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 hundreds of thousands of marketers and 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 $11B8 SAM

**Unique Commerce Data:**
Large scale and commerce data with access to 750M+ Daily Active Users and $1 Trillion in annual e-commerce 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

**CRITÉO AT A GLANCE**

- **$4.0 billion** annual media spend activated
- **-$30 billion** of commerce outcomes for customers
- **-19,000 clients**
- **-75%** of top 100 ComScore publishers in largest markets
- **-$1.1 billion** R&D & Product employees
- **-6 billion** product SKUs
- **-50%** of web DAUs addressable through directly-integrated publishers
- **-50% of top-25 U.S. & EU retailers**
- **180+ markets** globally

**CONTRIBUTION EX-TAC**

Q1 2023 Contribution ex-TAC Mix & Growth*

- **122%** Same-Retailer CexT Retention in Q1 2023
- **~$990M** media spend LTM
- **~60%** of retailers with exclusive partnership
- **>2** years average duration with long-term contracts

**OUR CLIENTS**

- **~2,300 Brands** (Direct & Agencies)
- **~200 Retailers**
- **~16,000+ Performance Marketers/Retailers**
- **~75% of top 100 ComScore publishers**

**OUR COMMERCE MEDIA PLATFORM**

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

Criteo Commerce Media Monetization Platform for enterprise retailers and marketplaces

Criteo Commerce Supply Side Platform for media owners

**RETAIL MEDIA LEADERSHIP**

- **3x** number of brands in 3 years
**COMPANY INFORMATION**

Headquarter: Paris, France

Founded in: 2005

Number of employees: 3,636

Ticker: CRTO

Listed at: Nasdaq

IPO date: October 2013

Number of shares outstanding: 63,316,696 (as of Mar. 31, 2023)

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**2022 FINANCIAL HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Category</th>
<th>YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$2,017M</td>
</tr>
<tr>
<td>Contribution ex-TAC</td>
<td>$928M</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$267M</td>
</tr>
<tr>
<td>Net Income</td>
<td>$11M</td>
</tr>
<tr>
<td>Non-GAAP Diluted EPS</td>
<td>$2.78</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>$200M</td>
</tr>
</tbody>
</table>

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

No long-term debt, $133M in cash, $814M in total liquidity incl. 5-year €465M credit facility

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**2025 AMBITIIONS**

**2025 Outlook**

<table>
<thead>
<tr>
<th>Category</th>
<th>YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution ex-TAC</td>
<td>$1.4B</td>
</tr>
<tr>
<td>Activated Media Spend</td>
<td>$108</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>28% to 32%</td>
</tr>
<tr>
<td>% FCF / Adj. EBITDA</td>
<td>-45%</td>
</tr>
<tr>
<td>Retargeting (% of CexT)</td>
<td>-25%</td>
</tr>
</tbody>
</table>

Note: This presentation includes certain non-GAAP financial measures as defined by SEC rules. Reconciliations are available in our earnings release for Q4/22 and Q1/23 and on our website at www.criteo.investorroom.com

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**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
     - $465M shares repurchased since 2018
     - $480M active repurchase program with $150M left on authorization

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**A SOLID TRACK RECORD**

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

- Double-digit CexT growth in 2022

- Close to half of CexT coming from non-retargeting solutions

- Adj. EBITDA margin of 29% in 2022

- Free Cash Flow conversion to EBITDA of 73% in 2022

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**ESG COMMITMENTS**

**Diversity, Equity, & Inclusion**
- Pay Parity
- 43% Women population
- 7 Employee Resource Groups

**NEXT GOAL:** Reach 50% 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

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**RECENT RECOGNITIONS**

- **INSIDER**
  - Criteo named one of the hottest AdTech companies of 2022

- **Bloomberg Gender Equality Index 2023**

- **TALENT AWARDS**
  - Marketing & Advertising

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**IR CONTACT**

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