# Criteo
# Investor Presentation

February 2024

CRITEO

# Safe Harbor Statement and Non-GAAP Measures

This presentation contains "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are based on our management's beliefs and assumptions and on information currently available to them. All statements other than present and historical facts and conditions contained in this presentation, including statements regarding our possible or assumed future results of operations and financial position, plans and objectives for future operations, business strategies, financing plans, projections, competitive position, industry environment, potential growth opportunities, potential market opportunities, potential acquisition opportunities, expected growth in commerce media and advertising spend generally, and the effects of competition and other actions by our counterparties, are forward-looking statements. Importantly, at this time, there is still uncertainty regarding the timing and scope of proposed changes to and enhancements of the Chrome browser announced by Google. In addition, macro-economic conditions including inflation and volatile interest rates in the U.S. have impacted Criteo's business, financial condition, cash flow and results of operations. The dynamic nature of the aforementioned circumstances, among other matters, means that what is said in this presentation could materially change at any time.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as "anticipates," "believes," "can," "could," "estimates," "expects" "intends," "is designed to," "may," "might," "objectives," "plans," "potential," "predicts," "projects," "seeks," "should," "will," "would" or similar expressions and the negatives of those terms. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management's beliefs and assumptions only as of the date of this presentation, and nothing in this presentation should be regarded as a representation by any person that these beliefs or assumptions will take place or occur. You should read the Company's most recent Annual Report on Form 10-K filed on February 24, 2023, and in subsequent Quarterly Reports on Form 10-Q, including the Risk Factors set forth therein and the exhibits thereto, as well as future filings and reports by the Company, completely and with the understanding that our actual future results may be materially different from what we expect. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

This presentation includes certain non-GAAP financial measures as defined by SEC rules, including forward-looking measures. 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. Reconciliations also are available in our earnings release for the fourth quarter 2023, which is available on our website at www.criteo.com. Reconciliations of our forward-looking non-GAAP measures to the closest corresponding GAAP measure are not available without reasonable efforts due to the high variability, complexity and low visibility with respect to the charges excluded from these non-GAAP measures, which could have a potentially significant impact on our future U.S. GAAP results.

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# Why Invest in CRTO Today?

## Huge Market Opportunity

Leadership in fast-growing Commerce and Retail Media market with $110B SAM by 2025

## Unique Commerce Data

Large scale and commerce data with access to 700M+ Daily Active Users and ~$1+ trillion in annual ecommerce sales

## Differentiated Technology

18+ years of AI powering unified tech platform for 1st-party data-based marketing and media monetization with unique supply at scale and closed-loop measurement

## Proven Resilience to Signal Loss

Innovation, advanced AI engine and largest data set to deliver outcomes in any environment

## World-Class Team

Seasoned management team, culture of innovation and accountability

## Strong Financials

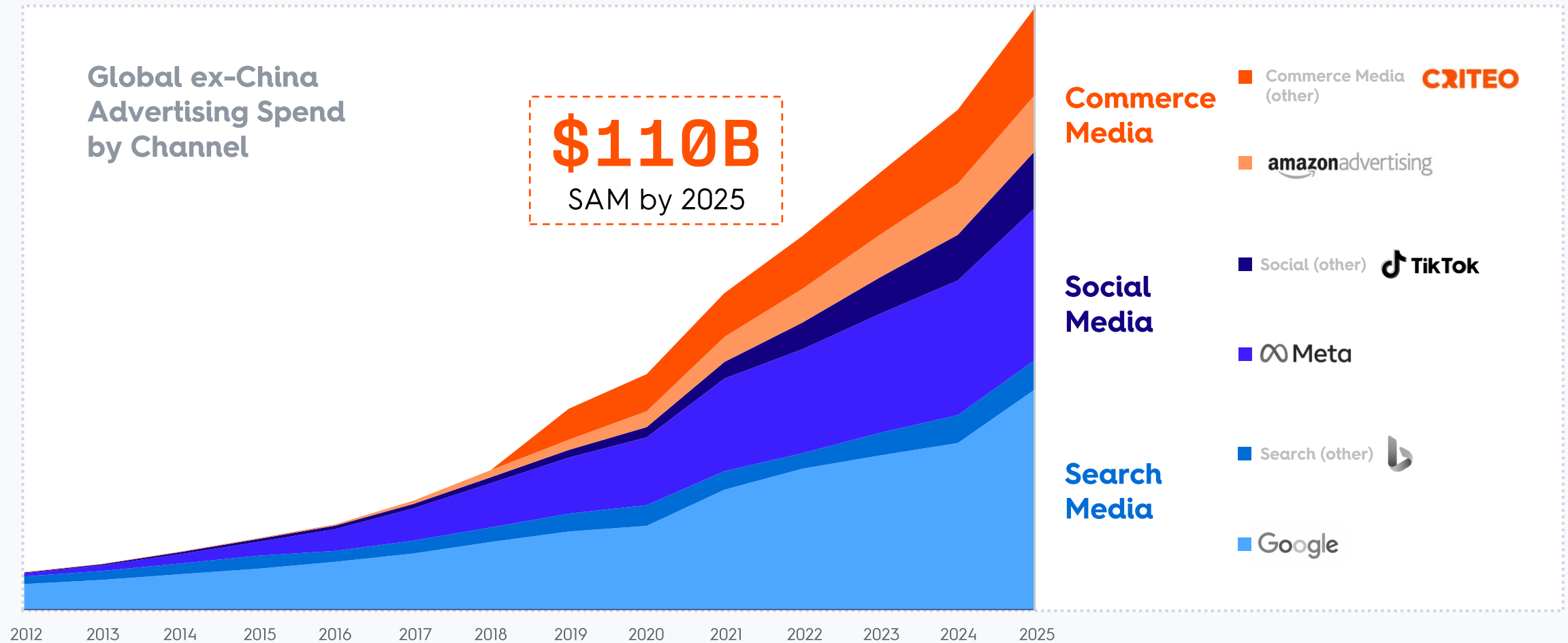Sustainable growth, rebalanced revenue and high margin

## Robust Balance Sheet

Strong cash generation, no debt, flexibility to invest for growth

## Sustainability

DE&I core to people strategy, strong privacy and data protection standards

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# Commerce Media is the Next Wave of Digital Advertising

**Global ex-China Advertising Spend by Channel**

**$110B**
SAM by 2025

**Commerce Media**

**Social Media**

**Search Media**

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

Commerce Media (other) — CRITEO

amazon advertising

Social (other) — TikTok

Meta

Search (other) — b

Google

**Our Retail Media & Marketing Solutions are complementary and together address a larger opportunity – enabling brands, agencies and retailers to activate commerce beyond Amazon.**

Source: McKinsey; Magna Global; eMarketer; GroupM

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# We Are Poised to Capture a Massive Market Opportunity

Advertising Spend Opportunity

**~$290B**
TAM by 2025

**$110B**
SAM by 2025

**$42B**
SAM by 2025

**Commerce Media TAM**

**Commerce Media SAM**
(excl. Amazon, YouTube and China)

**Retail Media Onsite + Offsite SAM**

**Ecommerce Sales**

**$2T+**
by 2025

(excl. Amazon and China)

