

# CONNECTING THE DOTS

IN PERFORMANCE MARKETING

Q1 2017

## FINANCIAL FIGURES

Q1 Revenue ex-TAC

**\$210M** **+30%\***

Adjusted EBITDA

**\$56M** **+18%\***

Regional Performance

**+38%\***  
Americas

**+28%\***  
APAC

**+25%\***  
EMEA

\*at constant currency

## TECHNOLOGY DRIVERS

Cross-Device  
User Graph

**67%**

of Revenue ex-TAC  
from Matched  
Users

Criteo User Graph  
as a Service

**120**

Clients  
Live

Kinetic Design  
Enhancements

**+3-5%**

Uplift  
to Revenue  
ex-TAC

Adaptive Revenue  
Optimizer

**+5%**

Sales  
Uplift

## PUBLISHERS



**>100**

Publishers Live with  
Criteo Header Bidding  
Technology

**>25%**

of Revenue  
ex-TAC

Native  
Inventory

## RESULTS



**+15%\***

Same-Client  
Revenue ex-TAC  
Growth

\*at constant currency

## CLIENTS

**>15,000**

Advertiser  
Clients

**90%**

Customer  
Retention Rate

**+950**

New Clients  
in Q1

## TALENT



**>2,500**

Employees  
Globally

**+31%\***

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For full financial data and non-GAAP reconciliations, please refer to Criteo's Q1 2017 earnings release issued on May 3, 2017, available at [ir.criteo.com](http://ir.criteo.com).

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