Safe harbor statement

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. Forward-looking statements include information concerning our possible or assumed future results of operations, business strategies, financing plans, projections, competitive position, industry environment, potential growth opportunities, potential market opportunities and the effects of competition and other actions by our counterparties. Importantly, at this time, the COVID-19 pandemic is having a significant impact on Criteo’s business, financial condition, cash flow and results of operations. There are significant uncertainties about the duration and extent of the impact of the virus. The dynamic nature of these circumstances means that what is said in this presentation could materially change at any time.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “intends,” “may,” “plans,” “potential,” “predicts,” “projects,” “should,” “will,” “would” or similar expressions and the negatives of those terms. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation, and nothing in this presentation should be regarded as a representation by any person that these beliefs or assumptions will take place or occur. You should read the Company’s most recent Annual Report on Form 10-K filed on March 2, 2020, and in subsequent Quarterly Reports on Form 10-Q, including the Risk Factors set forth therein and the exhibits thereto, as well as future filings and reports by the Company, completely and with the understanding that our actual future results may be materially different from what we expect. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

This presentation includes certain non-GAAP financial measures as defined by SEC rules. As required by Regulation G, we have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix slides.
Criteo Retail Media Vision

To be the technology platform that powers the most efficient and measurable retail media ecosystem for the world’s leading retailers and brands
Retail Media is the placement of brand advertisements within the ecommerce sites and mobile applications of retailers.
Retail Media is generating buzz as retailers evolve into media companies

MARKETING DRIVE
Walmart debuts self-service ad platform, enhanced targeting tools

TECHCRUNCH
Target ups its ad efforts with revamped media company, Roundel

ADAGE.COM
Walmart leverages offline data in its latest bid to take on Amazon

FORBES
Target Media Network takes a new and dynamic ‘Brand Stand’

MEDIAPOST COMMUNICATIONS
Target Media Network rebrands as Roundel

DIGIDAY
Best Buy touts first-party data capabilities as it looks to build its media business
‘Every U.S. retailer with significant site traffic will attempt to become a media platform. Forrester sees a growing trend: Amazon pulled in over $10 billion in advertising revenue in 2018, which woke up other retailers who have traditionally competed against Amazon.”

Forrester, Predictions 2020: Media; October 29, 2019
Retail Media: More important than ever for retailers and brands

Retailers need to develop media businesses to support margins in an increasingly competitive ecommerce market.

Brands & Agencies need to reach shoppers at the digital point of sale and measure campaigns against product sales.
We’ve spent 12 months preparing to take retail media to another phase of growth

1. **Redesigned our entire platform for transparency, flexibility, and control** and laid the foundation for integrating our Sponsored Products and Commerce Display tech stacks in the coming quarter.

2. **Reinvented our pricing** and commercial models, transitioning from a legacy ad network model to a transparent, technology platform model for retailers, brands, and agencies.

3. **Won the confidence and support of our top customers** who see Criteo as critical to powering the open retail media ecosystem.

4. Done all of this while **accelerating our existing business**.
Meeting the needs of our customers: Responding to brand and retailers to make it easier for them to buy and sell at scale
Retail Media Platform is HERE!

Criteo Doubles Down on Retail Media With the Launch of a New Self-Service Ad Platform
What does this mean?

- Sponsored Products and Display together in one platform
- Transparency-by-design
- Enterprise-grade self-service
Creative and Targeting Flexibility: Apply Different Tactics Across the Shopper Journey
Transparency in reporting: Know where money is going and where you are driving performance

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CPC(USD)</th>
<th>CTR</th>
<th>ROAS</th>
<th>Attributed Sales</th>
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</thead>
<tbody>
<tr>
<td>Retailer 1</td>
<td>560,777</td>
<td>2,716</td>
<td>0.90</td>
<td>0.82%</td>
<td>525.47%</td>
<td>$12,881.94</td>
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<tr>
<td>Retailer 2</td>
<td>312,794</td>
<td>754</td>
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<td>248.79%</td>
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<td>Retailer 3</td>
<td>15,524</td>
<td>449</td>
<td>5.09</td>
<td>2.89%</td>
<td>201.04%</td>
<td>$4,596/58</td>
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<tr>
<td>Others</td>
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<td>132.82%</td>
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<tr>
<td>Total</td>
<td>1,400,443</td>
<td>13,924</td>
<td>2.08</td>
<td>0.99%</td>
<td>183.58%</td>
<td>$53,140.08</td>
</tr>
</tbody>
</table>

Where is Criteo displaying my ads?

Advertiser: ABCD  Selected Period: 19/08/02 to 19/08/15
Self Service: Enterprise-grade platform for buying across retailers
The new Criteo Retail Media Platform provides one unified platform for the open retail media ecosystem.

- **Retailers & Saleshouses**: Manage business rules governing access to inventory and data.
- **Brands & Agencies**: Create and manage campaigns via self-service UI.
- **3rd Party Demand**: Integrate with other buying platforms.
What do clients get from Retail Media Platform?

Retailers – Better Tools to Manage Your Business

• **One platform** for all ad formats and demand sources
• More **flexible campaign management** – easier to create, manage, and optimize complex campaigns
• Better **reporting experience** with improved data visualizations
• Support for more **ad formats**, audience targeting, and CPM-based pricing models
• **Full control** of media pricing and yield – retailers control their all floor prices and rate cards
• **Incremental demand** from brand and agency platform users, plus 3rd party demand sources

Brands – Single Platform to Manage Retail Media Across Retailers

• Enterprise-grade **self-service capabilities**, with full transparency, robust account management & user permissions
• Campaign management and reporting **APIs to integrate** with existing analytics tools and buying platforms
Platform architecture: Single platform to manage all retail media
An evolution in our commercial model

Making our fees more transparent for retailers and brands

Potential for new pricing model aligned to industry norms:

**Ad Server/SSP Fees**
Fees charged to retailers for use of our tech to serve ads on their sites/apps

**DSP Fees**
Fees charged to brands and agencies for using our technology to buy and manage retail media campaigns

**Managed Service Fees**
Fees charged, incremental to tech fees, for creating and optimizing campaigns on behalf of brands/retailers.
So what does Retail Media mean for Criteo?

- Attracts New Brand and Agency Customers
- Not Reliant On Third Party Cookies
- Relevant and Accountable Advertising
- Opportunity for SaaS Model
Questions?

IR@Criteo.com