Source: McKinsey; Magna Global; eMarketer; GroupM

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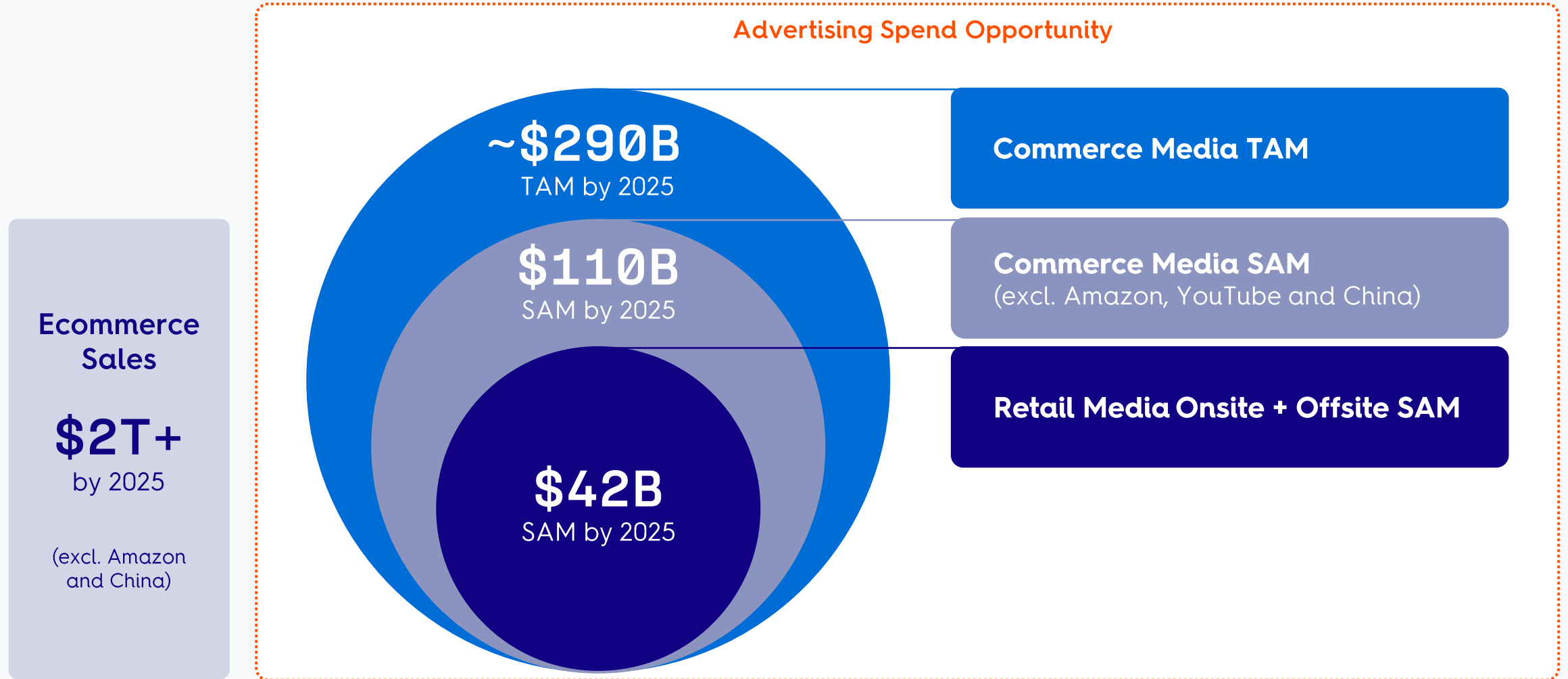
# Our Commerce Media Platform Serves Media Buyers and Sellers

## DEMAND SIDE
for Media Activation

**2,600+**

Brands & Agencies

**15,500+**

Performance Marketers & Retailers

## COMMERCE MEDIA PLATFORM

**Commerce Audiences at Scale**
~700M DAUs across 100+ Markets

**Personalized Ad Engine**
1,000 R&D and Product Employees
18+ Years of AI Learning

**Large Scale Data**
~ $1T+ Ecommerce Sales
~4B Product SKUs

**Infrastructure & APIs**
Deep IT Integrations with Retailers & Brands

## SUPPLY SIDE
for Media Monetization

**~220**

Retailers Globally

**~75%**

of Top 100
ComScore Publishers

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# Who Are Our Clients

| DEMAND – MEDIA ACTIVATION | | | SUPPLY – MEDIA MONETIZATION | | | |
|---|---|---|---|---|---|---|

## DEMAND – MEDIA ACTIVATION

**2,600+**
Brands
(Direct &
Agencies)

| Established Brands | Agencies |
|---|---|
| Microsoft, L'ORÉAL, Levi's, P&G | groupm, ASCENTIAL, IPG, dentsu, OmnicomGroup |

**15,500+**
Performance
Marketers /
Retailers

| Digitally Native / DTC Brands | Performance Agencies |
|---|---|
| shopify merchants, RAYMOUR & Flanigan | ovativegroup, tinuiti |

## SUPPLY – MEDIA MONETIZATION

### Media Owners including Retailers

**~220**
Retailers

**Publishers**

~75% of top 100
ComScore
publishers

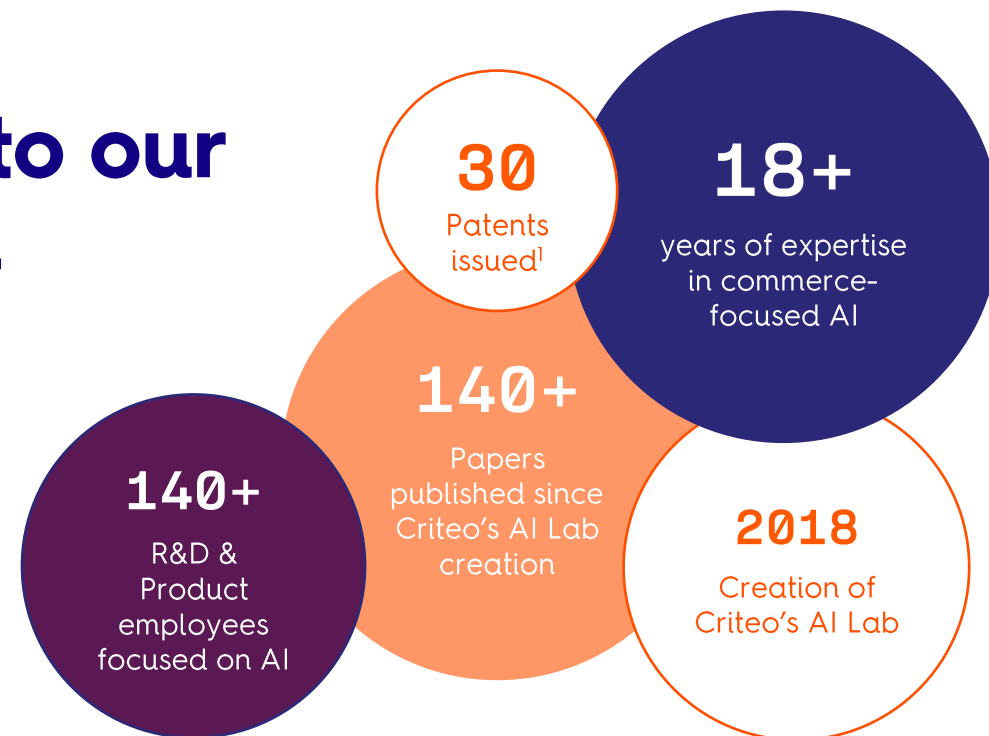| Retail | Adjacent Verticals | Marketplace |
|---|---|---|
| Albertsons, Walmart Canada, BEST BUY | Uber Eats, deliveroo, Shipt | Flipkart |
| COMCAST, Disney, The Weather Channel, united internet media | | |

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# We Integrate Cutting-Edge Ai into our Commerce Media Platform

- Criteo's best-in-class AI technology is **purpose-built for commerce predictions**

- AI has been **part of Criteo's DNA** since day one

- Access to the **largest commerce dataset on the open internet** to feed our commerce-driven AI models

- **Integration of Generative AI into our platform** with a focus on improving performance, enhancing the user experience, and optimizing our service delivery process

