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 ~5+ 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

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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

### CRITEO AT A GLANCE

- **$4.2 billion**
  annual media spend activated

- **$30 billion**
  of commerce outcomes for customers

- **100+ markets**
  globally

- **100+**
  R&D & Product employees

- **-68%**
  of web DAUs addressable through directly-integrated publishers

- **<18,000 clients**

- **<8,700 Brands**
  (Direct & Agencies)

- **~225**
  Retailers & Marketplaces

- **~15,000 Performance Marketers/Retailers**

- **75%**
  of top 100 ComScore publishers

- **<700+ million**
  Daily Active Users (DAUs)

- **<2 years average duration**
  with long-term contracts

### OUR CLIENTS

- **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

### PERFORMANCE MEDIA

- **Targeting capabilities**, including Commerce Audiences, and AdTech and supply services

- **~$2.9B**
  LTM activated media spend

- **~70%**
  of retailers with exclusive partnership

- **3x**
  number of brands in 3 years

- **>2**
  years average duration with long-term contracts

- **136%**
  Same-Retailer CexT Retention in Q1 2024

- **~$1.3B**
  LTM activated media spend

### RETAIL MEDIA

Revenue generated from brands, agencies and retailers for the purchase and sale of retail media digital advertising inventory and services
**COMPANY INFORMATION**

- **Headquarter:** Paris, France
- **Founded in:** 2005
- **Number of employees:** 3,559
- **Number of shares outstanding:** 56,687,497 (as of Apr 30, 2024)
- **Ticker:** CRTO

**2023 FINANCIAL HIGHLIGHTS**

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

* % YoY

** 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 & TCFD 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

**A SOLID TRACK RECORD**

![Graph showing financial metrics](image)

**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
   - ~$663M shares repurchased since 2018
   - We intend to repurchase a record ~$150M of stock in 2024

**Gartner**

Criteo was 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, Q2 2023.

**INSIDER**

Criteo named one of the hottest AdTech companies of 2022

**RECENT RECOGNITIONS**

- **IDC**
- **Top Talent Awards**
- **50 Inspiring Companies Marketing & Advertising**

- **FORBES**
- **Best Companies to Work For**

**IR CONTACT**

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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 Q3/23 and Q4/24 and on our website at www.criteo.investorroom.com

*High-single-digit, financial guidance as of May 2, 2024

**No long-term debt, $267M in cash, $589M in total liquidity incl. 5-year €440M credit facility***

* At constant currency
** After the CNL payment of $43M and $43 in restructuring costs
*** As of Mar 30, 2024