Safe Harbor Statement and Non-GAAP Measures

This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are based on our management’s beliefs and assumptions and on information currently available to them. All statements other than present and historical facts and conditions contained in this presentation, including statements regarding our possible or assumed future results of operations and financial position, plans and objectives for future operations, business strategies, financing plans, projections, competitive position, industry environment, potential growth opportunities, potential market opportunities, potential acquisition opportunities, expected growth in commerce media and advertising spend generally, and the effects of competition and other actions by our counterparties, are forward-looking statements. Importantly, at this time, there is still uncertainty regarding the integration of our acquisitions of IPONWEB and Brandcrush and the timing and scope of proposed changes to and enhancements of the Chrome browser announced by Google. In addition, macro-economic conditions including inflation and rising interest rates in the U.S. have impacted Criteo’s business, financial condition, cash flow and results of operations. The dynamic nature of the aforementioned circumstances among other matters, means that what is said in this presentation could materially change at any time.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “can,” “could,” “estimates,” “expects” “intends,” “is designed to,” “may,” “might,” “objectives,” “plans,” “potential,” “predicts,” “projects,” “seeks,” “should,” “will,” “would” or similar expressions and the negatives of those terms. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation, and nothing in this presentation should be regarded as a representation by any person that these beliefs or assumptions will take place or occur. You should read the Company’s most recent Annual Report on Form 10-K filed on February 24, 2023, and in subsequent Quarterly Reports on Form 10-Q, including the Risk Factors set forth therein and the exhibits thereto, as well as future filings and reports by the Company, completely and with the understanding that our actual future results may be materially different from what we expect. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

This presentation includes certain non-GAAP financial measures as defined by SEC rules, including forward-looking measures. As required by Regulation G, we have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix slides. Reconciliations also are available in our earnings release for the third quarter 2023, which is available on our website at www.criteo.com. Reconciliations of our forward-looking non-GAAP measures to the closest corresponding GAAP measure are not available without reasonable efforts due to the high variability, complexity and low visibility with respect to the charges excluded from these non-GAAP measures, which could have a potentially significant impact on our future U.S. GAAP results.
Why Invest in CRTO Today?

**Huge Market Opportunity**
Leadership in fast-growing Commerce and Retail Media market with $110B SAM by 2025

**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
Commerce Media is the Next Wave of Digital Advertising

Global ex-China Advertising Spend by Channel

$110B
SAM by 2025

Our Retail Media & Marketing Solutions are complementary and together address a larger opportunity – enabling brands, agencies and retailers to activate commerce beyond Amazon.

Source: McKinsey; Magna Global; eMarketer; GroupM
We Are Poised to Capture a Massive Market Opportunity

Advertising Spend Opportunity

~$290B
TAM by 2025

$110B
SAM by 2025

$42B
SAM by 2025

Commerce Media TAM

Commerce Media SAM (excl. Amazon, YouTube and China)

Retail Media Onsite + Offsite SAM

Ecommerce Sales

$2T+
by 2025

(excl. Amazon and China)

Source: McKinsey, Magna Global, eMarketer, GroupM
Our Commerce Media Platform Serves Media Buyers and Sellers

**Demand Side**
for Media Activation

- 2,500+
  Brands & Agencies

- 16,000+
  Performance Marketers & Retailers

---

**Commerce Media Platform**

- **Commerce Audiences at Scale**
  - ~750M DAUs across 100+ Markets

- **Personalized Ad Engine**
  - 1,000 R&D and Product Employees
  - 17+ Years of AI Learning

- **Large Scale Data**
  - $1T+ Ecommerce Sales
  - ~4B Product SKUs

- **Infrastructure & APIs**
  - Deep IT Integrations with Retailers & Brands

---

**Supply Side**
for Media Monetization

- ~220 Retailers
  - ~60% of Top 25 U.S. & 50% of Top 20 of EU Retailers

- ~75%
  of Top 100 ComScore Publishers
Criteo Best-in-Class AI Technology is Purpose-Built for Commerce Predictions