- **Harness AI to better reach audiences in a cookieless future**

**30** Patents issued[1]

**18+** years of expertise in commerce-focused AI

**140+** Papers published since Criteo's AI Lab creation

**140+** R&D & Product employees focused on AI

**2018** Creation of Criteo's AI Lab

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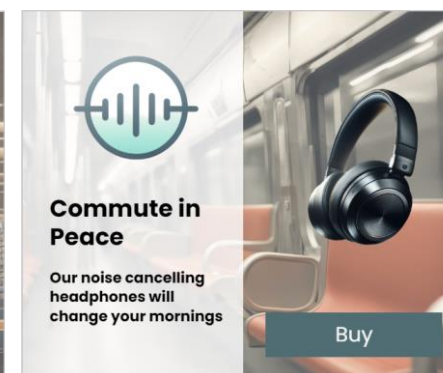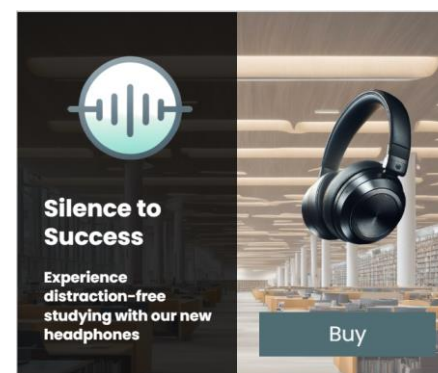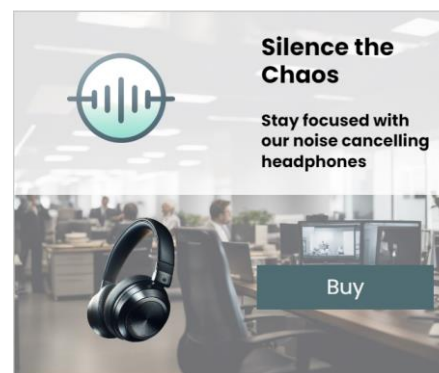
# We Have Achieved Tremendous Progress on Our Transformation...

## Key Talent Additions

| Nov 2019 | Aug 2020 | Sept 2020 | Dec 2020 | Oct 2021 | Feb 2022 | Aug 2022 |
|----------|----------|-----------|----------|----------|----------|----------|
| **Megan Clarken** Chief Executive Officer | **Todd Parsons** Chief Product Officer | **Sarah Glickman** Chief Financial Officer | **Brendan McCarthy** Chief Marketing Officer | **Manuela Montagnana** Chief People Officer | **Brian Gleason** Chief Revenue Officer | **Dr. Boris Mouzykantskii** Chief Architect |

## Key Product / Capability Milestones

| May 2020 | Sept 2020 | May 2021 | Aug 2022 | Sept 2022 | Mar 2023 | June 2023 | Sept 2023 |
|----------|-----------|----------|----------|-----------|----------|-----------|-----------|
| Launches First Self-Service Retail Media Platform | Criteo positioned as a Challenger in the 2020 Gartner Magic Quadrant | Acquires Mabaya, Expanding its Retail Media Presence | Completes Acquisition of IPONWEB | Unveils new Demand Side Platform | Acquires Brandcrush Expanding its Omnichannel Capabilities | Launches its new Supply Side Platform | Launches its new Demand Side Platform and Commerce Yield |

## Key Commercial Partnerships

**Multi-Year Agency Partnerships**
groupm  dentsu (U.S.)  OmnicomGroup  ASCENTIAL

**Supply Partnerships**
Meta  Nexstar MEDIA GROUP, INC.  Disney  Magnite  TikTok  Microsoft

**Retail Media Expansion**
Saks Fifth Avenue  Albertsons  Uber Eats  DocMorris Apotheke  asos  mercatus  Debenhams  RITE AID
**MEASUREMENT** IAS Integral Ad Science  CANADIAN TIRE

**3rd Party Demand Partnership**
Google Display & Video 360

**Ecomm Expansion**
Flipkart  shopify

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# We Have Significant Revenue Growth and Cross-selling Opportunities
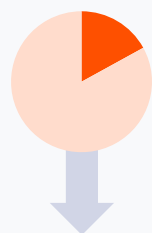
**17%** of clients used more than one Criteo solution 3 years ago
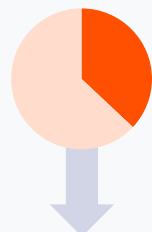
**40%** of clients use more than one Criteo solution today

**Unified** Commerce Media Platform & Experience tomorrow

### Cross-selling in Marketing Solutions

- About 70% of our media spend comes from clients that use Commerce Audiences targeting in addition to Retargeting

### Increasing Penetration with Agencies

- Big 6 Agencies (agency holdcos)
- ~1,200 independent agencies
- One third of media spend activated through agencies as of Q4 2023

### Upselling with Performance Marketers

- ~15.5K direct relationships with opportunity to expand share of voice for performance marketing tactics at speed and scale

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# The Commerce Media Platform That Enables All Retail Media Capabilities

## Unified Self-Service Platform & Closed-loop Measurement

### Onsite (retailer.com)

### Offsite (open-web.com)
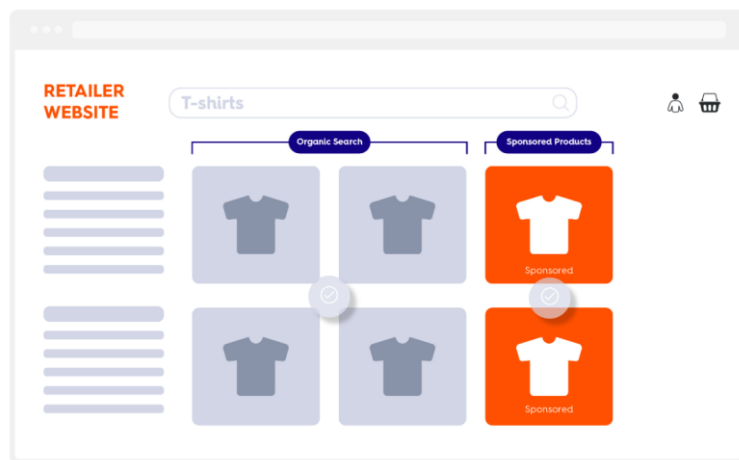


**Sponsored Products**

**Display**

**Acquisition & Retention**

## Offline (in-store & out-of-store)

## Marketplaces & White Label User Interface

**Commerce Insights**
*US patent on Systems and Methods for digital shelf display*

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# Retail Media is a Strategic Priority for our Clients/Partners

## RETAILERS

**LOWE'S**

*"We're tapping into the $40B retail advertising industry. Unlike search engine platforms, we know whether the customer made a purchase, so we can measure the return far more effectively. The results are exceeding our expectations, we have strong demand from our suppliers, who are shifting some of their marketing dollars to Lowe's."*

**ULTA BEAUTY**

*"Our brand partners are excited about the opportunity to leverage the power of our exclusive first-party data to transform the ways they connect with beauty enthusiasts. (...) We remain excited about the opportunity to unlock a new income stream and drive sales as we enable our brand partners to engage consumers more effectively."*

**ROUNDEL™ Media, re-imagined by Target.**

*"Roundel is more than a digital advertising platform or another revenue source on the P&L. The goal is for our guests to have a tailored, relevant experience, while helping our vendors reach the guests who are most likely to be interested in their products. Roundel makes us better merchants, more consistently serving our guests with the products they want."*

