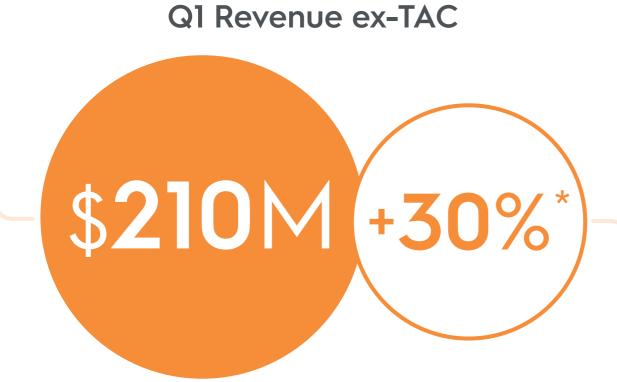


COMMECTINGTHEDOTS

IN PERFORMANCE MARKETING

Q1 2017

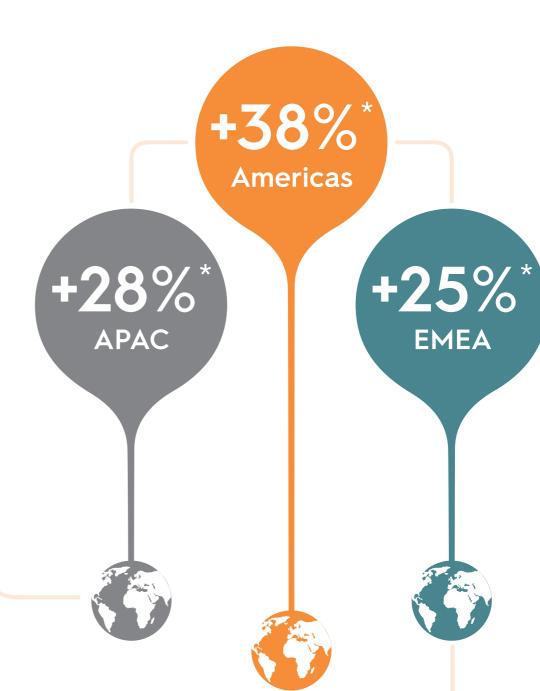
FINANCIAL FIGURES



Adjusted EBITDA

\$56M +18%*

Regional Performance



TECHNOLOGY DRIVERS

*at constant currency

Cross-Device User Graph

of Revenue ex-TAC

from Matched

Users

Criteo User Graph as a Service

> Clients Live

Kinetic Design **Enhancements**

+3-5% Uplift

to Revenue ex-TAC

Adaptive Revenue Optimizer

> Sales Uplift

PUBLISHERS



Criteo Header Bidding Technology

of Revenue ex-TAC

Inventory

Native

RESULTS



CLIENTS

>15,000 **Advertiser** Clients

90% Customer **Retention Rate**

TALENT

New Clients in Q1

+950



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