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 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 timing and scope of proposed changes to and enhancements of the Chrome browser announced by Google. In addition, macro-economic conditions including inflation and volatile 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 23, 2024, 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 first quarter 2024, 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 unreasonable efforts due to the high variability, complexity and low visibility with respect to the charges excluded from these non-GAAP measures (in particular, the measures and effects of equity awards compensation expense specific to equity compensation awards that are directly impacted by unpredictable fluctuations in our share price), 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 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
Commerce Media is the Next Wave of Digital Advertising

$110B
SAM by 2025

Global ex-China Advertising Spend by Channel

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

- **2,700+** Brands & Agencies
- **15,000+** Performance Marketers & Retailers

**Supply Side**
for Media Monetization

**Commerce Audience at Scale**
- ~700M DAUs across 100+ Markets

**Personalized Ad Engine**
- 1,100 R&D and Product Employees
- 18+ Years of AI Learning

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

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

**Supply Side**
- ~225 Retailers Globally
- ~75% of Top 100 ComScore Publishers
Who Are Our Clients

**DEMAND - MEDIA ACTIVATION**

- **2,700+** Brands (Direct & Agencies)
  - Established Brands
    - Microsoft
    - L’Oréal
    - Levi’s
    - P&G
    - Omnicom Group
  - Agencies
    - groupm
    - ASCENTIAL
    - IFG
    - dentsu

- **15,000+** Performance Marketers / Retailers
  - Digitally Native / DTC Brands
  - Performance Agencies

**SUPPLY - MEDIA MONETIZATION**

- **~225 Retailers**
  - Media Owners including Retailers
    - Retail
    - Adjacent Verticals
    - Marketplace
    - Albertsons
    - Walmart Canada
    - Uber Eats
    - Deliveroo
    - Flipkart
    - Best Buy
    - Shipt

- **Publishers**
  - ~75% of top 100 ComScore publishers
    - Comcast
    - Disney
    - The Weather Channel
    - United Internet Media
We Integrate Cutting-Edge AI into our Commerce Media Platform

- Harness AI to better reach audiences in a cookieless future
- Integration of Generative AI into our platform with a focus on improving performance, enhancing the user experience, and optimizing our service delivery process
- Criteo’s 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

Winning Technology Excellence Award For its DeepKNN technology

Our AI-driven performance enhancements drove an increase in CexT in the double-digit million range in Q1’24
We Have Achieved Tremendous Progress on Our Transformation...

Key Talent Additions

- **Nov 2019**
  - Megan Claren
    - 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 Bandrcrush, Expanding its Omnichannel Capabilities

- **June 2023**
  - Launches its new Supply Side Platform and Commerce Yield

- **Sept 2023**
  - Launches its Demand Side Platform

Key Commercial Partnerships

- **Multi-Year Agency Partnerships**
  - groupM
  - Dentsu (U.S.)
  - Omnicom Group
  - Ascential

- **Supply Partnerships**
  - Meta
  - Nexter
  - Disney
  - Magnite
  - dTikTok
  - Microsoft
  - Albertsons
  - Uber Eats
  - ASOS
  - RITE AID
  - mercatus
  - ticketmaster

Retail Media Expansion

- MEASUREMENT

3rd Party Demand Partnership

- 3rd Party Demand Partnership

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**
- **40% of clients use more than one Criteo solution today**
- **Unified Commerce Media Platform & Experience tomorrow**

**Cross-selling in Marketing Solutions**
- About 75% of our media spend comes from clients that use Commerce Audiences targeting in addition to Retargeting

**Increasing Penetration with Agencies**
- Big 6 Agencies (agency holdcos)
- ~1,200 independent agencies
- 39% media spend activated through agencies as of Q1 2024

**Upselling with Performance Marketers**
- ~15K 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.”

“Our brand partners are excited about the opportunity to leverage the power of our exclusive first-party data to transform the ways they connect with beauty enthusiasts. (...) We remain excited about the opportunity to unlock a new income stream and drive sales as we enable our brand partners to engage consumers more effectively.”