**Albertsons®**

*"Showing performance based on meaningful business outcomes versus simple impressions delivered is really what this partnership is all about; and it exemplifies what retail media will be bringing to the marketplace in the longer term."*
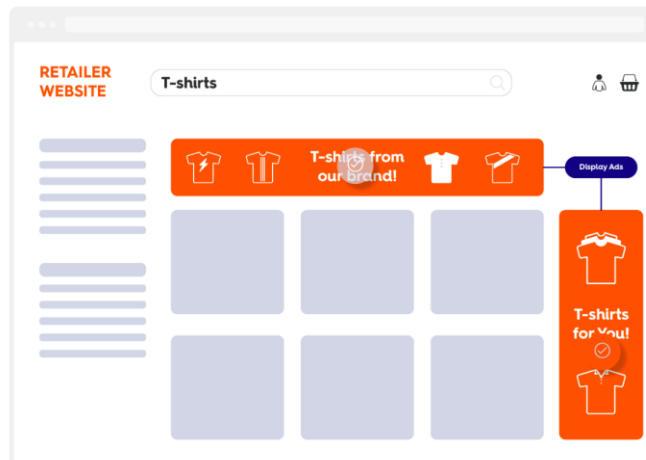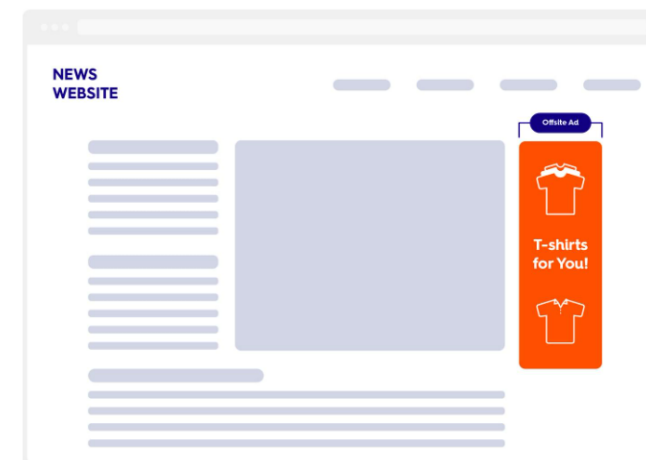
## MARKETPLACES

**Uber Eats**

*"We launched sponsored items in the last quarter, which enabled CPG advertisers to feature priority products within the Uber Eats app. This is a partnership we have with Criteo, and CPG spent billions of dollars in advertising, again highly targeted advertising for the specific products that they want to promote, to a specific audience – that continues to grow."*

## BRANDS

**P&G**

*"We see retailer media as an opportunity to accelerate market growth."*

**Nestlé**

*"These media opportunities are very valuable, and we see that the whole industry is spending more and more in retail media. It's a fantastic way for us to build a competitive advantage."*

**Unilever**

*"We're also seeing greater convergence between retail, media and content, retailers becoming media channels and media channels becoming retailers."*

## AGENCIES

**groupm**

*"We expect retail media advertising to increase roughly 60% by 2027. This exceeds the growth rate expected for all digital advertising, meaning that retail media will take an increasing share of digital ad revenue over the next 5 years."*

**dentsu**

*"For brands looking to enter retail media and get more involved, it unequivocally creates a deeper relationship with the retailer. Not only are they able to target more audiences from the retailer, it can break down purchase behaviors down to specific categories, brands, or even individual SKUs or products."*

**OmnicomGroup**

*"Going forward, we plan to continue to invest in and expand our capabilities to solidify our position as best-in-class provider of retail media and e-commerce services, as well as in other high-growth areas."*

**OmnicomGroup & FLYWHEEL**

*"E-commerce sales worldwide are set to increase by 50%, reaching about $7 trillion dollars by 2025. The acquisition of Flywheel significantly broadens our reach and influence in the rapidly expanding digital commerce and retail media sectors, two of the fastest-growing parts of the industry."*

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# Multiple Levers Position Us to Drive Sustainable Growth on the Retail Media Supply Side



**$42B**
SAM by 2025

Add-ons

Offsite

Onsite

Commerce Insights

Open Internet Ads

Display Ads

Sponsored Ads

CRITEO RETAILER PARTNERSHIP EXPANSION

Additional Growth Opportunities

Marketplace capabilities

Geographic expansion

Inventory expansion

**+** New Retailers and Adjacent Verticals

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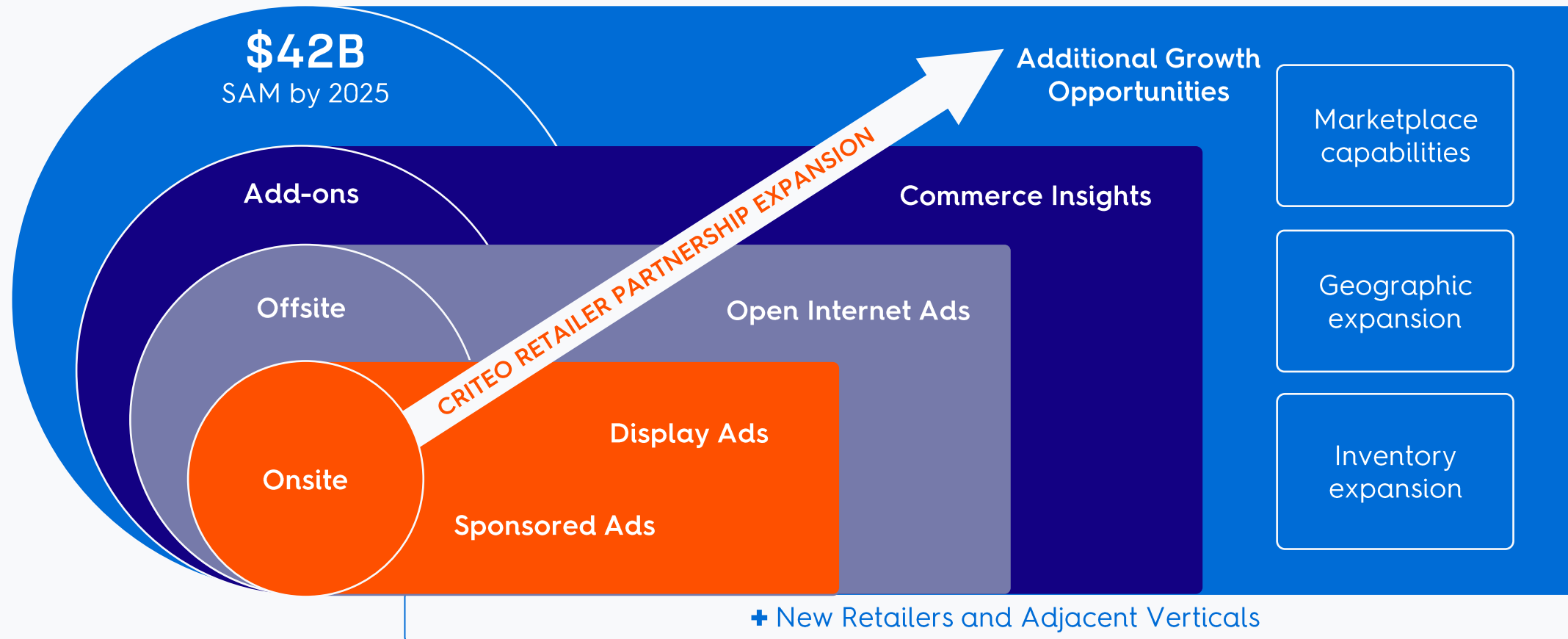
# Multiple Levers Position Us to Drive Sustainable Growth on the Retail Media Demand Side

## INCREASING BRAND BUDGET POOL

**Offsite**
(CTV, Video, Display)

**Display**
(Banner & Video)

**Sponsored Products**

From shopper / trade dollars to national brand media budgets

## MULTIPLE DEMAND SOURCES

Additional Opportunities

| Brands | **2,600+ Brands Live** | Thousands of Brand Relationships |
| API Partners | **13 APIs** Launched since Q4 2020 | Program Expansion in **EMEA & APAC** |
| Agency Partners | **6 Agency Holdcos 150+ Other Agencies** | **Global Partnerships** groupm ASCENTIAL Omnicom Group |

