify merchants
  - Raymour & Flanigan

**SUPPLY - MEDIA MONETIZATION**

- ~160 Retailers
  - Walmart Canada
  - Best Buy
  - Flipkart
- Publishers
  - ~75% of top 100 ComScore publishers

- Media Owners including Retailers
  - Retail
  - Adjacent Verticals
  - Marketplace

- Performance Agencies
  - groupm
  - ASCENTIAL
  - IFG
  - dentsu

**20,100+ Performance Marketers / Retailers**
We Have Achieved Tremendous Progress on our Transformation

- Double digit Contribution ex-TAC growth in 2021
- Brian Gleason named Chief Revenue Officer
- Dr. Boris Mouzykantskii named Chief Architect
- 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
- LOWES
- Michaels
- bloomingdales
- BEST BUY
- deliveroo

Ecomm Expansion
- Flipkart
- Shopify
We Are Delivering on Our Transformation Strategy

Contribution ex-TAC Mix

New Solutions

Q1 2020

New Solutions

Today

New Solutions 75%

$1.4 Billion

2025

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

* Potential upside from Google’s replacement solution

Marketing Solutions

Retail Media
Retargeting
Commerce Audiences
IPONWEB

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.
We Have Significant Revenue Growth and Cross-selling Opportunities

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
- 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
The Commerce Media Platform That Enables All Retail Media Capabilities

Unified Self-Service Platform & Closed-loop Measurement

Onsite (retailer.com)

- Sponsored Products
- Display

Offsite (open-web.com)

- Acquisition & Retention

Marketplaces & White Label User Interface

Commerce Insights
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

Open Internet Ads

Display Ads

Sponsored Ads

Onsite

Offsite

Add-ons

Commerce Insights

CRTEO RETAILER PARTNERSHIP EXPANSION

+ 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

**Ascendiq**
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 Platform: Four Client Solutions

<table>
<thead>
<tr>
<th>DEMAND - MEDIA ACTIVATION</th>
<th>SUPPLY - MEDIA MONETIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criteo // Commerce-Max</strong></td>
<td><strong>Criteo // Commerce-Yield</strong></td>
</tr>
<tr>
<td>Commerce Media Demand Side Platform for enterprise brands, retailers and agencies</td>
<td>Commerce Media Monetization Platform for enterprise retailers and marketplaces</td>
</tr>
<tr>
<td><a href="#">IPONWEB BidCore</a></td>
<td><a href="#">Mabaya</a></td>
</tr>
<tr>
<td><strong>Criteo // Commerce-Growth</strong></td>
<td><strong>Criteo // Commerce-Grid</strong></td>
</tr>
<tr>
<td>Acquisition &amp; retention outcomes for performance marketers and agencies</td>
<td>Commerce Supply Side Platform for media owners</td>
</tr>
<tr>
<td><a href="#">IPONWEB TheMediaGrid</a></td>
<td><a href="#">IPONWEB TheMediaGrid</a></td>
</tr>
</tbody>
</table>
We Can Reach Commerce Audiences Others Can’t

First-Party Media Network

**Addressable Consumers**

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

AI and Commerce Data

Commerce Audiences

**Non-addressable Consumers**

- Leverages non-user signals at the core
- Primarily content meaning, semantics and other inferences
- Can include location
- Modeled against truth set of addressable consumers
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 Increasing Ad Spend on iOS with Our Breakthrough AI-Powered Acquisition Solution

iOS

- 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 a Compelling Financial Profile

### Consistent Growth and Increasing Revenue Visibility
- CexT growth of 11% in 2021 and on-track to deliver CexT growth of 10 to 11% in 2022
- 10 consecutive quarters of delivering against growth guidance (at cc)
- Rapidly growing Retail Media provides visible revenue streams with 130%+ net revenue retention

### Strong Secular Tailwinds for Years to Come
- Uniquely positioned to address the $110B Commerce Media SAM
- Expanded product suite to support wallet share gains with existing clients and attract new clients
- Expecting CexT CAGR of 15% through 2025 to $1.4B, including tripling our Retail Media business