- AI has been part of Criteo’s DNA since day one
- Access to the largest commerce dataset on the open internet to feed our commerce-driven AI models
- Integration of Generative AI into our platform with a focus on improving performance, enhancing the user experience, and optimizing our service delivery process
Who Are Our Clients

DEMAND - MEDIA ACTIVATION

- 2,500+ Brands (Direct & Agencies)
  - Established Brands: Microsoft, L'Oréal, Levi's, P&G, Omnicom Group
  - Agencies: groupm, ASCENTIAL, IFG, dentsu

- 16,000+ Performance Marketers / Retailers
  - Digitally Native / DTC Brands
  - Performance Agencies: shopify merchants, ovativegroup, tinuiti

SUPPLY - MEDIA MONETIZATION

- Media Owners including Retailers
  - Retail: Walmart Canada, Best Buy, Shipt
  - Adjacent Verticals: Uber Eats, deliveroo, Flipkart
  - Marketplace: Comcast, Disney, The Weather Channel, United Internet Media

- ~220 Retailers
- Publishers: ~75% of top 100 ComScore publishers
The only unified platform that directly connects advertisers with retailers and publishers on the open internet

We enable media owners (incl. retailers) to earn more revenue by enriching and activating their first-party data and inventory to advertisers.

We expect to maximize returns for advertisers by delivering impactful advertising to the right consumer across the entire shopping journey.

Note: Commerce Max and Commerce Yield are part of our Retail Media segment, Commerce Growth is included in Marketing Solutions and Commerce Grid is mainly part of Iponweb.
We Have Achieved Tremendous Progress on Our Transformation...

Key Talent Additions
- **Nov 2019**
  - Megan Clarksen
    - Chief Executive Officer
- **Aug 2020**
  - Todd Parsons
    - Chief Product Officer
- **Sept 2020**
  - Sarah Glickman
    - Chief Financial Officer
- **Dec 2020**
  - Brendan McCarthy
    - Chief Marketing Officer
- **Oct 2021**
  - Manuela Montagnana
    - Chief People Officer
- **Feb 2022**
  - Brian Gleason
    - Chief Revenue Officer
- **Aug 2022**
  - Dr. Boris Mouzykantskii
    - Chief Architect

Key Product / Capability Milestones
- **May 2020**
  - Launches First Self-Service Retail Media Platform
- **Sept 2020**
  - Criteo positioned as a Challenger in the 2020 Gartner Magic Quadrant
- **May 2021**
  - Acquires Mabaya, Expanding its Retail Media Presence
- **Aug 2022**
  - Completes Acquisition of IPONWEB
- **Sept 2022**
  - Unveils new Demand Side Platform
- **Mar 2023**
  - Acquires Brandcruise, Expanding its Omnichannel Capabilities
- **June 2023**
  - Launches its new Supply Side Platform
- **Sept 2023**
  - Launches its new Demand Side Platform

Key Commercial Partnerships
- **Multi-Year Agency Partnerships**
  - groupm
  - dentsu
  - OmnicomGroup
  - Ascential
- **Supply Partnerships**
  - Disney
  - Nexstar
  - Magnite
  - TikTok
  - Microsoft
- **Retail Media Expansion**
  - Walmart Canada
  - NORDSTROM
  - ASOS
  - Best Buy
  - deliveryoo
- **Ecomm Expansion**
  - Flipkart
  - shopify
We Have Significant Revenue Growth and Cross-selling Opportunities

17% of clients used more than one Criteo solution 3 years ago

38% of clients use more than one Criteo solution today

**Unified Commerce Media Platform & Experience tomorrow**

**Cross-selling with Enterprise Retailers**
- Clients using the full power of our acquisition and retention solutions spent on average 30% more than a year ago