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# We Can Reach Commerce Audiences Others Can't

**First-Party Media Network**

**Commerce Audiences**

AI
and
Commerce
Data

\>

## Addressable Consumers

- Uses authenticated pseudonymous IDs (incl. hashed emails)
- Matches cross-device
- Supports Partner IDs
- Includes explicit opt-in
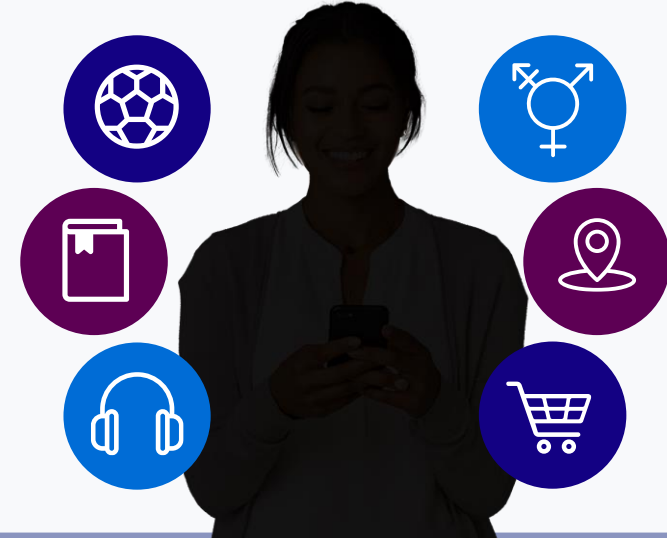
## Non-addressable Consumers

- Leverages non-user signals at the core
- Primarily content meaning, semantics and other inferences
- Can include location
- Modeled against truth set of addressable consumers

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# We Have a Compelling Financial Profile

| | |
|---|---|
| **Consistent Growth and Increasing Revenue Visibility** | • CexT growth of 11% in 2023 and expect to deliver mid-single-digit growth at constant currency in 2024[1]<br>• Rapidly growing Retail Media provides visible revenue streams with 121% net revenue retention in Q4'23 |
| **Strong Secular Tailwinds for Years to Come** | • Uniquely positioned to address the $110B Commerce Media SAM<br>• Expanded product suite to support wallet share gains with existing clients and attract new clients |
| **Investing in Growth and Highly Profitable** | • Track record of delivering strong Adj. EBITDA margins while investing in growth areas<br>• Our focus on efficiencies delivered over $70M in cost savings and an adj. EBITDA margin of 30% in 2023<br>• Focused on margin expansion over time and solid cash generation |
| **Strong Balance Sheet** | • No long-term debt, $359M in cash, $837M in total financial liquidity incl. 5-year €450M credit facility<br>• Free cash flow conversion of 45%+ before non-recurring items<br>• ~$543M shares repurchased since 2018 and active repurchase program with $118M left on authorization as of Dec 2023 and additional $150M authorized in Feb 2024 |

1. Implies slight organic growth acceleration. Financial guidance as of February 7, 2024
2. Cash and cash equivalents, and marketable securities. Excludes restricted cash, as of June 30, 2023

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# We Have a Proven Track Record of Profitable Growth and Free Cash Flow Generation

**$M** (as reported) **& YoY%** (at cc)

**% CexT**

MSD[2] growth

+0.3%   −13%   +11%   +11%

| Non-Retargeting solutions as % of CexT | 19% | 26% | 37% | 51% | >50% |

Years: 2020, 2021, 2022, 2023, 2024

Legend: CexT · Adj. EBITDA · FCF · Adj. EBITDA Margin



## 2023 Performance

**CexT up +11%** YoY, incl. organic growth of 4%

**Adj. EBITDA** margin of **30%**

**Free Cash Flow** conversion to EBITDA of **51%**[1]
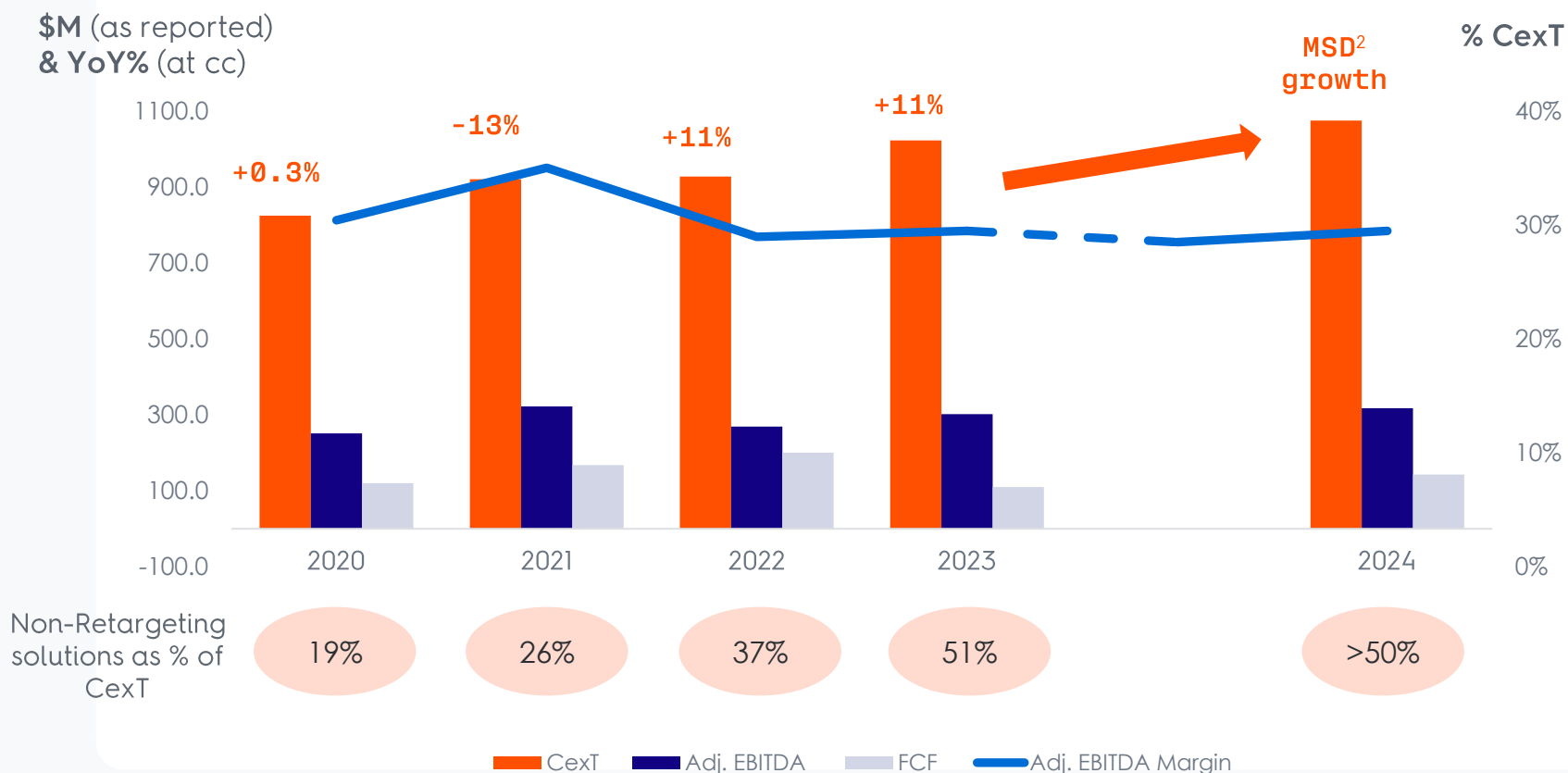
1. Before CNIL payment of $43M
2. Mid-single-digit growth as of February 7, 2024

