

**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:**

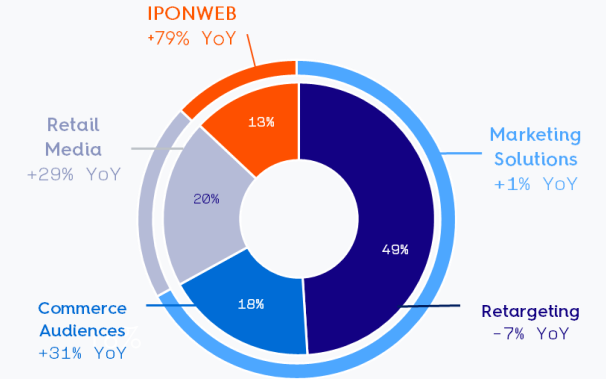
DE&I core to people strategy, strong privacy and data protection standards

**CRITEO AT A GLANCE**

<b>\$4.0 billion</b> annual media spend activated	<b>~75%</b> of top 100 ComScore publishers in largest markets	<b>\$1+ trillion</b> ecommerce sales across customer base	<b>100+</b> markets globally
<b>~\$30 billion</b> of commerce outcomes for customers	<b>~1,000</b> R&D & Product employees	<b>~4 billion</b> product SKUs	<b>~750+ million</b> Daily Active Users (DAUs)
<b>~18,000</b> clients	<b>~60%+</b> of web DAUs addressable through directly-integrated publishers	<b>~60%</b> of top-25 U.S. & ~50% of the top-20 EU retailers	<b>17+</b> years of expertise in commerce-focused AI

**CONTRIBUTION EX-TAC**

Q3 2023 Contribution ex-TAC Mix & Growth\*



\* At constant currency

**OUR CLIENTS**

~2,500 Brands (Direct & Agencies)



~220 Retailers



~16,000 Performance Marketers/Retailers



~75% of top 100 ComScore publishers



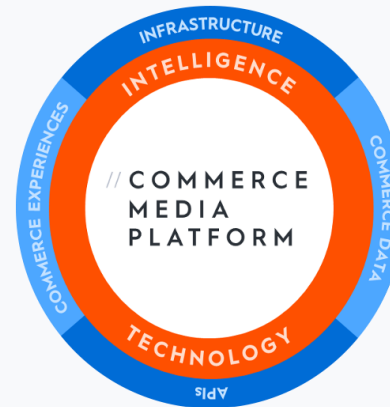
**OUR COMMERCE MEDIA PLATFORM**

**CRITEO // COMMERCE-MAX**

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

**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

**RETAIL MEDIA LEADERSHIP**

**123%**

Same-Retailer CexT Retention in Q2 2023

**~\$1.1B**

media spend LTM

**~70%**

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: **3,487**

Ticker: **CRTO**

Listed at: **Nasdaq**

IPO date: **October 2013**

Number of shares outstanding:

**63,359,663 (as of Sept 30, 2023)**

## 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%

No long-term debt, \$232M in cash, \$747M in total liquidity incl. 5-year €431M credit facility

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

## RECENT RECOGNITIONS

**Gartner**

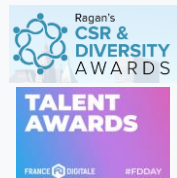
Criteo recognized as a Representative Vendor in the May 2023 Gartner® Market Guide for Ad Tech Platforms.

**FORRESTER**

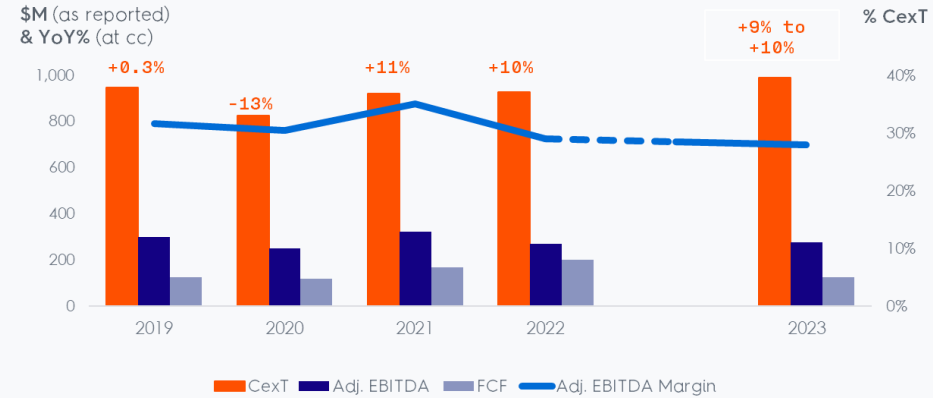
Criteo was named as one of the 12 providers that matter most in "The Forrester Wave™: Omnichannel Demand-Side Platforms, Q3 2023"

**INSIDER**

Criteo named one of the hottest AdTech companies of 2022



## A SOLID TRACK RECORD



Double-digit CexT growth in 2022

More than half of CexT coming from non-retargeting solutions in Q3'23

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 ~\$521M shares repurchased since 2018

\$480M active repurchase program with \$141M left on authorization

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](http://www.criteo.investorroom.com)

## 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**

## IR CONTACT

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