



Patrick Wyatt, SVP Product

Investor Day, September 2016

Cross-Device Graph & User Graph as-a- Service



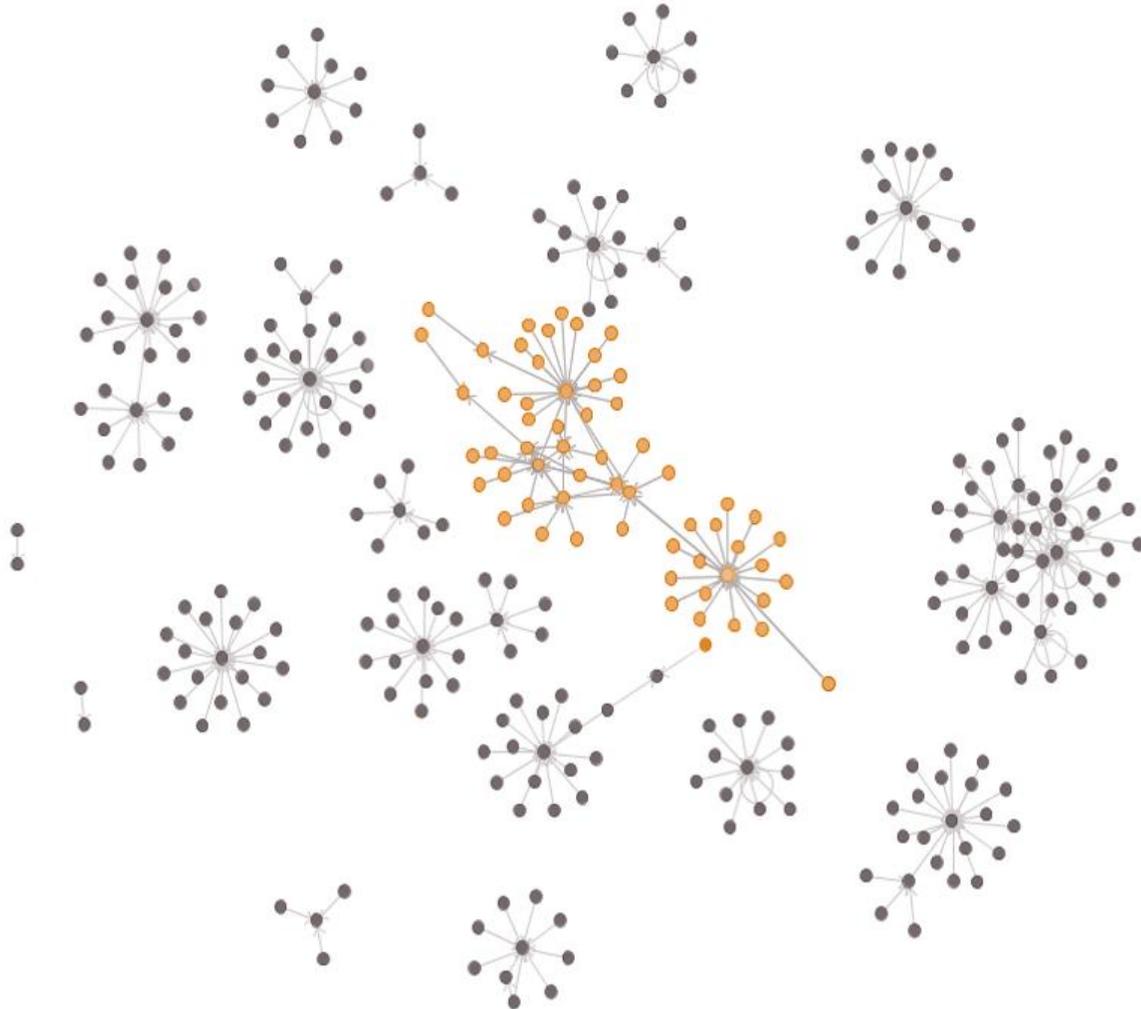
Safe Harbor Statement

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. Forward-looking statements include information concerning our possible or assumed future results of operations, business strategies, financing plans, projections, competitive position, industry environment, potential growth opportunities, potential market opportunities and the effects of competition.