**Increasing Penetration with Agencies**
- Big 6 Agencies (agency holdcos)
- ~1,200 independent agencies
- 34% of media spend activated through agencies as of Q3 2023

**Upselling with Performance Marketers**
- ~16K direct relationships with opportunity to expand share of voice for performance marketing tactics at speed and scale
The Commerce Media Platform That Enables All Retail Media Capabilities

Unified Self-Service Platform & Closed-loop Measurement

Onsite (retailer.com)

Sponsored Products

Display

Offsite (open-web.com)

Acquisition & Retention

Offline (in-store & out-of-store)

Marketplaces & White Label User Interface

Commerce Insights

US patent on Systems and Methods for digital shelf display
Retail Media is a Strategic Priority for our Clients/Partners

RETAILERS

"We’re tapping into the $40B retail advertising industry. Unlike search engine platforms, we know whether the customer made a purchase, so we can measure the return far more effectively. The results are exceeding our expectations, we have strong demand from our suppliers, who are shifting some of their marketing dollars to Lowe’s.”

MARKETPLACES

"We launched sponsored items in the last quarter, which enabled CPG advertisers to feature priority products within the Uber Eats app. This is a partnership we have with Criteo, and CPG spent billions of dollars in advertising, again highly targeted advertising for the specific products that they want to promote, to a specific audience - that continues to grow.”

AGENCIES

“We expect retail media advertising to increase roughly 60% by 2027. This exceeds the growth rate expected for all digital advertising, meaning that retail media will take an increasing share of digital ad revenue over the next 5 years.”

BRANDS

"We see retailer media as an opportunity to accelerate market growth.”

"These media opportunities are very valuable, and we see that the whole industry is spending more and more in retail media. It’s a fantastic way for us to build a competitive advantage.”

"We’re also seeing greater convergence between retail, media and content, retailers becoming media channels and media channels becoming retailers.”

"For brands looking to enter retail media and get more involved, it unequivocally creates a deeper relationship with the retailer. Not only are they able to target more audiences from the retailer, it can break down purchase behaviors down to specific categories, brands, or even individual SKUs or products.”

"Going forward, we plan to continue to invest in and expand our capabilities to solidify our position as best-in-class provider of retail media and e-commerce services, as well as in other high-growth areas.”
Multiple Levers Position Us to Drive Sustainable Growth on the Retail Media Supply Side

$42B SAM by 2025

Additional Growth Opportunities

Marketplace capabilities
Geographic expansion
Inventory expansion

Onsite

Display Ads
Sponsored Ads

Offsite

Open Internet Ads

Add-ons

Commerce Insights

+ New Retailers and Adjacent Verticals
Multiple Levers Position Us to Drive Sustainable Growth on the Retail Media Demand Side

**INCREASING BRAND BUDGET POOL**

- Offsite (CTV, Video, Display)
- Display (Banner & Video)
- Sponsored Products

  From shopper / trade dollars to national brand media budgets

**MULTIPLE DEMAND SOURCES**

- **Brands**
  - 2,500+ Brands Live
- **API Partners**
  - 11 APIs
    - Launched since Q4 2020
- **Agency Partners**
  - 6 Agency Holdcos
    - 150+ Other Agencies

**Additional Opportunities**

- Thousands of Brand Relationships
- Program Expansion in EMEA & APAC
- Global Partnerships group™ ASCENTIAL
  - Omnicom Group
We Can Reach Commerce Audiences Others Can’t

First-Party Media Network

- Uses authenticated pseudonymous IDs (incl. hashed emails)
- Matches cross-device
- Supports Partner IDs
- Includes explicit opt-in

AI and Commerce Data

Commerce Audiences

- Leverages non-user signals at the core
- Primarily content meaning, semantics and other inferences
- Can include location
- Modeled against truth set of addressable consumers

