**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

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**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

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**CRITEO AT A GLANCE**

- **$4.0 billion** annual media spend activated
- **$1+ trillion** ecommerce sales across customer base
- **180+** markets globally
- **-75% of top 100 ComScore publishers in largest markets**
- **-1,000 R&D & Product employees**
- **-4 billion** product SKUs
- **-80% of top-25 U.S. & -50% of the top-20 EU retailers**
- **17+ years** of expertise in commerce-focused AI

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**OUR CLIENTS**

- ~2,500 Brands (Direct & Agencies)
- ~220 Retailers
- ~16,000 Performance Marketers/Retailers
- ~75% of top 100 ComScore publishers

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**OUR COMMERCE MEDIA PLATFORM**

- **CRITEO // COMMERCE-MAX**
  Commerce Media Demand Side Platform for enterprise brands, retailers and agencies

- **CRITEO // COMMERCE-GROWTH**
  Acquisition & retention outcomes for performance marketers and agencies

- **CRITEO // COMMERCE-YIELD**
  Commerce Media Monetization Platform for enterprise retailers and marketplaces

- **CRITEO // COMMERCE-GRID**
  Commerce Supply Side Platform for media owners

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**RETAIL MEDIA LEADERSHIP**

- **123%** Same-Retailer CxT Retention in Q2 2023
- **-70%** of retailers with exclusive partnership
- **3x** number of brands in 3 years

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**CONTRIBUTION EX-TAC**

Q3 2023 Contribution ex-TAC Mix & Growth*

- IPONWEB +79% YoY
- Marketing Solutions +1% YoY
- Retargeting -7% YoY

* At constant currency
Gartner
Criteo recognized as a Representative Vendor in the May 2023 Gartner® Market Guide for Ad Tech Platforms.

FORRESTER
Criteo was named as one of the 12 providers that matter most in "The Forrester Wave™ Omnichannel Demand-Side Platforms, Q3 2023".

INSIDER
Criteo named one of the hottest AdTech companies of 2022.

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**COMPANY INFORMATION**

Headquarters: Paris, France  
Founded: 2005  
Number of employees: 3,487  
Ticker: CRTO

Listed at: Nasdaq  
IPO date: October 2013  
Number of shares outstanding: 63,359,663 (as of Sept 30, 2023)

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**2022 FINANCIAL HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Amount</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, $232M in cash, $747M in total liquidity incl. 5-year €421M credit facility

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**A SOLID TRACK RECORD**

A solid track record for Criteo in 2022:

- **$M (US reported)** & YoY% (A cc)
  - 2019: +0.2%
  - 2020: +13%
  - 2021: +11%
  - 2022: +10%
  - 2023: +10%

- **CexT**  
  - Double-digit CexT growth in 2022

- **Adj. EBITDA Margin**
  - 2022: 29%
  - 2023: 31%

- **FCF**
  - Conversion to EBITDA at 73% in 2022

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**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

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**RECENT RECOGNITIONS**

- Gartner
- Forrester
- Insider

**IR CONTACT**

investorrelations@criteo.com

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**COMMITTED TO DELIVER SHAREHOLDER VALUE**

Disciplined Capital Deployment

1. **Organic growth investments**
   - $10M 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
   - $521M shares repurchased since 2018
   - $480M active repurchase program with $141M left on authorization

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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 Q3/23 and on our website at www.criteo.investorroom.com