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This presentation includes certain non-GAAP financial measures as defined by SEC rules. As required by Regulation G, we have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix slides to today’s “Financial Update” presentation. In addition, certain financial information contained herein with respect to years ended prior to December 31, 2013 has been derived from our audited consolidated financial statements that were prepared in accordance with IFRS and presented in Euros. Financial information contained herein with respect to quarterly periods has been derived from our unaudited condensed consolidated financial statements.

What is the Cross-Device Graph?



The **mapping of user identities** across multiple digital devices

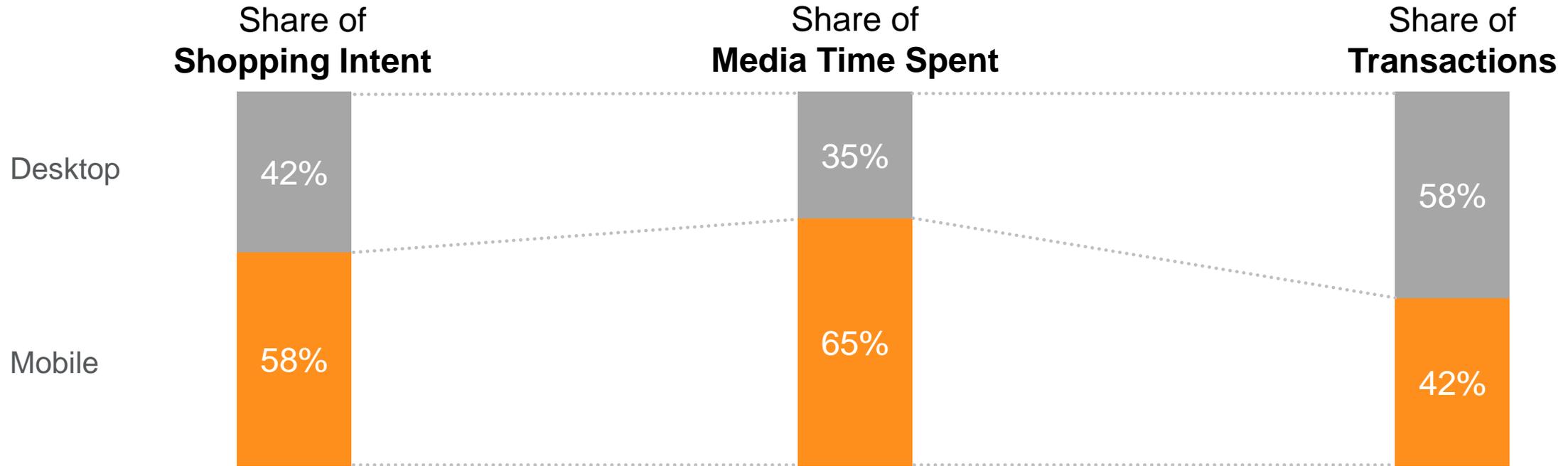


Leveraging **anonymized CRM data** provided by advertisers



Using a **deterministic match** with 100% certainty and reliability

Why is the cross-device graph so valuable for marketers?



Seamless understanding and measurement of the consumer journey have become **critical for CMOs**



We are in a unique position to build one of the most powerful cross-device graphs for ecommerce

Deep integration with

12,000
advertisers



\$500bn
sales tracked



Strong
machine-learning



Powerful
scale effects

What are the key benefits of the cross-device graph to Criteo?