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# We Expect Continued Growth in 2024

**Backdrop** *Continued business momentum; focus on productivity and cost efficiencies; assuming third-party cookie deprecation on Chrome in H2 2024*

## FY 2024

## Q1 2024

**Contribution ex-TAC**

| FY 2024 | Q1 2024 |
|---|---|
| **Targeting mid-single-digit growth** at constant currency | **$243M to $247M, or +10% to +12% YoY** growth at constant currency |
| • Continued traction of our Commerce Media Platform despite low growth environment <br> • Retail Media growth of ~+20%[1] <br> • Signal loss impact[2] of $30M to $40M | • Continued business momentum <br> • Low seasonality <br> • ~$1M to $3M negative FX impact YoY |

**Adjusted EBITDA**

| FY 2024 | Q1 2024 |
|---|---|
| **29% to 30%** of Contribution ex-TAC | **$50M** to **$54M** |
| • Continued traction on cost efficiencies <br> • ~45% of Adj. EBITDA converted into FCF[3] | • Continued traction on cost efficiencies <br> • Low seasonality |

# Our Strong Retail Media Client Relationships Enable Sustainable Growth

**Demand Side**
Brand Client Cohort over the past
4 years (Avg. Media Spend TTM)

**Supply Side**
Retailer Client Cohort over the past
4 years (Avg. Media Spend TTM)
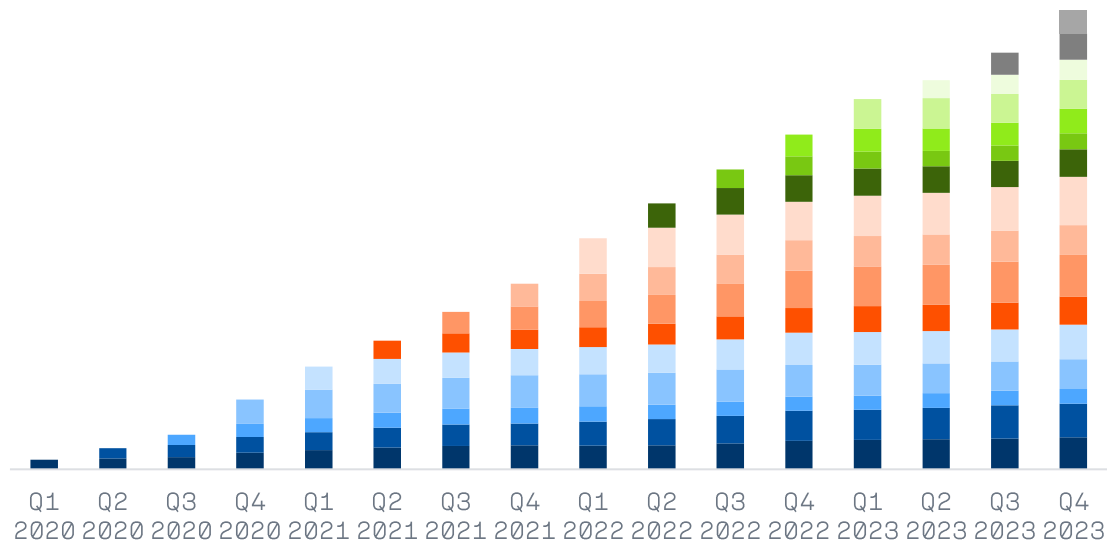


**~$1.1B**
media spend
in LTM

**3x**
number of
brands in 3 years
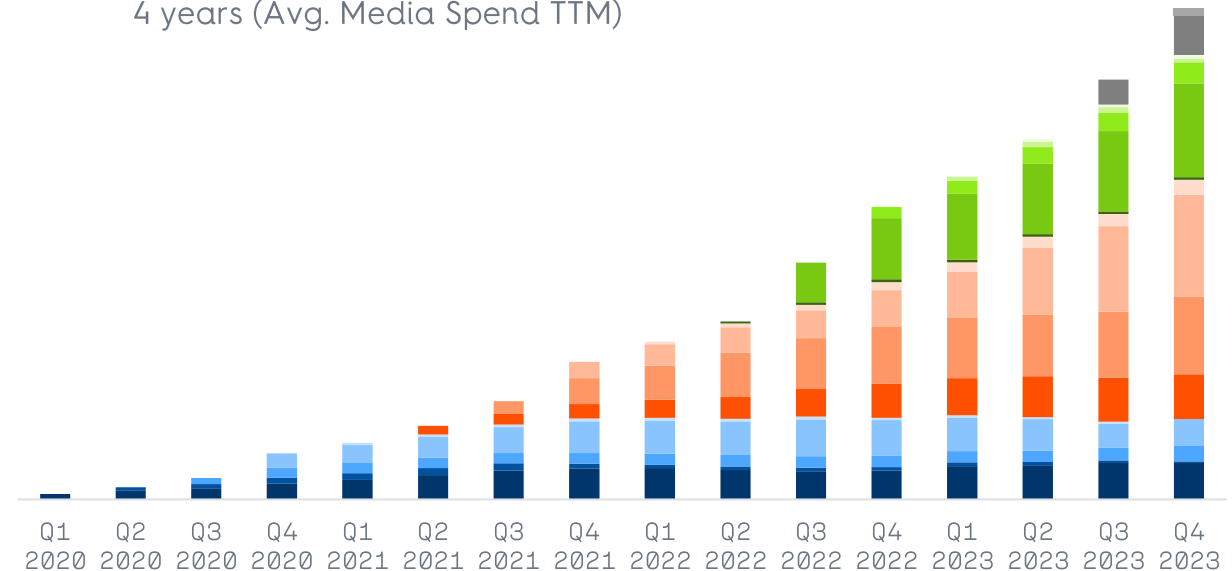
**121%**
Same-Retailer
CexT Retention in
2023

**>2**
years average
duration with long-
term contracts

**~70%**
of retailers
with exclusive
partnership

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# We Are Committed to Delivering Shareholder Value

## Disciplined Capital Deployment

### 1
### Organic growth investments

~10% of Contribution ex-TAC expected to be re-invested annually

Focused investments around strategic initiatives

### 2
### M & A

Tuck-in or bolt-on acquisitions to complement product portfolio or capability and unlock new opportunities

### 3
### Share buyback

Increased share buyback authorization by $150M in Feb. 2024

Plan to further accelerate our buyback in Q1'24

~$543M shares repurchased since 2018

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# Sustainability is Part of our DNA

**ACHIEVEMENTS**

## Diversity, Equity, & Inclusion

**Pay parity**

43%
Women population

**7 Employee Resource Groups**

## Governance & Data Privacy

High **privacy & data protection** standards

**Board Oversight** of sustainability strategy

Annual CSR report since 2016
SASB reporting

## Environment

First AdTech Company
with GHG emission reduction targets approved by **SBTi**

100%

**of data centers** powered by decarbonized energy sources or compensated by certificates

**GOALS**

Increase the share of women in tech roles

Leverage **TCFD** recommendations

Committed to reduce GHG emissions by 2030 in line with the 1.5° scenario of the Paris Agreement

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# We Have a World-Class Team with a Proven Track Record to Execute our Strategy

