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.

### 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

### CRITEO AT A GLANCE

| **World-Class Team:** Seasoned management team, culture of innovation and accountability | **CRITEO AT A GLANCE** |
| --- | --- | --- |
| **Strong Financials:** Sustainable growth, rebalanced revenue and high margin | **$4.1** billion annual media spend activated | **-75%** of top 100 ComScore publishers in largest markets |
| **Robust Balance Sheet:** Strong cash generation, no debt, flexibility to invest for growth | **-30** billion of commerce outcomes for customers | **-1.0** billion R&D & Product employees |
| **Sustainability:** DEI core to people strategy, strong privacy and data protection standards | **-18,000** clients | **-4.0** billion product SKUs |

#### Q4 2023 Contribution ex-TAC Mix & Growth*

- **Ipnosweb:** +2% (Year-over-Year)
- **Marketing Solutions:** +6% YOY
- **Commerce Audiences:** +8% YOY
- **Retargeting:** -6% YOY

* At constant currency

### OUR CLIENTS

- **~2,600 Brands** (Direct & Agencies)
- **~220 Retailers**
- **~18,000 Performance Marketers/Agencies**
- **~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-Yield**
  Commerce Media Monetization Platform for enterprise retailers and marketplaces
- **Criteo // Commerce-Growth**
  Acquisition & retention outcomes for performance marketers and agencies
- **Criteo // Commerce-Grid**
  Commerce Supply Side Platform for media owners

### RETAIL MEDIA LEADERSHIP

- **121%** Same-Retailer CpxT 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:** 2005
- **Number of employees:** 3,563
- **IPO date:** October 2013
- **Number of shares outstanding:** 57,263,624 (as of Dec 31, 2023)
- **Ticker:** CRTO

**2023 FINANCIAL HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>% YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$1,949M</td>
<td>-3%*</td>
</tr>
<tr>
<td>Contribution ex-TAC</td>
<td>$1,023M</td>
<td>+11%</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$302M</td>
<td>-13%</td>
</tr>
<tr>
<td>Net Income</td>
<td>$55M</td>
<td>+402%</td>
</tr>
<tr>
<td>Non-GAAP Diluted EPS</td>
<td>$3.18</td>
<td>-15%</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>$110M**</td>
<td>-45%</td>
</tr>
</tbody>
</table>

* At constant currency
** After the CNIL payment of $43M and $45M in restructuring costs

**A SOLID TRACK RECORD**

- **Revenue** $1,949M
- **Contribution ex-TAC** $1,023M
- **Adjusted EBITDA** $302M
- **Net Income** $55M
- **Non-GAAP Diluted EPS** $3.18
- **Free Cash Flow** $110M**

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

**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 de-carbonized 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

**1st AdTech Company with GHG emission reduction targets approved by SBTi**

**IR CONTACT**

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**Gartner**
- Recognized as a Representative Vendor in the May 2023 Gartner® Market Guide for Ad Tech Platforms.

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

**INSIDER**
- Criteo was named one of the hottest AdTech companies of 2022

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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 Q4/23 and on our website at www.criteo.investorroom.com