“Target’s Roundel advertising business is another example of something that didn’t exist 10 years ago. But today, it’s the fastest-growing contributor to the other revenue line on our P&L. (...) The unique relationship we have with our guests and the value our ad business unlocks for the brands that advertise with us are at the heart of Roundel’s performance to-date.”

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“Showing performance based on meaningful business outcomes versus simple impressions delivered is really what this partnership is all about; and it exemplifies what retail media will be bringing to the marketplace in the longer term.”

**MARKETPLACES**

“Uber Eats

“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.”

“Showing performance based on meaningful business outcomes versus simple impressions delivered is really what this partnership is all about; and it exemplifies what retail media will be bringing to the marketplace in the longer term.”

**AGENCIES**

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“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.”

“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.”

“E-commerce sales worldwide are set to increase by 50%, reaching about $7 trillion dollars by 2025. The acquisition of Flywheel significantly broadens our reach and influence in the rapidly expanding digital commerce and retail media sectors, two of the fastest-growing parts of the industry.”

**BRANDS**

“P&G

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

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

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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

CRITEO RETAILER PARTNERSHIP EXPANSION

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**
  - 2,700+ Brands Live

- **API Partners**
  - 13 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
  - 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

Non-addressable Consumers

- Leverages non-user signals at the core
- Primarily content meaning, semantics and other inferences
- Can include location
- Modeled against truth set of addressable consumers
# We Have a Compelling Financial Profile

## Consistent Growth and Increasing Revenue Visibility
- CexT growth of 11% in 2023 and expect to deliver high-single-digit growth at constant currency in 2024\(^1\)
- Rapidly growing Retail Media provides visible revenue streams with 136% net revenue retention in Q1’24

## Strong Secular Tailwinds for Years to Come
- Uniquely positioned to address the $110B Commerce Media SAM
- Expanded product suite to support wallet share gains with existing clients and attract new clients

## Investing in Growth and Highly Profitable
- Track record of delivering strong Adj. EBITDA margins while investing in growth areas
- Our focus on efficiencies delivered over $70M in cost savings and an adj. EBITDA margin of 30% in 2023
- Focused on margin expansion over time and solid cash generation

## Strong Balance Sheet
- No long-term debt, $289M in cash, $805M in total financial liquidity incl. 5-year €450M credit facility
- Free cash flow conversion of 45%+ before non-recurring items
- $605M shares repurchased since 2018 we intend repurchase a record $150M of stocks in 2024

---

1. Implies slight organic growth acceleration. Financial guidance as of February 7, 2024
2. Cash and cash equivalents and marketable securities. Excludes restricted cash, as of June 30, 2023

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

2023 Performance
- CexT up +11% YoY, incl. organic growth of 4%
- Adj. EBITDA margin of 30%
- Free Cash Flow conversion to EBITDA of 51%\(^1\)

Non-Retargeting solutions as % of CexT
- 2020: 19%
- 2021: 26%
- 2022: 37%
- 2023: 51%
- 2024: >50%

\(^1\) Before CNI payment of $65M
\(^2\) High-single-digit growth as of May 2, 2024
## Raising 2024 Outlook

### Backdrop

Better-than-expected Q1 performance and continued business momentum; focus on productivity and cost efficiencies

### FY 2024

**Targeting high-single-digit growth at constant currency**

- Continued traction of our Commerce Media Platform
- Retail Media growth of +20%[^1]
- Mid- to high-single digit growth in Performance Media
- No signal loss impact

**~31% of Contribution ex-TAC**

- Operational leverage, cost discipline and investments in areas of growth
- ~45% of Adj. EBITDA converted into FCF[^1]

### Q2 2024

**$261M to $265M, or +10% to +12% YoY growth at constant currency**

- Continued business momentum
- Low seasonality
- ~$2M to $4M negative FX impact YoY

**$70M to $74M**

- Operational leverage, cost discipline and investments in areas of growth
- Low seasonality

[^1]: Before any non-recurring items
Our Strong Retail Media Client Relationships Enable Sustainable Growth

