

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

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

\$4.3 billion annual media spend activated

~75% of top 100 ComScore publishers in largest markets

~\$1+ trillion ecommerce sales across customer base

100+ markets globally

~\$30 billion of commerce outcomes for customers

~1,100 R&D & Product employees

~4.0 billion product SKUs

~700+ million Daily Active Users (DAUs)

~18,000 clients

~65%+ of web DAUs addressable through directly-integrated publishers

~65% of top-30 U.S. & ~50% of the top-30 EU retailers

18+ years of expertise in commerce-focused AI

RETAIL MEDIA

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

131%

Same-Retailer CexT Retention in Q2 2024

~\$1.4B

LTM activated media spend*

3x

number of brands in 3 years

~70%

of retailers with exclusive partnership

>2

years average duration with long-term contracts

OUR CLIENTS

~2,900 Brands (Direct & Agencies)



~225 Retailers & Marketplaces



~15,000 Performance Marketers/Retailers



~75% of top 100 ComScore publishers



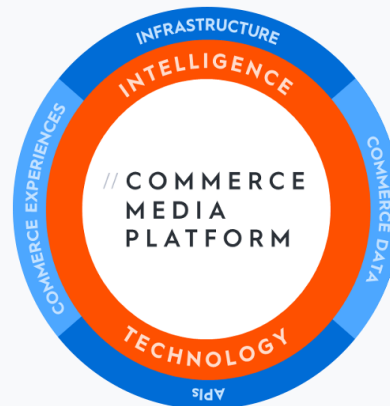
OUR COMMERCE MEDIA PLATFORM

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

PERFORMANCE MEDIA

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

~\$2.9B

LTM activated media spend*

48%

of total CexT derived from retargeting solutions vs. 53% in Q1'23

+41%

Growth in Commerce Audiences in Q2 2024

~40%

of our live clients are using more than one Criteo solution

*Activated media spend is defined as media spend activated on behalf of our Retail Media clients and our Performance Media clients

COMPANY INFORMATION

Headquarter: **Paris, France**

Listed at: **Nasdaq**

Founded in: **2005**

IPO date: **October 2013**

Number of employees: **3,498**

Number of shares outstanding:

Ticker: **CRTO**

54,601,969 (as of June 30, 2024)

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, \$217M in cash, \$675M in total liquidity incl. 5-year €46M credit facility ***

* At constant currency

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

*** As of June 30, 2024

RECENT RECOGNITIONS

Gartner

Criteo recognized as a Representative Vendor in the July 2024 Gartner® Market Guide for Ad Tech Platforms.

FORRESTER

Criteo was named one of the 9 Notable Large Size Vendors in The Creative Advertising Technologies Landscape Report, Q2 2024

INSIDER

Criteo named one of the hottest AdTech companies of 2022

IDC

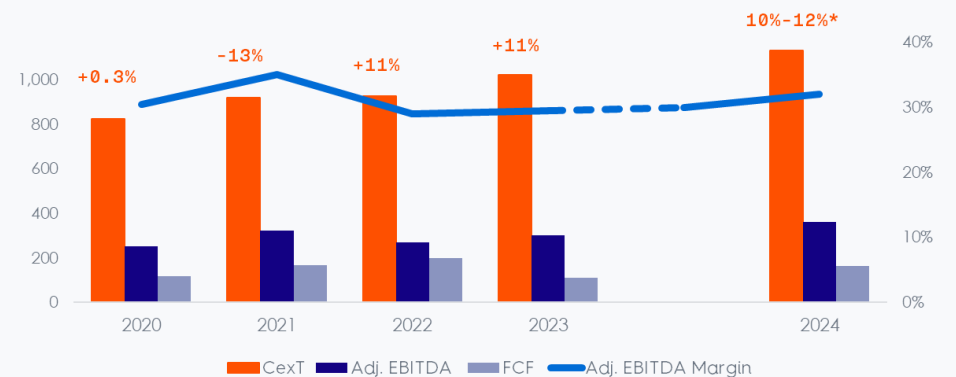
Criteo was named as a Major Player in the "IDC MarketScape Worldwide Demand-Side Platforms 2023



A SOLID TRACK RECORD

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

% CexT



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

*Financial guidance as of August 1, 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
~\$645M shares repurchased since 2018

We intend to repurchase a record \$150M of stock in 2024

Note: This presentation includes certain non-GAAP financial measures as defined by SEC rules. Reconciliations are available in our earnings release for Q2'23 and Q2'24 and on our website at 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 & 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

First AdTech Company with GHG emission reduction targets approved by SBTi

IR CONTACT

investorrelations@criteo.com