



CLIENT SOLUTIONS

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Chief Revenue Officer

KEY HIGHLIGHTS

- ✓ Differentiated solutions to enable all facets of Commerce Media and drive superior outcomes for clients
- ✓ Deep and rich relationships into three distinct client sets
- ✓ Client-centric organization and integrated go-to-market strategy to capitalize on significant growth opportunities across all client categories

We Deliver Market-Leading Client Solutions to Enable Commerce Media

Media Owners
incl. Retailers

Brands & Agencies

Performance
Marketers / Retailers

AdTech Platform
for Retail Media

Intersection of
Brands & Shopper
Moments across the
Open Internet

Performance
Commerce

Who Are Our Clients



Clients Choose Criteo for our Unique Data, Media Access, AI Expertise & Measurement Capabilities

Unique Commerce Data

Reaching and retaining the **next top customer.**

Proprietary Expert AI

Identifying the best path to conversion, for **better outcomes.**

Optimized Supply

Supply optimization tools that **maximize value** for buyers and sellers.

Closed-loop Measurement

Understanding what performs, when and why, no matter the advertising tactic.

We Enable Outcomes for Performance Marketers

ACQUISITION OUTCOMES

Drive new traffic online and to stores, new store / omni purchasers

Reach

Visits, Clicks

Return on Ad Spend (ROAS)

Full-Funnel Capabilities & Omnichannel Support

Discovery

Choice

Purchase

RETENTION OUTCOMES

Increase customer retention online and in-store

Reach

Visits, Clicks

ROAS, lifetime value, includes Retargeting

We Enable Outcomes for Brands

ONSITE + OFFSITE OUTCOMES

Full-Funnel Capabilities

ADVANCED METRICS

Reach

Discovery

Share of voice and share of shelf

Visits, Clicks

Choice

Share of category / product-level market share

Return on Ad Spend (ROAS)

Purchase

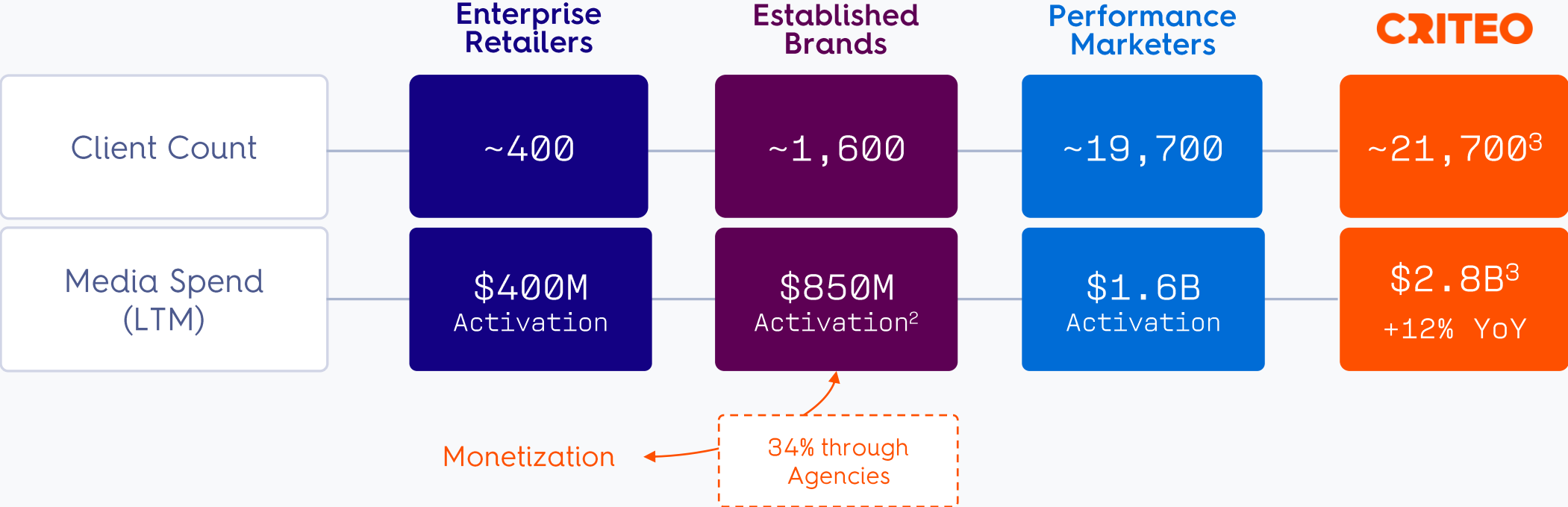
Blended cost per order & ROAS across onsite and open internet supply

