Annual General Meeting of Criteo to be held on June 18, 2014
For Holders as of May 14, 2014

All votes must be received by 5:00 pm, (Eastern Time) on June 10, 2014.

MAIL

• Mark, sign and date your Voting Instruction Form.
• Detach your Voting Instruction Form.
• Return your Voting Instruction Form in the postage-paid envelope provided.

Authorized Signatures - This section must be completed for your instructions to be executed.
CRITEO

Instructions to The Bank of New York Mellon, as Depositary
(Must be received prior to 5:00 PM (New York City Time) on June 10, 2014)

The undersigned Holder of American Depositary Receipts hereby requests and
instructs The Bank of New York Mellon, as Depositary, to endeavor, insofar as practicable,
to vote or cause to be voted the Deposited CRITEO Shares represented by such Receipts
registered in the name of the undersigned on the books of the Depositary as of the close
of business on May 14, 2014 at the Annual General Meeting of CRITEO to be held in
France, on June 18, 2014 at 3:30 pm in respect of the resolutions specified in the enclosed
Notice of Meeting.

NOTE:
1. Instructions as to voting on the specified resolutions should be indicated by an “X” in the appropriate
   box.
2. If no instructions are received by the Depositary from an Owner with respect to an amount of the
   Deposited Securities represented by American Depositary Shares of that Owner on or before the date
   established by the Depositary for such purpose, to the extent permitted by applicable law, the
   Depositary shall deem such Owner to have instructed the Depositary to vote or cause to be voted that
   amount of the Deposited Securities in favor of all resolutions set out in the notice of meeting that are
   endorsed by the Company’s board of directors and against all resolutions of that kind that are not so
   endorsed, except that no such instruction shall be deemed given and no such proxy shall be given
   with respect to any matter as to which the Company informs the Depositary that the Company does
   not wish Deposited Securities to be so voted.

(Continued and to be marked, dated and signed, on the other side)