### Investing in Growth and Highly Profitable
- Track record of delivering 30%+ Adj. EBITDA margins
- Synergy opportunities while integrating IPONWEB
- Investments enabling topline growth while maintaining ~28% to 32% Adj. EBITDA margins

### Strong Balance Sheet
- No long-term debt, $317M in cash, $744M in total liquidity incl. 5-year €407M credit facility
- Free cash flow conversion of 45%+
- ~$342M shares repurchased since 2018 and active program with $121M left on authorization

---

We Have a Proven Track Record of Profitable Growth and Free Cash Flow Generation

### $M (as reported) & YoY% (at cc)

<table>
<thead>
<tr>
<th>Year</th>
<th>CexT</th>
<th>Adj. EBITDA</th>
<th>FCF</th>
<th>Adj. EBITDA Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022e</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### % CexT

- **Double-digit CexT growth** in 2021
- **New solutions** delivering **+50% avg. YoY** growth over the last 11 quarters
- **Adj. EBITDA margin** above **30% since 2016**
- **Free Cash Flow** conversion to EBITDA > **45%**
Solid Growth Outlook in FY 2022

Backdrop: Slower macro, unfavorable FX and contribution from Iponweb acquisition

FY 2022

- Contribution from Iponweb (5 months) of +5% to 6%
- Organic growth of +5%
- +35% for Retail Media
- +20-25% for Commerce Audiences
- ~$(60)M incremental privacy impacts
- ~$(90)M negative FX impact compared to 2021 (vs. $(60)M previously)

- 28% to 29% of Contribution ex-TAC
  - Lower top-line and disciplined investments in growth
  - ~45% of Adj. EBITDA converted into FCF

Q4 2022

- $275M to $280M, or +11% to +13% Y/Y growth at constant currency
  - Contribution from Iponweb of +11% to +13%
  - Flat organic growth
  - Slower macro environment
  - Suspension of Russia operations
  - ~$(9)M incremental signal loss impacts
  - ~$(31)M negative FX impact Y/Y

- $90M to $95M
  - Disciplined investments in growth
We Expect to Grow Faster Than the Market in 2023

Outperforming in a challenging macro environment

**Continued CexT growth momentum**
- Organic growth
- Contribution from IPONWEB
- Tough macro backdrop
- Continued drag from FX

**2023 Adj. EBITDA margin**
- Full year impact of 2022 organic growth investments and IPONWEB
- Targeted high ROI investments to accelerate growth
- Disciplined headcount and cost management

Key Drivers

- Commerce Max DSP general market availability
- Retail Media momentum incl. offsite / geo expansion
- Growing Commerce Audiences
- Scaling partnerships
- Self-service capabilities
- High ROI investments focused on growth, R&D and transformation
We Expect to Achieve $1.4B in Contribution ex-TAC and Triple our Retail Media Business by 2025

2025 Outlook

- Contribution ex-TAC: $1.4B
- Activated Media Spend: $10B
- Adjusted EBITDA: 28% to 32%
- % FCF / Adj. EBITDA: ~45%
- Retargeting (% of CxT): ~25%

Assumptions: Deprecation of Chrome 3PC and Mobile Android ID in H2 2024; similar macro-economic environment to present

Retail Media x3 in 3 years

Note: Outlook provided at the Company’s investor day, as of October 31, 2022

1. At constant currency, assumes depreciation of Chrome 3PC and Mobile Android ID in H2 2024
2. Guidance illustrative of 2022 Contribution ex-TAC guidance of 10% to 15% growth at constant currency as of Oct. 28, 2022
3. Post Chrome and Android changes

Note: FX rate assumptions included in appendix

Note: For 2024 and 2025, the estimates include IPONWEB, which is expected to contribute to the growth of both Retail Media and Commerce Audiences.
Our Strong Retail Media Client Relationships Enable Sustainable Growth

**Demand Side**
Brand Client Cohort over the past 3 years (Avg. Media Spend TTM)

- **~$1B** media spend in 2022
- **3x** number of brands in 3 years

**Supply Side**
Retailer Client Cohort over the past 3 years (Avg. Media Spend TTM)

- **137%** Same-Retailer CexT Retention over the last 4 quarters
- **>2** years average duration with long-term contracts
- **~60%** of retailers with exclusive partnership
We Expect to Drive Sustainable, Strong Growth in Retail Media

