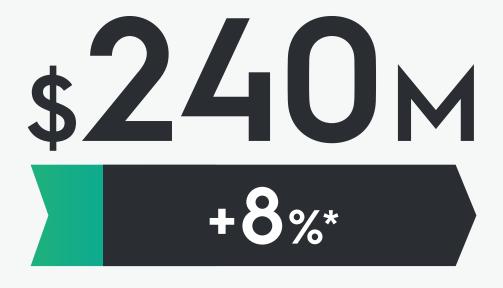
# criteol. Shaping the Future

Commerce Marketing in 2018

**Q1** Financial Figures

Revenue ex-TAC

 $\bullet \bullet \bullet \bullet \bullet \bullet \bullet \bullet \bullet$ 



Adjusted EBITA

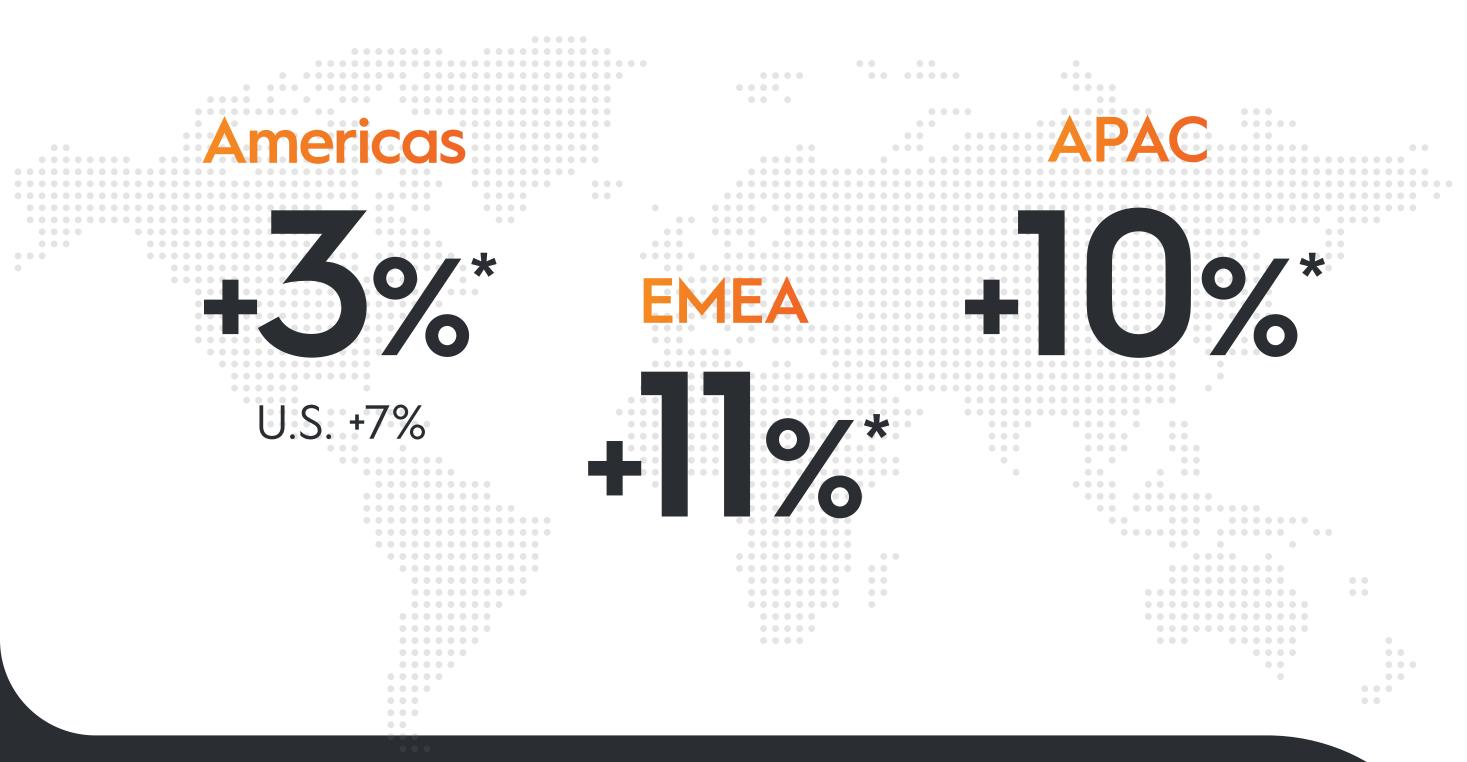
\$78M +22%\*

Free Cash Flow



★ = at Constant Currency

## **Regional Performance**



Clients • 18,5000 +20%

### Results

Close to

**90%** Retention Rate

## **Performance Drivers**



Criteo Shopper Graph grew in size and efficiency

Engine Improvements



Improvements in bidding on mobile and improved ad design and layouts

Criteo Direct Bidder



2,000 Publishers deploying Criteo Direct Bidder



#### **About Criteo**

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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. 2,700 Criteo team members partner with 18,000 customers 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 \$600 billion in annual commerce sales data.

For more information, please visit www.criteo.com.