Non-addressable Consumers
We Have a Compelling Financial Profile

<table>
<thead>
<tr>
<th>Consistent Growth and Increasing Revenue Visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CexT growth of 10% in 2022 and expect to deliver +9% to +10% growth at constant currency in 2023²</td>
</tr>
<tr>
<td>• Rapidly growing Retail Media provides visible revenue streams with 123% net revenue retention in Q3’23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strong Secular Tailwinds for Years to Come</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Uniquely positioned to address the $110B Commerce Media SAM</td>
</tr>
<tr>
<td>• Expanded product suite to support wallet share gains with existing clients and attract new clients</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Investing in Growth and Highly Profitable</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Track record of delivering strong Adj. EBITDA margins</td>
</tr>
<tr>
<td>• On track to deliver cost savings of approx. $70 million in 2023, largely offsetting growth investments</td>
</tr>
<tr>
<td>• Focused on operational cost efficiencies and margin expansion over time and solid cash generation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strong Balance Sheet</th>
</tr>
</thead>
<tbody>
<tr>
<td>• No long-term debt, $232M in cash³, $747M in total financial liquidity incl. 5-year €431M credit facility</td>
</tr>
<tr>
<td>• Free cash flow conversion of 45%+</td>
</tr>
<tr>
<td>• -521M shares repurchased since 2018 and $480M active repurchase program with $141M left on authorization</td>
</tr>
</tbody>
</table>

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We Have a Proven Track Record of Profitable Growth and Free Cash Flow Generation

$M (as reported) & YoY% (at cc)

2019 2020 2021 2022 2023

Non-Retargeting solutions as % of CxT

11% 19% 26% 37% ~50%

$M (as reported) & YoY% (at cc)

2019 2020 2021 2022 2023

$M (as reported) & YoY% (at cc)

2019 2020 2021 2022 2023

% CxT

2022 Performance

- CxT up +10% YoY, incl. organic growth of 4%
- Adj. EBITDA margin of 29%
- Free Cash Flow conversion to EBITDA of 75%

1. Including paranoid
2. High-single-digit to low-double-digit growth: Financial guidance as of August 2, 2023
We Expect Solid Growth in 2023

Backdrop
Unsettled macro; continued traction of new solutions, including Iponweb

FY 2023

+9% to +10% growth at constant currency

- Low-single-digit organic growth
  - Retail Media growth of +25% to +30%
  - Commerce Audiences growth of ~+30%
  - Lower Retargeting year-over-year
- Iponweb inorganic growth (12 months in 2023 vs. 5 months in 2022)

~27% to 28% of Contribution ex-TAC

- Flow-through of refined CexT guidance and incremental FX headwinds
- Cost efficiencies
- Full integration of Iponweb

Q4 2023

$296M to $302M, or +5% to +7% YoY growth at constant currency

- High seasonality of Retail Media and Iponweb
- ~$2M to $4M negative FX impact YoY reflecting the weakening of currencies against the USD

$109M to $115M

- Flow-through of negative FX impact
- Cost efficiencies

Note: Financial guidance as of November 2, 2023
Our Strong Retail Media Client Relationships Enable Sustainable Growth

**Demand Side**
Brand Client Cohort over the past 3 years (Avg. Media Spend TTM)

- $\sim1.1B$ media spend in LTM
- 3x number of brands in 3 years

**Supply Side**
Retailer Client Cohort over the past 3 years (Avg. Media Spend TTM)

- 130% Same-Retailer CxT Retention in 2022
- >2 years average duration with long-term contracts
- ~70% of retailers with exclusive partnership
We Are Committed to Delivering 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
- $103M shares repurchased YTD and $141M left on our active repurchase program authorization
Sustainability is Part of our DNA

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

**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
- Set up GHG emission reduction targets and secure validation from SBTi

**Goals**
- Increase the share of women in tech roles
- Leverage TCFD recommendations
We Have a World-Class Team with a Proven Track Record to Execute our Strategy