**Demand Side**
Brand Client Cohort over the past 4 years (Avg. Media Spend TTM)

- ~$1.3B media spend in LTM
- 3x number of brands in 3 years

**Supply Side**
Retailer Client Cohort over the past 4 years (Avg. Media Spend TTM)

- 136% Same-Retailer CxT Retention in Q1’24
- >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
   - Intent to repurchase a record $150M stocks in 2024
   - ~$605M shares repurchased since 2018
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**
- First AdTech Company with GHG emission reduction targets approved by SBTi
- 100% of data centers powered by decarbonized energy sources or compensated by certificates
- Committed to reduce GHG emissions by 2030 in line with the 1.5° scenario of the Paris Agreement

**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

Sarah Glickman  
Chief Financial Officer

Ryan Damon  
Chief Legal and Corporate Affairs Officer

Brian Gleason  
Chief Revenue Officer

Todd Parsons  
Chief Product Officer

Diarmuid Gill  
Chief Technology Officer

Dr. Boris Mouzykantskii  
Chief Architect

Brendan McCarthy  
Chief Marketing Officer

Manuela Montagnana  
Chief People Officer

Stephen Taylor  
Chief Transformation Officer

Deep Bench of R&D Talent

~1,100 R&D & Product employees, representing the largest pool of R&D talent outside of the walled gardens
Appendix
<table>
<thead>
<tr>
<th><strong>Criteo by the Numbers</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>$4.2 billion</strong></td>
</tr>
<tr>
<td>annual media spend</td>
</tr>
<tr>
<td>activated¹</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>~$1+ trillion</strong></td>
</tr>
<tr>
<td>ecommerce sales</td>
</tr>
<tr>
<td>across customer base</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>18+</strong></td>
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<tr>
<td>years of expertise in</td>
</tr>
<tr>
<td>commerce-focused AI</td>
</tr>
</tbody>
</table>

1. Activated media spend is defined as the media spend activated on behalf of our Retail Media clients and our Performance Media clients.
2. Retailers in our largest markets that have a monetization program, excluding Amazon.
Guidance rate assumption as of May 8, 2024: USD to EUR rate of 0.915 and USD to JPY rate of 149

Close to 25% of our Contribution ex-TAC is exposed to EUR and approximately 8% is exposed to JPY in Q2 2024

Estimated translation impact of a 1% appreciation of the USD on our Contribution ex-TAC:

<table>
<thead>
<tr>
<th>EUR/USD</th>
<th>Guidance rate</th>
<th>Variance</th>
<th>Q2 2024 - $M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.915</td>
<td>1%</td>
<td>-0.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JPY/USD</th>
<th>Guidance rate</th>
<th>Variance</th>
<th>Q2 2024 - $M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>149</td>
<td>1%</td>
<td>-0.2</td>
</tr>
</tbody>
</table>
Committed to maximizing share buyback to drive shareholder value…

• Intent to buy a record $150M stocks in 2024
  • Acquired $62M shares in Q1’24
• $125M shares repurchased in 2023
  • Spent 114% of FCF to repurchase shares in 2023
  • ~2M shares cancelled in 2023 and ~2M shares cancelled in early Q2’24

...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

Since initiating its first share buyback program in October 2018, Criteo has repurchased 605M shares.

1. As of March 31, 2024
Our Commerce Media Platform

The only unified platform that directly connects advertisers with retailers and publishers on the open internet

Performance Media

Retail Media

Supply Side & SSP

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

Demand Side & DSP

CRITÉO // COMMERCE-GRID

Commerce Supply Side Platform for media owners and access from agencies through their DSP of choice

CRITÉO // COMMERCE-YIELD

CRITÉO // COMMERCE-GROWTH

Commerce Audiences & Retargeting for performance marketers and agencies

CRITÉO // COMMERCE-MAX

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

18K+ CLIENTS
Segment Reporting - Definitions

**Retail Media**

This segment encompasses revenue generated from brands, agencies and retailers for the purchase and sale of retail media digital advertising inventory and audiences, and services.

