

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

**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 ~700M+ Daily Active Users and ~\$1+ trillion in annual ecommerce sales

**Differentiated technology:**

18+ 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:**

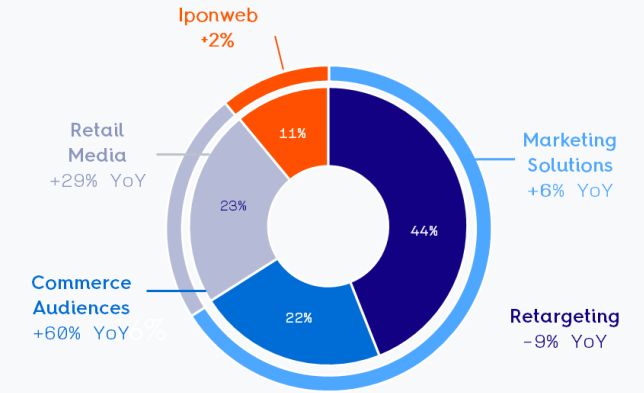
DE&I core to people strategy, strong privacy and data protection standards

**CRITEO AT A GLANCE**

<b>\$4.1 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>~4.0 billion</b> product SKUs	<b>~700+ million</b> Daily Active Users (DAUs)
<b>~18,000</b> clients	<b>~65%+</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>18+</b> years of expertise in commerce-focused AI

**CONTRIBUTION EX-TAC**

Q4 2023 Contribution ex-TAC Mix & Growth\*



\* At constant currency

**OUR CLIENTS**

~2,600 Brands (Direct & Agencies)



~16,000 Performance Marketers/Retailers



~220 Retailers



~75% of top 100 ComScore publishers



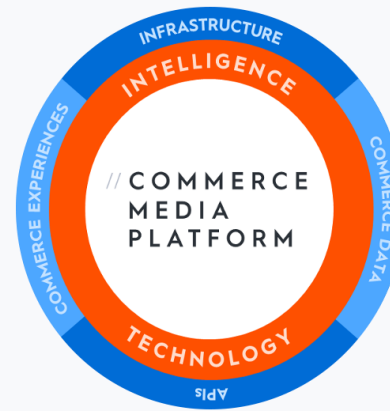
**OUR COMMERCE MEDIA PLATFORM**

**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**

**121%**

Same-Retailer CexT Retention in Q4 2023

**~\$1.2B**

media spend in 2023

**~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: **3,563**

Ticker: **CRTO**

Listed at: **Nasdaq**

IPO date: **October 2013**

Number of shares outstanding:

**57,263,624 (as of Dec 31, 2023)**

## 2023 FINANCIAL HIGHLIGHTS

% YoY

		% YoY
Revenue	\$1,949M	-3%*
Contribution ex-TAC	\$1,023M	+11%*
Adjusted EBITDA	\$302M	+13%
Net Income	\$55M	+402%
Non-GAAP Diluted EPS	\$3.18	+15%
Free Cash Flow	\$110M**	-45%

No long-term debt, \$359M in cash, \$637M in total liquidity incl. 5-year €450M credit facility

\* At constant currency

\*\* After the CNIL payment of \$43M and \$45 in restructuring costs

## RECENT RECOGNITIONS

**Gartner**

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



Criteo was named as a Major Player in the "IDC MarketScape Worldwide Demand-Side Platforms 2023"

**FORRESTER**

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

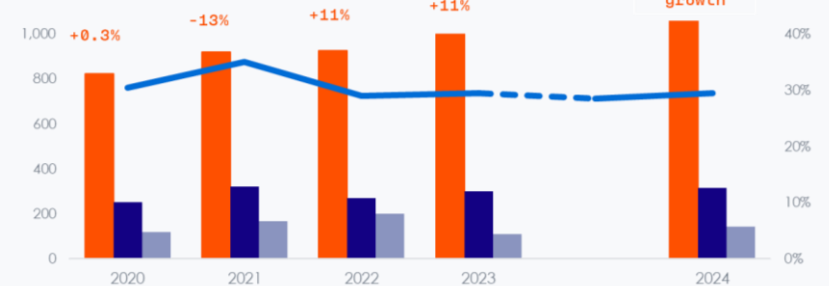


**INSIDER**

Criteo named one of the hottest AdTech companies of 2022

## A SOLID TRACK RECORD

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



Double-digit CexT growth in 2022 and in 2023

More than half of CexT coming from non-retargeting solutions in 2023

Adj. EBITDA margin of 30% in 2023

Free Cash Flow conversion to EBITDA of 51% in 2023\*

\*Before the CNIL payment of \$43M  
\*\*Mid-single-digit growth; Financial guidance as of February 7, 2024

## 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  
~\$543M shares repurchased since 2018

\$480M active repurchase program with \$119M left on authorization and additional \$150M authorized in Feb. 2024

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 Q4'23 and on our website at [www.criteo.investorroom.com](http://www.criteo.investorroom.com)

## ESG COMMITMENTS

### Diversity, Equity, & Inclusion

Pay Parity  
41% 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

Committed to reduce our GHG emissions by 2030 in line with the 1.5°C scenario of the Paris Agreement

**1<sup>st</sup> AdTech Company with GHG emission reduction targets approved by SBTi**

## IR CONTACT

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