## 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 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 |

| CRITEO AT A GLANCE |
| $4.0 billion annual media spend activated |
| -75% of top 100 ComScore publishers in largest markets |
| $1+ trillion e-commerce sales across customer base |
| 100+ markets globally |
| -$30 billion of commerce outcomes for customers |
| -1,100 R&D & Product employees |
| -6 billion product SKUs |
| -750+ million Daily Active Users (DAUs) |
| -19,000 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 |

## OUR CLIENTS

- ~2,400 Brands (Direct & Agencies)
- ~210 Retailers
- ~16,000+ Performance Marketers/Retailers
- ~75% of top 100 ComScore publishers

## OUR COMMERCE MEDIA PLATFORM

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

### Commerce-Yield
- Commerce Media Monetization Platform for enterprise retailers and marketplaces

### Commerce-Growth
- Acquisition & retention outcomes for performance marketers and agencies

### Commerce-Grid
- Commerce Supply Side Platform for media owners

## CONTRIBUTION EX-TAC

Q2 2023 Contribution ex-TAC Mix & Growth*:

- Retail Media +28% YoY
- Marketing Solutions -5% YoY
- Commerce Audiences +41% YoY
- Retargeting -15% YoY or -1% YoY**

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

## RETAIL MEDIA LEADERSHIP

- 118% Same-Retailer CxT Retention in Q2 2023
- ~$1.1B media spend LTM
- ~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:** 3,514
- **Ticker:** CRTO
- **Listed at:** Nasdaq
- **IPO date:** October 2013
- **Number of shares outstanding:** 63,337,453 (as of June 30, 2023)

### 2022 FINANCIAL HIGHLIGHTS

<table>
<thead>
<tr>
<th>Category</th>
<th>2022</th>
<th>% YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$2,017M</td>
<td>-4%*</td>
</tr>
<tr>
<td>Contribution ex-TAC</td>
<td>$928M</td>
<td>+10%*</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$267M</td>
<td>-17%</td>
</tr>
<tr>
<td>Net Income</td>
<td>$11M</td>
<td>-92%</td>
</tr>
<tr>
<td>Non-GAAP Diluted EPS</td>
<td>$2.76</td>
<td>-18%</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>$200M</td>
<td>-19%</td>
</tr>
</tbody>
</table>

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

No long-term debt, $26M in cash, $747M in total liquidity incl. 5-year €462M credit facility

### 2025 AMBITIONS

- **CAGR 2022-25:** 15%
- **2025 Outlook:**
  - Contribution ex-TAC: $1.4B
  - Activated Media Spend: $10B
  - Adjusted EBITDA: 28% to 32%
  - % FCF / Adj. EBITDA: -45%
  - Retargeting (% of CxT): -25%

Note: 2025 outlook as of October 3rd 2022

### A SOLID TRACK RECORD

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

### COMMITTED TO DELIVER SHAREHOLDER VALUE

**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 $193M left on authorization

### ESG COMMITMENTS

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

**NEXT GOAL:** Increase representation of women in tech roles

**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
- Rogers’ CSR & Diversity Awards
- Top 50 Inspiring Women in Advertising
- Bloomberg Gender Equality Index
- IR CONTACT
- investorrelations@criteo.com