Onsite Activated Media Spend

- Secular tailwinds & increasing maturity of existing retailers
  - Ad rev. as % of GMV
  - 0.5% to 1% of GMV
  - 2% to 3% of GMV

- New retailers, geographies, verticals

$6B-$8B

Retail Media expected 2022-25 CexT CAGR of 45%-50%

Goal to capture ~40% market share onsite

Offsite

- ~$700M
- ~$1B

2021 2022 2025

~$90M CexT opportunity (onsite + offsite only clients)

1. Gross Merchandise Value (GMV); advertising revenue as a % of GMV expected to reach 5% longer term. Ecommerce & Retail Media Forecast, GroupM, September 2022.

Note: Outlook provided at the Company’s investor day, as of October 31, 2022.

CRITÉO
We Have Multiple Growth Drivers in Commerce Audiences

-157% Same-Client CxT Retention
for Commerce Audiences over the last 4 quarters
  • Leadership in performance marketing
  • Unique commerce audiences

Growing Share of Wallet
  • New Acquisition & retention use cases
  • Average client spend up 10% over the past 4 quarters¹

New Clients and Market Share Gains
  • Tailored solutions for enterprise and growth clients

Shift in Ad Budgets from Retargeting to Commerce Audiences
  • Flexible platform and always-on strategies

Commerce Audiences
Expected 2022-25
CxT CAGR of
35%-40%

¹. For clients in Marketing Solutions segment

Note: Outlook provided at the Company’s investor day, as of October 31, 2022
We Are Committed to Delivering 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 shares repurchased since 2018
   $280M active repurchase program with $121M left on authorization
Sustainability is Part of our DNA

**Diversity, Equity, & Inclusion**
- **Pay parity**: 43%
- **Women population**: 7 Employee Resource Groups
- **Goal**: Reach 30% of women in tech roles by 2030

**Governance & Data Privacy**
- **High privacy & data protection standards**
- **Board Oversight** of sustainability strategy
- **Achievement**: Annual CSR report since 2016
  - SASB reporting
- **Goal**: Respond to CDP questionnaire and leverage TCFD recommendations

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

**Achievements**
- **GOALS**
- **ACHIEVEMENTS**
We Have a World-Class Team with a Proven Track Record to Execute our Strategy

Our Senior Leadership Team

Megan Clarken
Chief Executive Officer

Sarah Glickman
Chief Financial Officer

Ryan Damon
Chief Legal and Corporate Affairs Officer

Brian Gleason
Chief Revenue Officer

Todd Parsons
Chief Product Officer

Diarmuid Gill
Chief Technology Officer

Dr. Boris Mouzykantskii
Chief Architect

Brendan McCarthy
Chief Marketing Officer

Manuela Montagnana
Chief People Officer

Stephen Taylor
Executive VP & GM of Iponweb

Deep Bench of R&D Talent

~940 R&D & Product employees, representing the largest pool of R&D talent outside of the walled gardens
## Criteo by the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual media spend activated³</td>
<td>$4.0 billion</td>
<td>-</td>
</tr>
<tr>
<td>Clients</td>
<td>~22,000</td>
<td>-</td>
</tr>
<tr>
<td>Top 25 U.S. &amp; EU retailers</td>
<td>~50%</td>
<td>-</td>
</tr>
<tr>
<td>Top 100 ComScore publishers</td>
<td>~75%</td>
<td>-</td>
</tr>
<tr>
<td>Ecommerce sales</td>
<td>$1+ trillion</td>
<td>-</td>
</tr>
<tr>
<td>Daily Active Users (DAUs)</td>
<td>~725 million</td>
<td>-</td>
</tr>
<tr>
<td>Web DAUs addressable through</td>
<td>~60%</td>
<td>-</td>
</tr>
<tr>
<td>directly-integrated publishers</td>
<td>~$40 billion</td>
<td>-</td>
</tr>
<tr>
<td>Years of expertise in</td>
<td>16+</td>
<td>-</td>
</tr>
<tr>
<td>Commerce-focused AI</td>
<td>~940</td>
<td>-</td>
</tr>
<tr>
<td>R&amp;D &amp; Product employees</td>
<td>~4 billion</td>
<td>-</td>
</tr>
<tr>
<td>Product SKUs</td>
<td>90+</td>
<td>-</td>
</tr>
<tr>
<td>Markets globally</td>
<td></td>
<td>-</td>
</tr>
</tbody>
</table>