1

Additional user reach



Higher **volumes**

2

Attribution
for cross-device sales



More **credit**

3

Higher Engine performance



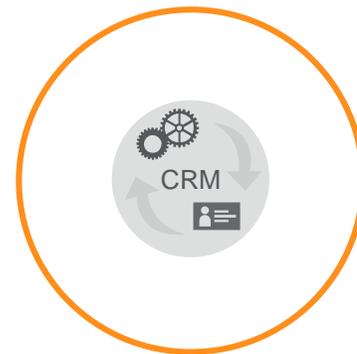
Better **efficiency**

Allows us and our advertisers to **monetize mobile more effectively**

Our cross-device graph can bring additional benefits



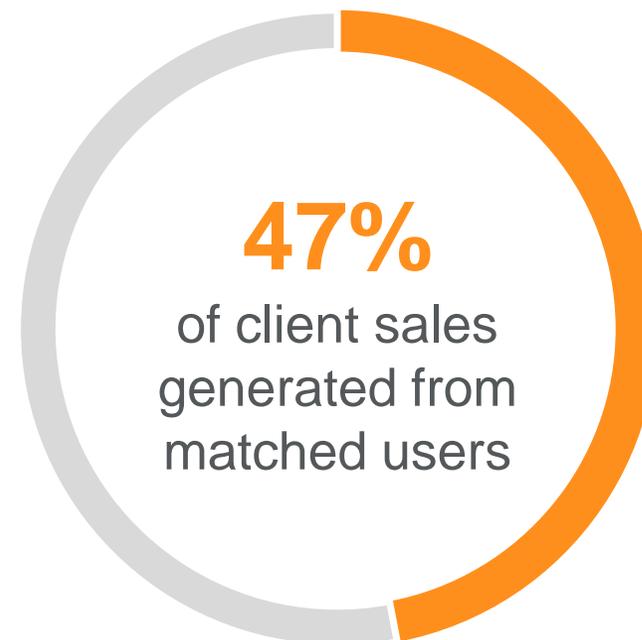
Onboarding data for
offline sales



Develop **Custom Audiences**
offering for advertisers

These opportunities are only open to companies that have built
strong deterministic graphs based on CRM data

Where are we today?



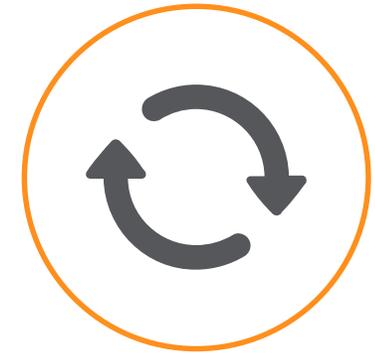
We are engaged in several opportunities to expand our cross-device graph



Adding **3rd-party data** to our clients' CRM data



Enhancing our user graph with **probabilistic linkages**



Expanding our co-op based on the exchange of IDs with clients

What are other large players doing?

Great cross-device graph

Google

facebook

But...



Proprietary and largely incompatible with marketers' own tools

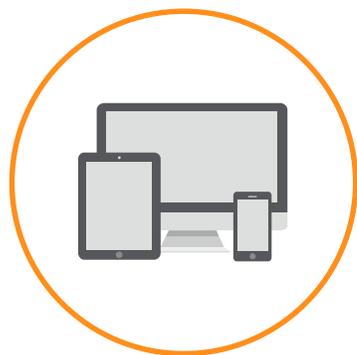


Limited granular transparency to marketers



Fragmented environment for marketers

In early 2017, we plan to offer “User graph as-a-service”



Provide **granular cross-device linkages**
as a free service to our advertisers

Leveraging our graph of **Criteo-hosted IDs**

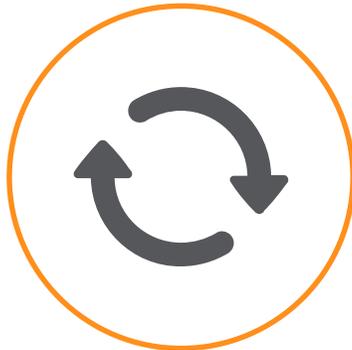
User graph as-a-service offers multiple benefits

- 1 Increase **sales attributed to Criteo**
- 2 **Improve our cross-device graph** by sharing more data
- 3 Secure **strategic relationships** with advertisers

Increase sales attributed to Criteo



Share intelligence on **entire consumer journey** with advertisers and disclose cross-device sales



Positive client feedback loop: we are powering clients' attribution tools and incentivizing them to increase their spend

Customer success stories



“Using Criteo’s Cross-device graph sharing solution is enabling us to identify over 78% more visitors”

Arjen de Mik
Manager Digital Performance Advertising



“Criteo’s open approach to sharing its huge cross-device graph is helping to identify of 2 times more cross-device visitors”