Our Senior Leadership Team

Megan Clarken
Chief Executive Officer
Nielsen, Akamai

Sarah Glickman
Chief Financial Officer
XPO Logistics, Honeywell, Novartis

Ryan Damon
Chief Legal and Corporate Affairs Officer
Riverbed, Charles Schwab

Brian Gleason
Chief Revenue Officer
Groupm, Xaxis

Todd Parsons
Chief Product Officer
OpenX, Axiom

Diarmuid Gill
Chief Technology Officer
AOL, Adtech

Dr. Boris Mouzykantskii
Chief Architect
IPONWEB

Brendan McCarthy
Chief Marketing Officer
Nielsen, Edelman

Manuela Montagnana
Chief People Officer
Compass, ADP

Stephen Taylor
Chief Transformation Officer
IPONWEB, Somo

Deep Bench of R&D Talent

~1,000 R&D & Product employees, representing the largest pool of R&D talent outside of the walled gardens
Appendix
### Criteo by the Numbers

<table>
<thead>
<tr>
<th>$4.0 billion</th>
<th>~18,000</th>
<th>~60%</th>
<th>~75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>annual media spend activated¹</td>
<td>clients</td>
<td>of top-25 U.S. &amp; ~50% of top-20 EU retailers²</td>
<td>of top 100 ComScore publishers in largest markets²</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$1+ trillion</th>
<th>750+ million</th>
<th>60%+</th>
<th>~$30 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>ecommerce sales across customer base</td>
<td>Daily Active Users (DAUs)</td>
<td>of web DAUs addressable through directly-integrated publishers</td>
<td>of commerce outcomes for customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>17+</th>
<th>~1,000</th>
<th>~4 billion</th>
<th>100+</th>
</tr>
</thead>
<tbody>
<tr>
<td>years of expertise in commerce-focused AI</td>
<td>R&amp;D &amp; Product employees</td>
<td>product SKUs</td>
<td>markets globally</td>
</tr>
</tbody>
</table>

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1. Activated media spend is defined as the sum of our Marketing Solutions revenue, the media spend activated on behalf of our Retail Media clients and the media spend activated by Ironweb.
2. Retailers that have a monetization program.
Industry Recognitions

Megan Clarken, Criteo CEO
2022 Winner of AdExchanger Programmatic Power Players
2022 Winner of AdAge’s Leading Women in the advertising industry
2022 Winner of Adweek’s Best Retargeting Solution

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

Forrester stated that “Criteo’s strength is its use of AI”

Gartner
Criteo recognized as a Representative Vendor in the May 2023 Gartner® Market Guide for Ad Tech Platforms. 1

Criteo became a member of 2023 Bloomberg Gender-Equality Index

Megan Clarken, Criteo CEO
2022 Winner of AdAge’s Leading Women in the advertising industry
2022 Winner of Adweek’s Best Retargeting Solution

Criteo ranked #4 on 2022 LinkedIn Top Companies list for Marketing and Advertising in the U.S.

Criteo named one of the Top 12 hottest AdTech companies of 2022

Criteo named 2022 Best Company Culture by Comparably

2022 Winner for our global DE&I commitment and our CSR & ESG engagement and communication report

Awarded one of the Top 50 inspiring Workplaces in North America in 2022

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Supplemental Information – Share Buyback

Since initiating its first share buyback program in October 2018, Criteo has repurchased ~$521M\(^1\) shares

Committed to maximizing share buyback to drive shareholder value…

- Extended share buyback authorization to $480M in Dec. 2022
  - $103M shares repurchased in the first 9 months of the year
  - Spent 66% of FCF to repurchase shares in 2022
  - ~2.7M shares cancelled in 2022

…with share buyback program governed by French law

- Only allowed to own treasury shares up to 10% of share capital at any given time
- Use of repurchased shares restricted to 1) granting shares to employees or 2) using shares as currency for M&A (i.e. the sole purpose of cancelling shares is not a lawful purpose under French law)
- Unused repurchased shares have to be cancelled 1) after one year for employee-reserved shares and 2) after two years for M&A-reserved shares
- Only allowed to cancel a maximum of 10% of share capital every 24 months