## Our Senior Leadership Team

**Megan Clarken**
Chief Executive Officer
Nielsen · Akamai

**Sarah Glickman**
Chief Financial Officer
XPO Logistics · Honeywell · NOVARTIS

**Ryan Damon**
Chief Legal and Corporate Affairs Officer
riverbed · charles SCHWAB

**Brian Gleason**
Chief Revenue Officer
groupm · XAXIS

**Todd Parsons**
Chief Product Officer
OpenX · ACXIOM

**Diarmuid Gill**
Chief Technology Officer
AOL · ADTECH

**Dr. Boris Mouzykantskii**
Chief Architect
IPONWEB

**Brendan McCarthy**
Chief Marketing Officer
Nielsen · Edelman

**Manuela Montagnana**
Chief People Officer
COMPASS · ADP

**Stephen Taylor**
Chief Transformation Officer
IPONWEB · Somo Part of the CI&T Family

## Deep Bench of R&D Talent

**~1,000** R&D & Product employees, representing the largest pool of R&D talent outside of the walled gardens

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# Appendix

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# Criteo by the Numbers

**$4.1 billion**
annual media spend activated[1]

**~18,000**
clients

**~60%**
of top-25 U.S. & ~50% of top-20 EU retailers[2]

**~75%**
of top 100 ComScore publishers in largest markets[2]

**~$1+ trillion**
ecommerce sales across customer base

**~700+ million**
Daily Active Users (DAUs)

**~65%**
of web DAUs addressable through directly-integrated publishers

**~$30 billion**
of commerce outcomes for customers

**18+**
years of expertise in commerce-focused AI

**~1,000**
R&D & Product employees

**~4 billion**
product SKUs

**100+**
markets globally

1. Activated media spend is defined as the sum of our Marketing Solutions revenue, the media spend activated on behalf of our Retail Media clients and the media spend activated by Iponweb
2. Retailers that have a monetization program as of Q4 2023

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# Supplemental Information – Share Buyback

Since initiating its first share buyback program in October 2018,
Criteo has repurchased 543M[1] shares

## Committed to maximizing share buyback to drive shareholder value…

- **Increased share buyback authorization by $150M in Feb. 2024**
  - Plan to further accelerate our buyback in Q1'24

- **$125M shares repurchased in 2023**
  - Spent 114% of FCF to repurchase shares in 2023
  - ~2.1M shares cancelled in 2023

## …with share buyback program governed by French law

- Only allowed to **own treasury shares up to 10% of share capital** at any given time

- **Use of repurchased shares restricted** to 1) granting shares to employees or 2) using shares as currency for M&A (i.e. the sole purpose of cancelling shares is not a lawful purpose under French law)

- **Unused repurchased shares have to be cancelled** 1) after one year for employee-reserved shares and 2) after two years for M&A-reserved shares

- Only allowed to **cancel a maximum of 10% of share capital** every 24 months

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# Our Commerce Media Platform

## The only unified platform that directly connects advertisers with retailers and publishers on the open internet

We enable media owners (incl. retailers) to earn more revenue by enriching and activating their first-party data and inventory to advertisers

**Supply Side & SSP**

**CRITEO // COMMERCE-GRID**

Commerce Supply Side Platform for media owners and access from agencies through their DSP of choice

**CRITEO // COMMERCE-YIELD**

Commerce Media Monetization Platform for retailers and marketplaces

Commerce Grid
- Agencies (through DSP of choice)
- Media Owners

Commerce Yield
- Retailers
- Marketplaces

**18K+ CLIENTS**

Commerce Growth
- DTC Brands
- Agencies (Performance Marketing teams)

Commerce Max
- Agencies (Retail Media & Brand Advertising teams)
- Established Brands

We expect to maximize returns for advertisers by delivering impactful advertising to the right consumer across the entire shopping journey

**CRITEO // COMMERCE-GROWTH**

Commerce Audiences & Retargeting for performance marketers and agencies

**CRITEO // COMMERCE-MAX**

Commerce Media Demand Side Platform for established brands, retailers and agencies

**Demand Side & DSP**

Note: Commerce Max and Commerce Yield are part of our Retail Media segment, Commerce Growth is included in Marketing Solutions and Commerce Grid is mainly part of Iponweb

# Our Commerce Media Platform Revenue Model

| Demand Side | Supply Side |
|---|---|

## CRITEO // COMMERCE-MAX

**DSP** | **% of Media Spend**

- **Paid by brands, agencies or retailers** when running campaigns
- Campaign management, targeting, and optimization, closed-loop measurement & reporting

### Managed services

**% of Media Spend**

- **Paid by brands, agencies or retailers** when leveraging Criteo operations to sell, set-up & optimize campaigns

### Add-on Services

Insights — Customization

## CRITEO // COMMERCE-YIELD

**Ad Server** | **% of Media Spend**

- **Paid by retailers** when using ad serving capabilities
- Ad serving, yield management, reporting
- Campaign management and optimization, reporting
- Revenue share model

### Managed Services

**% of Media Spend**

- **Paid by retailers** when leveraging Criteo operations to sell, set-up & optimize campaigns

### Add-on Services

Insights — Customization

Note: SAAS-like fixed licensing fees can also be charged for the use of our platform. This is applicable to large retailers and provides strong visibility into future revenues.

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# Our Commerce Media Platform Revenue Model

| Demand Side | Supply Side |
|---|---|

**CRITEO** // COMMERCE-GROWTH

**CRITEO** // COMMERCE-GRID

## Demand Side

### Managed & Self-Service

- **Outcome-driven pricing** Cost-per-click (CPC) and Cost-per-Impression (CPM)

- Paid by performance marketers, brands, and independent agencies

- Managed services include set-up, optimization and reporting of campaigns

## Supply Side

**SSP** | **% of Media Spend**

- **Paid by media owners** when using SSP
- Yield management, open exchange, reporting
- Inventory and data assets management incl. curation packages

### Managed Services

**% of Media Spend**

- **Paid by media owners** to monetize their inventory & data assets via accessing Criteo & third-party demand

### Add-on Services

| Insights | Customization |
|---|---|

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# Retail Media Footprint in the Americas

**We are the Retail Media Partner of Choice**

**~60%**
Top 25 U.S. Retailers[1]

**2 years**[2]
Average contract duration

Note: We partner with many of our retailer clients in a white label capacity
1. Retailers that have a monetization program as of Q4'23
2. For retailer customers on Criteo's Platform in the Americas

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# Retail Media Footprint in EMEA

## We are the Retail Media Partner of Choice

**~50%**
Top 20 EMEA Retailers[1]

**1.7 years**[2]
Average contract duration

Note: We partner with many of our retailer clients in a white label capacity
1. Retailers that have a monetization program as of Q4'23
2. For retailer customers on Criteo's Platform in EMEA

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# Retail Media Footprint in APAC

We tripled our Retailer Footprint over the Last 12 Months

Cross Selling Opportunities **+** Expansion with Brandcrush acquisition

Note: We partner with many of our retailer clients in a white label capacity

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# Industry Recognitions

**Ad Age Leading Women**

Megan Clarken, Criteo CEO 2022 Winner of AdAge's Leading Women in the advertising industry

**ADWEEK READERS' CHOICE best of tech PARTNER AWARDS**

2022 Winner of Adweek's Best Retargeting Solution

**FORRESTER**

Criteo was named as one of the 12 providers that matter most in "The Forrester WaveTM: Omnichannel Demand-Side Platforms, Q3 2023"

Forrester stated that "Criteo's strength is its use of AI"

**IDC**

Criteo was named as a Major Player in the "IDC MarketScape: Worldwide Demand-Side Platforms 2023"[2]

**Gartner**

Criteo recognized as a Representative Vendor in the May 2023 Gartner® Market Guide for Ad Tech Platforms. [1]

**INSIDER**

Criteo named one of the Top hottest AdTech companies of 2022 and 2023

**LinkedIn TOP 2022 COMPANIES Marketing & Advertising**

Criteo ranked #4 on 2022 LinkedIn Top Companies list for Marketing and Advertising in the U.S.

