



Building the highest performing and open commerce marketing ecosystem for retailers and brands



Q4 2017 Results



Financial Figures

Revenue ex-TAC
\$277M
+20%*

Adjusted EBITDA
\$120M
+36%*

Free Cash Flow
\$54M
+10%



Results

+6% Same-client Revenue ex-TAC growth

~90% Customer retention rate



Clients

>18k Commerce companies and brand manufacturers



Regional Performance

Americas
+22%*

United States
+25%

EMEA
+16%*

APAC
+25%*



Performance Drivers

- **Strong innovation**
 - Identity Graph: about 1.2bn individual users matched
 - Interest Map: clients sharing data generate 43% of Revenue ex-TAC
- **Better inventory**
 - Criteo Direct Bidder connected to 500 additional premium publishers
- **New clients**
 - 820 net new clients across regions and products



Criteo Talent

>2,800 ^{+10%}



New Products

- **Criteo Sponsored Products**
Six of Top-20 U.S. clients grew spend more than 5x
- **Reseller Program**
Launch of Criteo Reseller Program for marketplaces
- **Criteo Customer Acquisition and Criteo Audience Match**
\$3M RexT in quarter of launch



Publishers

1,500

Publishers live with Criteo header-bidder technology

About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,800 Criteo team members partner with 18,000 retail and brand clients and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$615 billion in annual commerce sales data.

* At constant currency