

Shaping the **Future** of Advertising in 2018



FY18 Financial Figures

Revenue ex-TAC

\$966M

+2%*

Adjusted EBITDA

\$321M

33%
of Revenue ex-TAC

Free Cash Flow

\$135M

42%
of Adjusted EBITDA

FY18 Revenue ex-TAC Growth by Region

Americas

+2%*

U.S. +5%

EMEA

0%*

APAC

+5%*

* = at constant currency

Clients

Close to

19,500

+7%

Results

Close to

90%

Retention Rate

Performance Drivers

Business from New Solutions



RexT grew 54% in Q4 to 13% of total business

Mobile Apps



App RexT grew 54% in Q4

Criteo Direct Bidder



3,500 Publishers deploying Criteo Direct Bidder

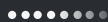
Talent

2,700

Employees



About Criteo



Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,700 Criteo team members partner with over 19,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers. For more information, please visit www.criteo.com.