**Bloomberg Gender-Equality Index 2023**

Criteo became a member of 2023 Bloomberg Gender-Equality Index

**Ragan's CSR & DIVERSITY AWARDS**

2022 Winner for our global DE&I commitment and our CSR & ESG engagement and communication report

**International Inclusion AWARD 2021**

2021 Winner of the International Inclusion Award

**2022 Best Company CULTURE**

Criteo named 2022 Best Company Culture by Comparably

**TOP 50 INSPIRING WORKPLACES NOAM | 2022**

Awarded one of the Top 50 inspiring Workplaces in North America in 2022

**TALENT AWARDS FRANCE DIGITALE #FDDAY**

2021 Winner in Diversity France Digitale Talent Awards

**INTERNATIONAL INNOVATION AWARDS 2021**

2021 Winner of the International Innovation Awards (IIA)

**BIG INNOVATION 20 21**

2021 Winner for the Criteo Retail Media Platform

**TOP 50 PROGRAMMATIC POWER PLAYERS 2022**

2022 Winner in AdExchanger Programmatic Power Players

**DIGIDAY MEDIA AWARDS**

2021 Winner for the Best First-Party Data Strategy

**Diversity Champion Corporate Award 2021**

2021 Winner of the Diversity Champion Corporate Award

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# Glossary of Industry Terms

**COMMERCE MAX** – Criteo's Commerce Max is a Commerce self-service Demand Side Platform used by brands, agencies and retailers, enabling media planning and buying on retailer and open internet inventories leveraging Criteo's AI atop approved retailer data and unique commerce data, all with closed-loop product-level conversion measurement.

**COMMERCE GROWTH** – Criteo's Commerce Growth is a powerful, self-service performance marketing tool used by Direct-to-Consumer brands and their agencies to activate outcomes-optimized customer acquisition and retention objectives.

**COMMERCE YIELD** – Criteo's Commerce Yield is a Commerce Media monetization stack and ad server giving retailers and marketplaces full control to achieve maximum monetization of their digital assets through inventory and data management, packaging, and in-depth insights.

**COMMERCE GRID** – Criteo's Commerce Grid is a Commerce Media Supply Side Platform giving media owners the control to optimize the monetization of their inventory and data assets.

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# Glossary of Industry Terms

| | |
|---|---|
| **Acquisition** | Acquisition advertising is a marketing goal designed to grow an organization's customer base, including driving non-customers to the site, to purchase, or to sign up. |
| **Ad Tech** | Short for "advertising technology", services that provide marketers with the ability to engage people across digital properties to achieve marketer-specified outcomes (e.g., brand awareness, engagement, consideration, conversion) and provide media owners selling & yield tools to better monetize their inventory. |
| **Artificial Intelligence (AI) & Machine Learning (ML)** | ML is a subset of AI which allows a machine to automatically learn from past data without programming explicitly. The goal of AI is to automate decisions to solve complex problems that previously required a human-in-the-loop. |
| **Audience Targeting** | Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising. |
| **Awareness** | Awareness advertising is a marketing goal designed to increase consumer familiarity with a brand, either at the organization level or for particular products. |
| **Behavioral Targeting** | Also known as Online Behavioral Targeting (OBA) or Interest-based Advertising, generates an attribute from a consumer's prior activity, such as the number of pages visited about a particular topic or interactions with content (including ad clicks) associated with a particular brand. |
| **Brand / Agency DSP** | A 3rd party DSP not owned by Criteo. Criteo does not make Criteo unique audiences available to our customers in rival DSPs. |
| **Buyer Index** | Criteo's AI-driven propensity models that unlock additional commerce media engagement opportunities. Buyer Index uses shopper intent data mapped to contextual signals to drive superior marketing outcomes. |
| **Channel** | Specific medium where the advertiser's message will be viewed by its intended audience, often combining ad formats with specific devices (e.g., a video ad served within a social platform and viewed on a mobile device could be considered three channels). |
| **Commerce Audience Targeting** | Practice of engaging people based on shared characteristics (or segments) to better focus limited media budgets and deliver more relevant advertising. |
| **Commerce Data** | Criteo's set of purchase and intent data that provides insight into consumer behaviors and journeys. Our commerce data set includes demographics, location, ad clicked, pages viewed, products viewed, products purchased, offline sales, and contextual data from publishers, such as URLs, categories, and keywords. |
| **Commerce Media** | Digital advertising that combines commerce data and intelligence to help marketers and media owners drive commerce outcomes across retail media and the open web. |
| **Commerce Media Platform** | Encompasses Criteo's activation and monetization solutions and is powered by the world's largest set of commerce data to help marketers and media owners reach and monetize audiences and drive commerce outcomes. |
| **Contextual Targeting** | Matches an ad to a page, based on its content. It enables advertisers to display ads to groups of consumers based on their interests and digital content. |
| **Cookie** | A small text file stored on the user's computer that enables web servers to fund and improve the experiences of people as they navigate across the web. |
| **Demand-Side Platform (DSP)** | Technology platform used by marketers to achieve outcomes via targeting tactics, a centralized system for campaign management & reporting, plus access to wide scale of inventory. |

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# Glossary of Industry Terms

| | |
|---|---|
| **First-party data (1P)** | Information that a company can collect from their own sources. Usually, information about customers from both online and offline sources, such as the company's website, app, CRM, social media or surveys is first party data. |
| **Marketer** | Engages and grows customers for their organization's products and services by matching content to desirable audiences. |
| **Offsite ads** | Is the ability for retailers, brands, and agencies to create personalized advertising offsite and across the open internet, allowing them to look effectively for more opportunities to reach and convert targeted consumers beyond their own content walls. |
| **Onsite ads** | Is the ability for retailers to create personalized advertising on their owned digital assets or digital in-store content, making them media owners. |
| **Open Internet** | Also called the Open Web, which refers to digital publishing and advertising outside walled gardens, such as search and social platforms and SSPs. |
| **Retail Ads** | Retail advertising (retail media) is the process by which retailers use advertising (online and offline) to drive awareness and interest towards their products to generate sales from their target audience. Through advertising, a marketer attempts to influence their audience to drive a specific marketing objective. |
| **Retail Media** | A discipline that includes the buying and selling of advertising within retailer websites and apps. The most common ad format is the sponsored product ad, usually shown on search results, category, and/or product detail pages. |
| **Retargeting** | Also called Remarketing, the display of ads to people who have previously interacted with first-party digital web content (e.g. visited a website or engaged with a mobile app). |
| **Return on Advertising Spend (ROAS)** | Shows how much revenue you make for every dollar of ad spend. ROAS is expressed as a ratio, like 2:1. |
| **Shopper Graph** | The Criteo Shopper Graph connects online and offline shopper IDs across devices, browsers, apps, and other environments for a more holistic view of each user, helping to boost sales, product visibility, and profits, by harnessing the collective power of tens of thousands of actively participating advertisers, brands, publishers, and retailers. |
| **Supply-Side Platform (SSP)** | Yield optimization tool that publishers rely on to optimize the yield of their indirect sold inventory. SSPs act as an aggregator of inventory for media buying solutions. Service options (self, managed, hybrid) for all technology does not change the name of the software accessed by the hands-on-keyboard. |
| **Third-party data (3P)** | Data sold by a partner that does not directly interact with customers or the business data consumer. 3P data is used to enhance and scale audiences. |
| **Third-Party SSP** | A SSP not owned by Criteo. We make our advertising demand available to media owners by integrating our buy-side solution into these other sell-side solutions. |
| **Walled Gardens** | A closed / black-box online environment where advertisers have less access to customer data and have less control over how to measure success. Facebook, Google, Amazon are the best examples of Walled Gardens. |

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