1. Activated media spend is defined as the sum of our Marketing Solutions revenue, the media spend activated on behalf of our Retail Media clients and the media spend activated by IPONWEB.
Supplemental Information – Share Buyback

Since initiating its first share buyback program in October 2018, Criteo has repurchased ~$342M* shares

Committed to maximizing share buyback to drive shareholder value…

• Extended share buyback authorization to $280M in Feb. 2022**
  • 2.2M shares repurchased since the beginning of 2022 with $121M left on share buyback authorization
  • Spent 66% of FCF to repurchase shares YTD
• ~6% cancellation of common shares since initiating first share buyback program in 2018
  • ~4M+ shares cancelled to date including ~950K shares cancelled YTD in 2022

…with share buyback program governed by French law

• Only allowed to own treasury shares up to 10% of share capital at any given time
• Use of repurchased shares restricted to 1) granting shares to employees or 2) using shares as currency for M&A (i.e. the sole purpose of cancelling shares is not a lawful purpose under French law)
• Unused repurchased shares have to be cancelled 1) after one year for employee-reserved shares and 2) after two years for M&A-reserved shares
• Only allowed to cancel a maximum of 10% of share capital every 24 months

*As of September 30, 2022
** As of September 30, 2022, we had $121M on our share buy-back authorization
### Our Commerce Media Platform Revenue Model

#### Demand Side

<table>
<thead>
<tr>
<th>DSP</th>
<th>% of Media Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteo Commerce-Max</td>
<td></td>
</tr>
</tbody>
</table>

- Paid by brands, agencies or retailers when running campaigns
- Campaign management, targeting, and optimization, closed-loop measurement & reporting

<table>
<thead>
<tr>
<th>Managed Services</th>
<th>% of Media Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteo Commerce-Max</td>
<td></td>
</tr>
</tbody>
</table>

- Paid by brands, agencies or retailers when leveraging Criteo operations to sell, set-up & optimize campaigns

<table>
<thead>
<tr>
<th>Add-on Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insights</td>
</tr>
<tr>
<td>Customization</td>
</tr>
</tbody>
</table>

#### Supply Side

<table>
<thead>
<tr>
<th>Ad Server</th>
<th>% of Media Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteo Commerce-Yield</td>
<td></td>
</tr>
</tbody>
</table>

- Paid by retailers when using ad serving capabilities
- Ad serving, yield management, reporting
- Campaign management and optimization, reporting
- Revenue share model

<table>
<thead>
<tr>
<th>Managed Services</th>
<th>% of Media Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteo Commerce-Yield</td>
<td></td>
</tr>
</tbody>
</table>

- Paid by retailers when leveraging Criteo operations to sell, set-up & optimize campaigns

<table>
<thead>
<tr>
<th>Add-on Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insights</td>
</tr>
<tr>
<td>Customization</td>
</tr>
<tr>
<td>DEMAND SIDE</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td><strong>CRITEO // COMMERCE-GROWTH</strong></td>
</tr>
<tr>
<td><strong>Managed &amp; Self-Service</strong></td>
</tr>
<tr>
<td>- <strong>Outcome-driven pricing</strong> Cost-per-click (CPC) and Cost-per-Impression (CPM)</td>
</tr>
<tr>
<td>- Paid by performance marketers, brands, and independent agencies</td>
</tr>
<tr>
<td>- Managed services include set-up, optimization and reporting of campaigns</td>
</tr>
<tr>
<td><strong>Managed Services</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Add-on Services</strong></td>
</tr>
</tbody>
</table>
Glossary of Industry Terms

**COMMERCE MAX** – Criteo’s Commerce Max is a Commerce self-service Demand Side Platform used by brands, agencies and retailers, enabling media planning and buying on retailer and open internet inventories leveraging Criteo’s AI atop approved retailer data and unique commerce data, all with closed-loop product-level conversion measurement.

