

Closing Remarks



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CRITEO

The Underappreciated Flywheel





Recap

Creating superior long-term value

- + We have built a **Retail Media powerhouse** to capitalize on the fastest-growing advertising channel
- + We have a **multi-faceted demand** strategy to help brands and agencies scale Retail Media
- + We offer a modular, **flexible approach**, and professional services to help retailers scale
- + Our success in the Americas is evidence that our **strategy is working**
- + Our **AI innovation** unifies the buyer journey and differentiates us in the marketplace
- + Retail Media is a strong **contributor to our top line and bottom line**, and we are well positioned to continue to grow faster than the market

Q&A

Appendix

Key Developments Since 2022

What Remains the Same

- ▶ Addressing the fastest-growing advertising channel
- ▶ Market share gains
- ▶ Format and channel expansion with existing clients
- ▶ New business including expansion in adjacent verticals and new geos
- ▶ Healthy, resilient take rates
- ▶ Strong contribution to adjusted EBITDA

New Opportunities

- ▶ More professional services and tech fees
- ▶ Expanded sources of demand
- ▶ More prominent AI-driven innovation

What Has Changed

- ▶ Largest client shift to a direct sales model, following what other retailers have already done
- ▶ Slow market adoption of offsite
- ▶ Challenging macro environment in late 2022 and 2023