Bjorn Brok
Head of Digital Marketing

Improve our cross-device graph by sharing more data

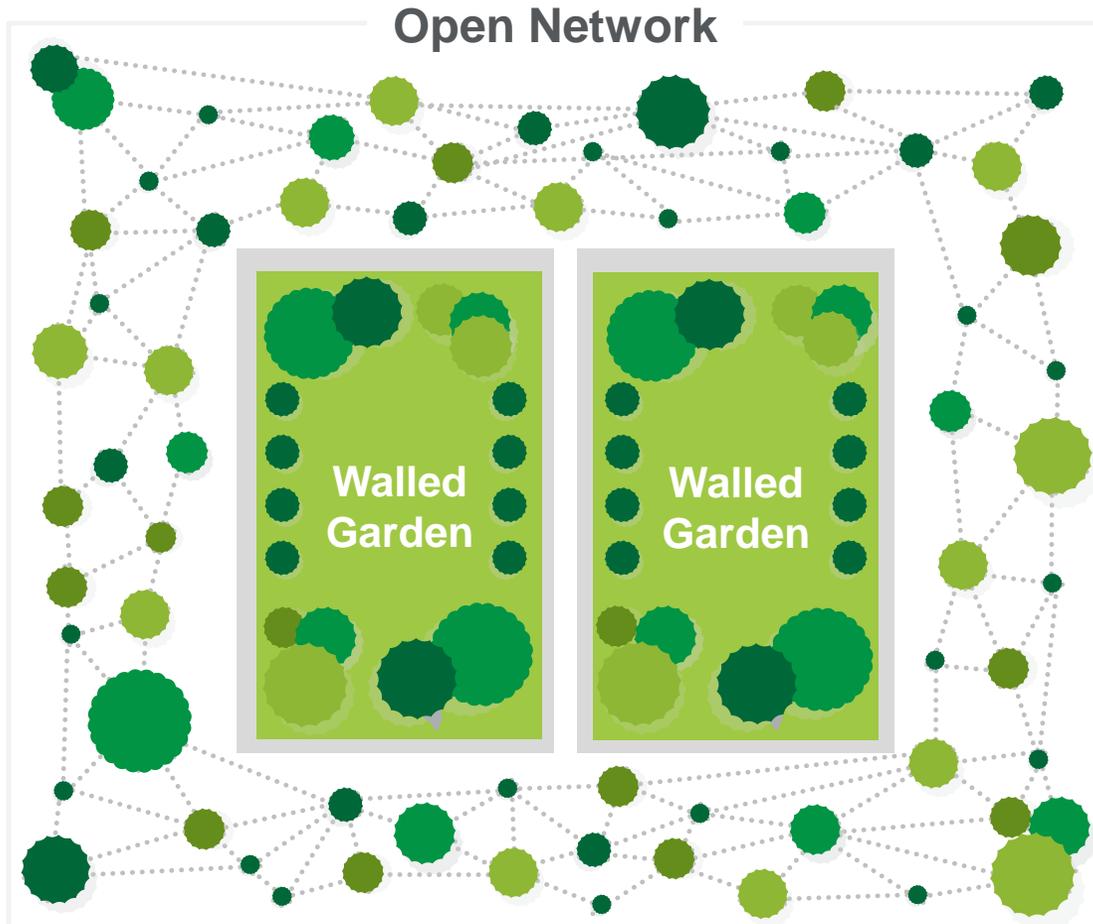


A strong use case will incentivize more advertisers and partners to **give us CRM data** on their users



Strong positive **network effects** benefit Criteo and our clients

Secure strategic relationships with advertisers

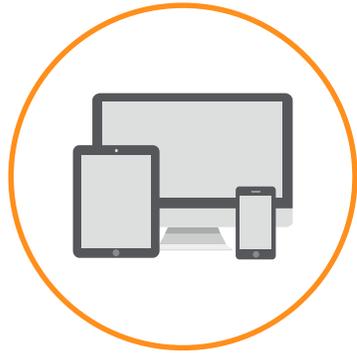


To compete with giants like Amazon, advertisers need to **leverage the power of our network**

That means sharing data and tools with our advertiser partners

User Graph as-a-service is the **first step among others** in this “open network” direction

Conclusion



Our cross-device graph is already a **strategic asset for Criteo**



We leverage this key asset across our **technology platform** and **advertiser ecosystem**

The World's Performance Marketing Platform

criteo.

