

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:

19+ 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)
~17,000 clients	~65%+ of web DAUs addressable through directly-integrated publishers	~65% of top-30 U.S. & ~50% of the top-30 EU retailers	19+ 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

120%

Same-Retailer CexT Retention in Q3 2024

3x

number of brands in 3 years

>2

years average duration with long-term contracts

~\$1.5B

LTM activated media spend*

~70%

of retailers with exclusive partnership

OUR CLIENTS

~3,100 Brands (Direct & Agencies)



~225 Retailers & Marketplaces



~14,000 Performance Marketers/Retailers



~75% of top 100 ComScore publishers



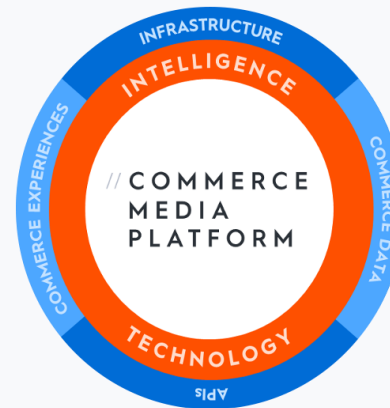
OUR COMMERCE MEDIA PLATFORM

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

~\$2.8B

LTM activated media spend*

+30%

Growth in Commerce Audiences in Q3 2024

47%

of total CexT derived from retargeting solutions

~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**

Founded in: **2005**

Number of employees: **3,504**

Ticker: **CRTO**

Listed at: **Nasdaq**

IPO date: **October 2013**

Number of shares outstanding:

54,781,037 (as of Sept 30, 2024)

2023 FINANCIAL HIGHLIGHTS

% 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, \$237M in cash, \$71M in total liquidity incl. 5-year €456M credit facility ***

* At constant currency

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

*** As of Sept 30, 2024

RECENT RECOGNITIONS

Gartner

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



Criteo secured the Leader position in the "IDC MarketScape: Worldwide Retail Media Network Service Providers 2024"

FORRESTER

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

INSIDER

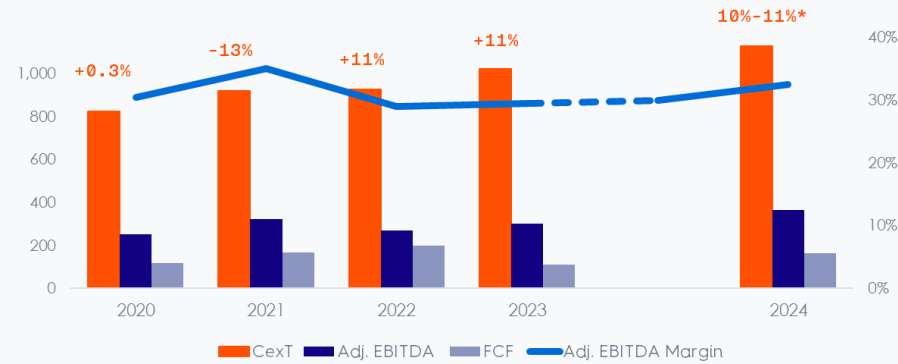
Criteo named one of the hottest AdTech companies of 2022



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 Oct 30, 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
~\$700M shares repurchased since 2018

We intend to repurchase a record \$180M 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 Q3'23 and Q3'24 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

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