1. As of September 30, 2023
# Our Commerce Media Platform Revenue Model

<table>
<thead>
<tr>
<th>DECENT SIDE</th>
<th>SUPPLY SIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criteo // Commerce-Max</strong></td>
<td><strong>Criteo // Commerce-Yield</strong></td>
</tr>
<tr>
<td><strong>DSP</strong></td>
<td>Ad Server</td>
</tr>
<tr>
<td>% of Media Spend</td>
<td>% of Media Spend</td>
</tr>
<tr>
<td>• Paid by brands, agencies or retailers when running campaigns</td>
<td>• Paid by retailers when using ad serving capabilities</td>
</tr>
<tr>
<td>• Campaign management, targeting, and optimization, closed-loop measurement &amp; reporting</td>
<td>• Ad serving, yield management, reporting</td>
</tr>
<tr>
<td>Managed services</td>
<td>Campaign management and optimization, reporting</td>
</tr>
<tr>
<td>% of Media Spend</td>
<td>• Revenue share model</td>
</tr>
<tr>
<td>• Paid by brands, agencies or retailers when leveraging Criteo operations to sell, set-up &amp; optimize campaigns</td>
<td>Managed Services</td>
</tr>
<tr>
<td>Add-on Services</td>
<td>% of Media Spend</td>
</tr>
<tr>
<td>Insights</td>
<td>• Paid by retailers when leveraging Criteo operations to sell, set-up &amp; optimize campaigns</td>
</tr>
<tr>
<td>Customization</td>
<td>Add-on Services</td>
</tr>
</tbody>
</table>

Note: SaaS-like fixed licensing fees can also be charged for the use of our platform. This is applicable to large retailers and provides strong visibility into future revenues.
## Our Commerce Media Platform Revenue Model

<table>
<thead>
<tr>
<th>DEMAND SIDE</th>
<th>SUPPLY SIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Managed &amp; Self-Service</strong></td>
<td><strong>SSP</strong></td>
</tr>
<tr>
<td>- <strong>Outcome-driven pricing</strong> Cost-per-click (CPC) and Cost-per-Impression (CPM)</td>
<td>- <strong>% of Media Spend</strong></td>
</tr>
<tr>
<td>- Paid by performance marketers, brands, and independent agencies</td>
<td>- <strong>Paid by media owners</strong> when using SSP</td>
</tr>
<tr>
<td>- Managed services include set-up, optimization and reporting of campaigns</td>
<td>- <strong>Yield management, open exchange, reporting</strong></td>
</tr>
<tr>
<td></td>
<td>- <strong>Inventory and data assets management incl. curation packages</strong></td>
</tr>
</tbody>
</table>

| | **Managed Services** |
| | **% of Media Spend** |
| | - **Paid by media owners** to monetize their inventory & data assets via accessing Criteo & third-party demand |

| | **Add-on Services** |
| | **Insights** |
| | **Customization** |
Glossary of Industry Terms

**COMMERCE MAX** – Criteo’s Commerce Max is a Commerce self-service Demand Side Platform used by brands, agencies and retailers, enabling media planning and buying on retailer and open internet inventories leveraging Criteo’s AI atop approved retailer data and unique commerce data, all with closed-loop product-level conversion measurement.

**COMMERCE GROWTH** – Criteo’s Commerce Growth is a powerful, self-service performance marketing tool used by Direct-to-Consumer brands and their agencies to activate outcomes-optimized customer acquisition and retention objectives.

**COMMERCE YIELD** – Criteo’s Commerce Yield is a Commerce Media monetization stack and ad server giving retailers and marketplaces full control to achieve maximum monetization of their digital assets through inventory and data management, packaging, and in-depth insights.