**COMMERCE YIELD** – Criteo’s Commerce Yield is a Commerce Media monetization stack and ad server giving retailers and marketplaces full control to achieve maximum monetization of their digital assets through inventory and data management, packaging, and in-depth insights.

**COMMERCE GROWTH** – Criteo’s Commerce Growth is a powerful, self-service performance marketing tool used by Direct-to-Consumer brands and their agencies to activate outcomes-optimized customer acquisition and retention objectives.

**COMMERCE GRID** – Criteo’s Commerce Grid is a Commerce Media Supply Side Platform giving media owners the control to optimize the monetization of their inventory and data assets.
# Glossary of Industry Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition</td>
<td>Acquisition advertising is a marketing goal designed to grow an organization’s customer base, including driving non-customers to the site, to purchase, or to sign up.</td>
</tr>
<tr>
<td>Ad Tech</td>
<td>Short for “advertising technology”, services that provide marketers with the ability to engage people across digital properties to achieve marketer-specified outcomes (e.g., brand awareness, engagement, consideration, conversion) and provide media owners selling &amp; yield tools to better monetize their inventory.</td>
</tr>
<tr>
<td>Artificial Intelligence (AI) &amp; Machine Learning (ML)</td>
<td>ML is a subset of AI which allows a machine to automatically learn from past data without programming explicitly. The goal of AI is to automate decisions to solve complex problems that previously required a human-in-the-loop.</td>
</tr>
<tr>
<td>Audience Targeting</td>
<td>Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising.</td>
</tr>
<tr>
<td>Awareness</td>
<td>Awareness advertising is a marketing goal designed to increase consumer familiarity with a brand, either at the organization level or for particular products.</td>
</tr>
<tr>
<td>Behavioral Targeting</td>
<td>Also known as Online Behavioral Targeting (OBT) or Interest-based Advertising, generates an attribute from a consumer’s prior activity, such as the number of pages visited about a particular topic or interactions with content (including ad clicks) associated with a particular brand.</td>
</tr>
<tr>
<td>Brand / Agency DSP</td>
<td>A 3rd party DSP not owned by Criteo. Criteo does not make Criteo unique audiences available to our customers in rival DSPs.</td>
</tr>
<tr>
<td>Buyer Index</td>
<td>Criteo’s AI-driven propensity models that unlock additional commerce media engagement opportunities. Buyer Index uses shopper intent data mapped to contextual signals to drive superior marketing outcomes.</td>
</tr>
<tr>
<td>Channel</td>
<td>Specific medium where the advertiser’s message will be viewed by its intended audience, often combining ad formats with specific devices (e.g., a video ad served within a social platform and viewed on a mobile device could be considered three channels).</td>
</tr>
<tr>
<td>Commerce Audience Targeting</td>
<td>Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising.</td>
</tr>
<tr>
<td>Commerce Data</td>
<td>Criteo’s set of purchase and intent data that provides insight into consumer behaviors and journeys. Our commerce data set includes demographics, location, ad clicked, pages viewed, products viewed, products purchased, offline sales, and contextual data from publishers, such as URLs, categories, and keywords.</td>
</tr>
<tr>
<td>Commerce Media</td>
<td>Digital advertising that combines commerce data and intelligence to help marketers and media owners drive commerce outcomes across retail media and the open web.</td>
</tr>
<tr>
<td>Commerce Media Platform</td>
<td>Encompasses Criteo’s activation and monetization solutions and is powered by the world’s largest set of commerce data to help marketers and media owners reach and monetize audiences and drive commerce outcomes.</td>
</tr>
<tr>
<td>Contextual Targeting</td>
<td>Matches an ad to a page, based on its content. It enables advertisers to display ads to groups of consumers based on their interests and digital content.</td>
</tr>
<tr>
<td>Cookie</td>
<td>A small text file stored on the user’s computer that enables web servers to fund and improve the experiences of people as they navigate across the web.</td>
</tr>
<tr>
<td>Demand-Side Platform (DSP)</td>
