

Criteo (NASDAQ: CRTO) 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.

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 750M+ Daily Active Users and \$1+ trillion in annual ecommerce sales

Differentiated technology:

17+ 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:

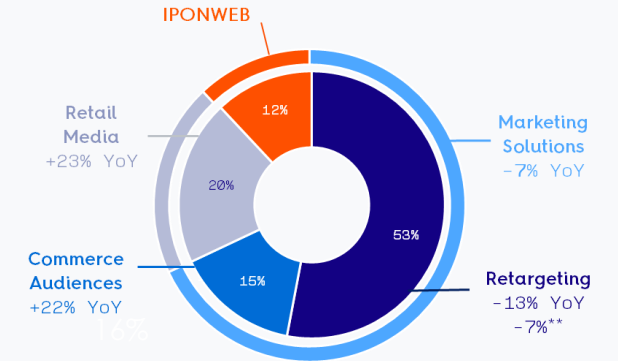
DE&I core to people strategy, strong privacy and data protection standards

CRITEO AT A GLANCE

\$4.0 billion annual media spend activated	~75% of top 100 ComScore publishers in largest markets	\$1+ trillion ecommerce sales across customer base	90+ markets globally
~\$30 billion of commerce outcomes for customers	~975 R&D & Product employees	~4 billion product SKUs	~750+ million Daily Active Users (DAUs)
~22,000 clients	~60% of web DAUs addressable through directly-integrated publishers	~50% of top-25 U.S. & EU retailers	17+ years of expertise in commerce-focused AI

CONTRIBUTION EX-TAC

Q4 2022 Contribution ex-TAC Mix & Growth*



* At constant currency
** Excluding Russia and incremental signal loss impacts applicable to Retargeting

OUR CLIENTS

~1,800 Brands (Direct & Agencies)



~175 Retailers



~20,000+ Performance Marketers/Retailers



~75% of top 100 ComScore publishers



OUR COMMERCE MEDIA PLATFORM

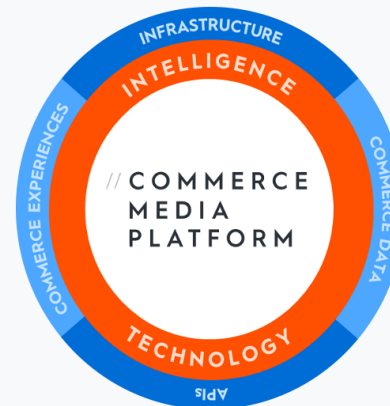
CRITEO
// COMMERCE-MAX

Commerce Media Demand Side Platform for enterprise brands, retailers and agencies

IPONWEB BidCore

CRITEO
// COMMERCE-GROWTH

Acquisition & retention outcomes for performance marketers and agencies



CRITEO
// COMMERCE-YIELD

Commerce Media Monetization Platform for enterprise retailers and marketplaces

MABAYA
IPONWEB themediagrid

CRITEO
// COMMERCE-GRID

Commerce Supply Side Platform for media owners

RETAIL MEDIA LEADERSHIP

130% Same-Retailer CexT Retention in 2022

~\$950M 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

Headquarter: **Paris, France**

Founded in: **2005**

Number of employees: **3,716**

Ticker: **CRTO**

Listed at: **Nasdaq**

IPO date: **October 2013**

Number of shares outstanding:

63,248,728 (as of Dec. 31, 2022)

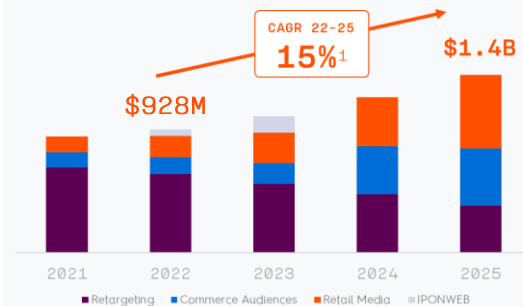
2022 FINANCIAL HIGHLIGHTS

		% YoY
REVENUE	\$2,017M	-4%*
Contribution ex-TAC	\$928M	+10%*
Adjusted EBITDA	\$267M	-17%
NET INCOME	\$11M	-92%
Non-GAAP Diluted EPS	\$2.76	-18%
Free Cash Flow	\$200M	+19%

* At constant currency, including 5 months of contribution from IPONWEB

No long-term debt, \$373M in cash, \$835M in total liquidity incl. 5-year €407M credit facility

2025 AMBITIONS

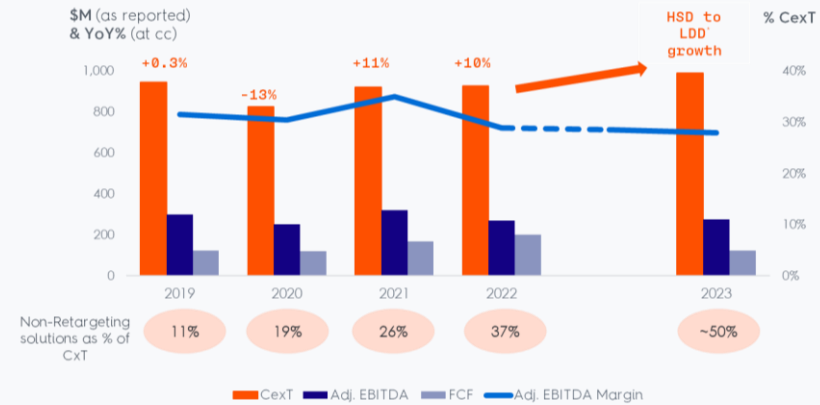


2025 Outlook

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

Retail Media x3 in 3 years

A SOLID TRACK RECORD



* High-single-digit to low-double-digit growth

Double-digit CexT growth in 2022

47% of CexT coming from non-retargeting solutions

Adj. EBITDA margin of 29% in 2022

Free Cash Flow conversion to EBITDA of 75% in 2022

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 ~\$418M shares repurchased since 2018

Extended our share repurchase program authorization to \$480M

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

ESG COMMITMENTS

Diversity, Equity, & Inclusion

Pay Parity

43% Women population

7 Employee Resource Groups

NEXT GOAL: Reach 30% of women in tech roles by 2030

Governance & Data Privacy

High privacy & data protection standards

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

INSIDER

Criteo named one of the hottest AdTech companies of 2022



IR CONTACT

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