**COMMERCE GRID** – Criteo’s Commerce Grid is a Commerce Media Supply Side Platform giving media owners the control to optimize the monetization of their inventory and data assets.
# Glossary of Industry Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acquisition</strong></td>
<td>Acquisition advertising is a marketing goal designed to grow an organization's customer base, including driving non-customers to the site, to purchase, or to sign up.</td>
</tr>
<tr>
<td><strong>Ad Tech</strong></td>
<td>Short for &quot;advertising technology&quot;, services that provide marketers with the ability to engage people across digital properties to achieve marketer-specified outcomes (e.g., brand awareness, engagement, consideration, conversion) and provide media owners selling &amp; yield tools to better monetize their inventory.</td>
</tr>
<tr>
<td><strong>Artificial Intelligence (AI) &amp; Machine Learning (ML)</strong></td>
<td>ML is a subset of AI which allows a machine to automatically learn from past data without programming explicitly. The goal of AI is to automate decisions to solve complex problems that previously required a human-in-the-loop.</td>
</tr>
<tr>
<td><strong>Audience Targeting</strong></td>
<td>Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising.</td>
</tr>
<tr>
<td><strong>Awareness</strong></td>
<td>Awareness advertising is a marketing goal designed to increase consumer familiarity with a brand, either at the organization level or for particular products.</td>
</tr>
<tr>
<td><strong>Behavioral Targeting</strong></td>
<td>Also known as Online Behavioral Targeting (OBA) or Interest-based Advertising, generates an attribute from a consumer’s prior activity, such as the number of pages visited about a particular topic or interactions with content (including ad clicks) associated with a particular brand.</td>
</tr>
<tr>
<td><strong>Brand / Agency DSP</strong></td>
<td>A 3rd party DSP not owned by Criteo. Criteo does not make Criteo unique audiences available to our customers in rival DSPs.</td>
</tr>
<tr>
<td><strong>Buyer Index</strong></td>
<td>Criteo’s AI-driven propensity models that unlock additional commerce media engagement opportunities. Buyer Index uses shopper intent data mapped to contextual signals to drive superior marketing outcomes.</td>
</tr>
<tr>
<td><strong>Channel</strong></td>
<td>Specific medium where the advertiser’s message will be viewed by its intended audience, often combining ad formats with specific devices (e.g., a video ad served within a social platform and viewed on a mobile device could be considered three channels).</td>
</tr>
<tr>
<td><strong>Commerce Audience Targeting</strong></td>
<td>Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising.</td>
</tr>
<tr>
<td><strong>Commerce Data</strong></td>
<td>Criteo’s set of purchase and intent data that provides insight into consumer behaviors and journeys. Our commerce data set includes demographics, location, ad clicked, pages viewed, products viewed, products purchased, offline sales, and contextual data from publishers, such as URLs, categories, and keywords.</td>
</tr>
<tr>
<td><strong>Commerce Media</strong></td>
<td>Digital advertising that combines commerce data and intelligence to help marketers and media owners drive commerce outcomes across retail media and the open web.</td>
</tr>
<tr>
<td><strong>Commerce Media Platform</strong></td>
<td>Encompasses Criteo's activation and monetization solutions and is powered by the world’s largest set of commerce data to help marketers and media owners reach and monetize audiences and drive commerce outcomes.</td>
</tr>
<tr>
<td><strong>Contextual Targeting</strong></td>
<td>Matches an ad to a page, based on its content. It enables advertisers to display ads to groups of consumers based on their interests and digital content.</td>
</tr>
<tr>
<td><strong>Cookie</strong></td>
<td>A small text file stored on the user’s computer that enables web servers to fund and improve the experiences of people as they navigate across the web.</td>
</tr>
<tr>
<td><strong>Demand-Side Platform (DSP)</strong></td>
<td>Technology platform used by marketers to achieve outcomes via targeting tactics, a centralized system for campaign management &amp; reporting, plus access to wide scale of inventory.</td>