<td>Technology platform used by marketers to achieve outcomes via targeting tactics, a centralized system for campaign management &amp; reporting, plus access to wide scale of inventory.</td>
</tr>
</tbody>
</table>
# Glossary of Industry Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-party data (IP)</td>
<td>Information that a company can collect from their own sources. Usually, information about customers from both online and offline sources, such as the company’s website, app, CRM, social media or surveys is first party data.</td>
</tr>
<tr>
<td>Marketer</td>
<td>Engages and grows customers for their organization’s products and services by matching content to desirable audiences.</td>
</tr>
<tr>
<td>Offsite ads</td>
<td>Is the ability for retailers, brands, and agencies to create personalized advertising offsite and across the open internet, allowing them to look effectively for more opportunities to reach and convert targeted consumers beyond their own content walls.</td>
</tr>
<tr>
<td>Onsite ads</td>
<td>Is the ability for retailers to create personalized advertising on their owned digital assets or digital in-store content, making them media owners.</td>
</tr>
<tr>
<td>Open Internet</td>
<td>Also called the Open Web, which refers to digital publishing and advertising outside walled gardens, such as search and social platforms and SSPs.</td>
</tr>
<tr>
<td>Retail Ads</td>
<td>Retail advertising (retail media) is the process by which retailers use advertising (online and offline) to drive awareness and interest towards their products to generate sales from their target audience. Through advertising, a marketer attempts to influence their audience to drive a specific marketing objective.</td>
</tr>
<tr>
<td>Retail Media</td>
<td>A discipline that includes the buying and selling of advertising within retailer websites and apps. The most common ad format is the sponsored product ad, usually shown on search results, category, and/or product detail pages.</td>
</tr>
<tr>
<td>Retargeting</td>
<td>Also called Remarketing, the display of ads to people who have previously interacted with first-party digital web content (e.g. visited a website or engaged with a mobile app).</td>
</tr>
<tr>
<td>Return on Advertising Spend (ROAS)</td>
<td>Shows how much revenue you make for every dollar of ad spend. ROAS is expressed as a ratio, like 2:1.</td>
</tr>
<tr>
<td>Shopper Graph</td>
<td>The Criteo Shopper Graph connects online and offline shopper IDs across devices, browsers, apps, and other environments for a more holistic view of each user, helping to boost sales, product visibility, and profits, by harnessing the collective power of tens of thousands of actively participating advertisers, brands, publishers, and retailers.</td>
</tr>
<tr>
<td>Supply-Side Platform (SSP)</td>
<td>Yield optimization tool that publishers rely on to optimize the yield of their indirect sold inventory. SSPs act as an aggregator of inventory for media buying solutions. Service options (self, managed, hybrid) for all technology does not change the name of the software accessed by the hands-on-keyboard.</td>
</tr>
<tr>
<td>Third-party data (3P)</td>
<td>Data sold by a partner that does not directly interact with customers or the business data consumer. 3P data is used to enhance and scale audiences.</td>
</tr>
<tr>
<td>Third-Party SSP</td>
<td>A SSP not owned by Criteo. We make our advertising demand available to media owners by integrating our buy-side solution into these other sell-side solutions.</td>
</tr>
<tr>
<td>Walled Gardens</td>
<td>A closed / black-box online environment where advertisers have less access to customer data and have less control over how to measure success. Facebook, Google, Amazon are the best examples of Walled Gardens.</td>
</tr>
</tbody>
</table>
Retail Media Footprint in the Americas

We are the Retail Media Partner of Choice

~50%
Top 25 U.S. Retailers

2 years\(^1\)
Average contract duration

Note: We partner with many of our retailer clients in a white label capacity.
1. For retailer customers on Criteo’s Platform in the Americas
Retail Media Footprint in EMEA

We are the Retail Media Partner of Choice

~50%
Top 20 EMEA Retailers

1.7 years¹
Average contract duration

Note: We partner with many of our retailer clients in a white label capacity
¹ For retailer customers on Criteo’s Platform in EMEA