- From a product perspective, Retail Media revenues derive from our Commerce Max DSP, our retailer monetization solution suite, Commerce Yield, and additional retailer monetization opportunities through our Commerce Grid SSP.

**Performance Media**

This segment encompasses our targeting capabilities and supply and AdTech services. It combines our former Marketing Solutions and Iponweb segments.

- From a product perspective, Performance Media includes commerce activation through Commerce Growth, monetization through our Commerce Grid SSP and our AdTech capabilities.
## Our Commerce Media Platform Revenue Model

<table>
<thead>
<tr>
<th>Demand 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><strong>Ad Server</strong></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>Managed Services</td>
</tr>
<tr>
<td>% of Media Spend</td>
<td>% of Media Spend</td>
</tr>
<tr>
<td>• Paid by brands, agencies or retailers when leveraging Criteo operations to sell, set-up &amp; optimize campaigns</td>
<td>• Paid by retailers when leveraging Criteo operations to sell, set-up &amp; optimize campaigns</td>
</tr>
<tr>
<td>Add-on Services</td>
<td>Add-on Services</td>
</tr>
<tr>
<td>Insights</td>
<td>Insights</td>
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<tr>
<td>Customization</td>
<td>Customization</td>
</tr>
</tbody>
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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

**Demand Side**

- **Managed & Self-Service**
  - **Outcome-driven pricing** Cost-per-click (CPC) and Cost-per-Impression (CPM)
  - Paid by performance marketers, brands, and independent agencies
  - Managed services include set-up, optimization and reporting of campaigns

**Supply Side**

- **SSP**
  - Paid by media owners when using SSP
  - Yield management, open exchange, reporting
  - Inventory and data assets management incl. curation packages

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

- **Add-on Services**
  - Insights
  - Customization
Retail Media Footprint in the Americas

We are the Retail Media Partner of Choice

~60%
Top 30 U.S. Retailers¹

2 years²
Average contract duration

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

We are the Retail Media Partner of Choice

~50% Top 30 EMEA Retailers

1.7 years Average contract duration

Note: We partner with many of our retailer clients in a white label capacity
1. Retailers in our largest markets that have a monetization program, excluding Amazon
2. For retailer clients on Criteo’s Platform in EMEA
Retail Media Footprint in APAC

We Are Quickly Growing our Footprint

Cross Selling Opportunities + Expansion with Brandcrush acquisition

Note: We partner with many of our retailer clients in a white label capacity
Industry Recognitions

**FORRESTER**
Criteo was named as one of the 12 providers that matter most in “The Forrester Wave™: 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.

**IDC**
Criteo was named as a Major Player in the “IDC MarketScape: Worldwide Demand-Side Platforms 2023”

**Bloomberg**
Criteo became a member of 2023 Bloomberg Gender-Equality Index

**INSIDER**
Criteo named one of the Top hottest AdTech companies of 2022 and 2023

**Ragan’s CSR & DIVERSITY AWARD**
2022 Winner for our global DE&I commitment and our CSR & ESG engagement and communication report

**Ad Age Women**
Megan Clarken, Criteo CEO 2022 Winner of AdAge’s Leading Women in the advertising industry

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

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

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

**Criteo named one of the Top hottest AdTech companies of 2022 and 2023**

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

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2. IDC, IDC MarketScape Worldwide Demand-Side Platforms 2023 Vendor Assessment, Document number: #US45883, Nov 2023
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.
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition</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>Ad Tech</td>
<td>Short for “advertising technology”, 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>Artificial Intelligence (AI) &amp; Machine Learning (ML)</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>Audience Targeting</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>Awareness</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>Behavioral Targeting</td>
<td>Also known as Online Behavioral Targeting (OBT) 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>Brand / Agency DSP</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>Buyer Index</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>Channel</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>Commerce Audience Targeting</td>
<td>Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising.</td>
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<tr>
<td>Commerce Data</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>Commerce Media</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>Commerce Media Platform</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>Contextual Targeting</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>Cookie</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>Demand-Side Platform (DSP)</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>
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<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>