Outcomes utilize onsite retail media inventory + open internet supply

Outcomes can be retailer-specific or blended across retailers

We Are Well-Positioned to Tap Into Massive Market Opportunities

\$110B Commerce Media SAM by 2025¹



1. Source: McKinsey; Magna Global; eMarketer; GroupM

2. Includes retailer-driven demand

3. Excludes IPONWEB

We Have Significant Revenue Growth and Cross-selling Opportunities

Cross-selling with Enterprise Retailers

- 21% only use our monetization capabilities
- 67% only use our acquisition and retention solutions

Increasing Penetration with Agencies

- Big 6 Agencies (agency holdcos): ~\$300M in media spend (LTM)
- ~1,200 independent agencies

Upselling with Performance Marketers

- ~20K direct relationships with opportunity to expand share of voice for performance marketing tactics at speed and scale



17% of clients used more than one Criteo solution 3 years ago



33% of clients use more than one Criteo solution today



Unified Commerce Media Platform & Experience tomorrow

Cross-selling with Enterprise Retailers

How Retailers Leverage Criteo's Commerce Capabilities

12% of retailers use activation and monetization

Retail Media Monetization ~\$850M in Media Spend ¹	Media Activation ~\$400M in Media Spend ¹
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+ Measurement

Why Retailers Choose Criteo

Retail Media Monetization
Comprehensive plug and play media & data monetization
Access to global demand through brand direct and agencies

Media Activation
Always on strategies to acquire and retain customers
Omnichannel marketing with online and offline measurement

Growth Drivers

- Expansion of Retail Media offsite
- Growth of retailer relationships and connections with brands
- Expansion of Retail Media Onsite (new inventory / formats)
- Rapid market availability and geographic expansion
- Commerce insights

1. Activated Media Spend in the last twelve months

Increasing Penetration with Agencies

How Agencies Leverage Criteo's Commerce Capabilities

// COMMERCE-MAX

\$280M
in Media Spend¹

// COMMERCE-GROWTH

\$570M
in Media Spend¹

Why Agencies Choose Criteo

Self-service capabilities

Need outcomes-based media solutions

Efficiency & transparency

Deeper analytics and insights

Only platform with direct- and retail-to-consumers

Training to scale new expertise

Growth Drivers

Ability to bridge Retail Media and programmatic campaigns

Commerce Max + Commerce insights as agency end-to-end commerce enablement

Commerce Max + Commerce Growth to support agencies for top- and mid-tiered advertisers

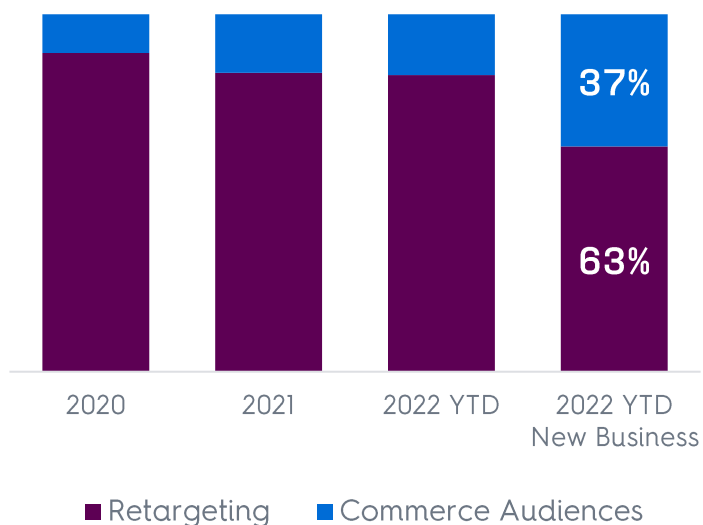
Transitions to outcomes-based business models

1. Activated Media Spend in the last twelve months

Upselling with Performance Marketers

How Marketers Leverage Criteo's Commerce Capabilities

// COMMERCE - GROWTH



Why Marketers Choose Criteo

- Full-funnel campaigns
- Omnichannel performance
- Prospecting and retention
- Digital branding and Open Internet reach
- Cost efficiency and lower barrier to entry for full stack digital advertising

Growth Drivers

- Lower costs of media and branding
- Performance and sales
- Competition intensity and pricing tolerance
- Less reliance on large programmatic teams
- Increasing in-house media and creative automation

We Are Evolving our Organization to Maximize Success

Aligning our client-centric organization with our growth opportunities

- Ability to scale globally quickly
- Ability to easily cross-sell solutions
- Deep expertise across various industry verticals
- In-depth training to enhance solutions sales capabilities