</tr>
</tbody>
</table>
# Glossary of Industry Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-party data (IP)</td>
<td>Information that a company can collect from their own sources. Usually, information about customers from both online and offline sources, such as the company's website, app, CRM, social media or surveys is first party data.</td>
</tr>
<tr>
<td>Marketer</td>
<td>Engages and grows customers for their organization's products and services by matching content to desirable audiences.</td>
</tr>
<tr>
<td>Offsite ads</td>
<td>Is the ability for retailers, brands, and agencies to create personalized advertising offsite and across the open internet, allowing them to look effectively for more opportunities to reach and convert targeted consumers beyond their own content walls.</td>
</tr>
<tr>
<td>Onsite ads</td>
<td>Is the ability for retailers to create personalized advertising on their owned digital assets or digital in-store content, making them media owners.</td>
</tr>
<tr>
<td>Open Internet</td>
<td>Also called the Open Web, which refers to digital publishing and advertising outside walled gardens, such as search and social platforms and SSPs.</td>
</tr>
<tr>
<td>Retail Ads</td>
<td>Retail advertising (retail media) is the process by which retailers use advertising (online and offline) to drive awareness and interest towards their products to generate sales from their target audience. Through advertising, a marketer attempts to influence their audience to drive a specific marketing objective.</td>
</tr>
<tr>
<td>Retail Media</td>
<td>A discipline that includes the buying and selling of advertising within retailer websites and apps. The most common ad format is the sponsored product ad, usually shown on search results, category, and/or product detail pages.</td>
</tr>
<tr>
<td>Retargeting</td>
<td>Also called Remarketing, the display of ads to people who have previously interacted with first-party digital web content (e.g. visited a website or engaged with a mobile app).</td>
</tr>
<tr>
<td>Return on Advertising Spend (ROAS)</td>
<td>Shows how much revenue you make for every dollar of ad spend. ROAS is expressed as a ratio, like 2:1.</td>
</tr>
<tr>
<td>Shopper Graph</td>
<td>The Criteo Shopper Graph connects online and offline shopper IDs across devices, browsers, apps, and other environments for a more holistic view of each user, helping to boost sales, product visibility, and profits, by harnessing the collective power of tens of thousands of actively participating advertisers, brands, publishers, and retailers.</td>
</tr>
<tr>
<td>Supply-Side Platform (SSP)</td>
<td>Yield optimization tool that publishers rely on to optimize the yield of their indirect sold inventory. SSPs act as an aggregator of inventory for media buying solutions. Service options (self, managed, hybrid) for all technology does not change the name of the software accessed by the hands-on-keyboard.</td>
</tr>
<tr>
<td>Third-party data (3P)</td>
<td>Data sold by a partner that does not directly interact with customers or the business data consumer. 3P data is used to enhance and scale audiences.</td>
</tr>
<tr>
<td>Third-Party SSP</td>
<td>A SSP not owned by Criteo. We make our advertising demand available to media owners by integrating our buy-side solution into these other sell-side solutions.</td>
</tr>
<tr>
<td>Walled Gardens</td>
<td>A closed / black-box online environment where advertisers have less access to customer data and have less control over how to measure success. Facebook, Google, Amazon are the best examples of Walled Gardens.</td>
</tr>
</tbody>
</table>
Retail Media Footprint in the Americas

We are the Retail Media Partner of Choice

~60%
Top 25 U.S. Retailers

2 years
Average contract duration

Note: We partner with many of our retailer clients in a white label capacity.
1. Retailers that have a monetization program.
2. For retailer customers on Criteo’s Platform in the Americas.
Retail Media Footprint in EMEA

We are the Retail Media Partner of Choice

~50% Top 20 EMEA Retailers

1.7 years Average contract duration

Note: We partner with many of our retailer clients in a white label capacity.
1. Retailers that have a monetization program.
2. For retailer customers on Criteo’s Platform in EMEA.