



STRATEGY UPDATE

Megan Clarcken

Chief Executive Officer

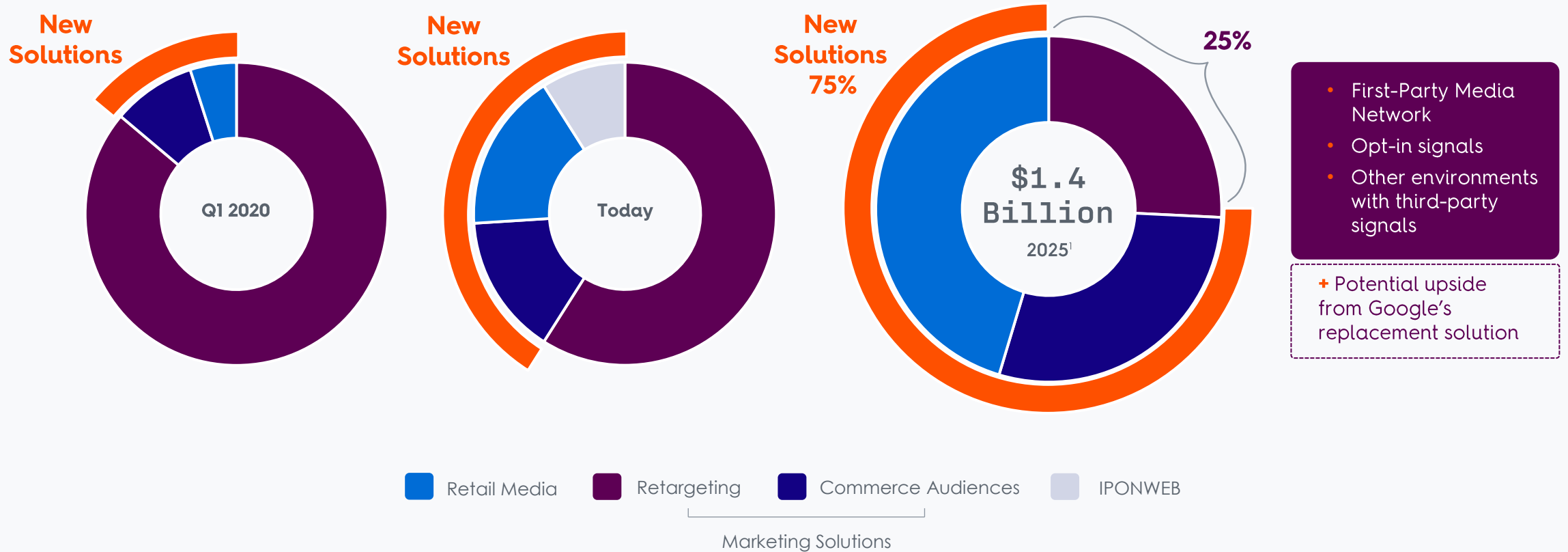


KEY HIGHLIGHTS

- ✓ Uniquely positioned to capitalize on huge market opportunity and commerce tailwinds
- ✓ Tremendous progress on our company transformation journey and strategy to achieve \$1.4B in Contribution ex-TAC and triple our Retail Media business by 2025
- ✓ Deep moat with strong R&D expertise, differentiated technology, first mover advantage and unique commerce data at scale
- ✓ Seasoned leadership team focused on execution and high say/do ratio

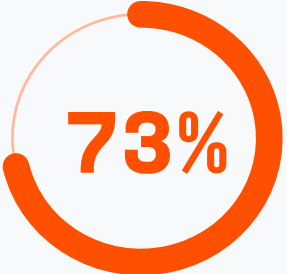
We Are Delivering on Our Transformation Strategy

Contribution ex-TAC Mix

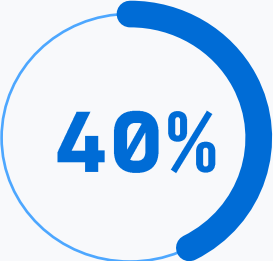


1. Assumes depreciation of Chrome 3PC and Mobile Android ID in H2 2024; the estimate includes IPONWEB, which is expected to contribute to the growth of both Retail Media and Commerce Audiences.

We Power Trusted and Impactful Advertising on the Open Internet



Consumers' online shopping¹ on the open internet



Marketers' ad spend² on the open internet



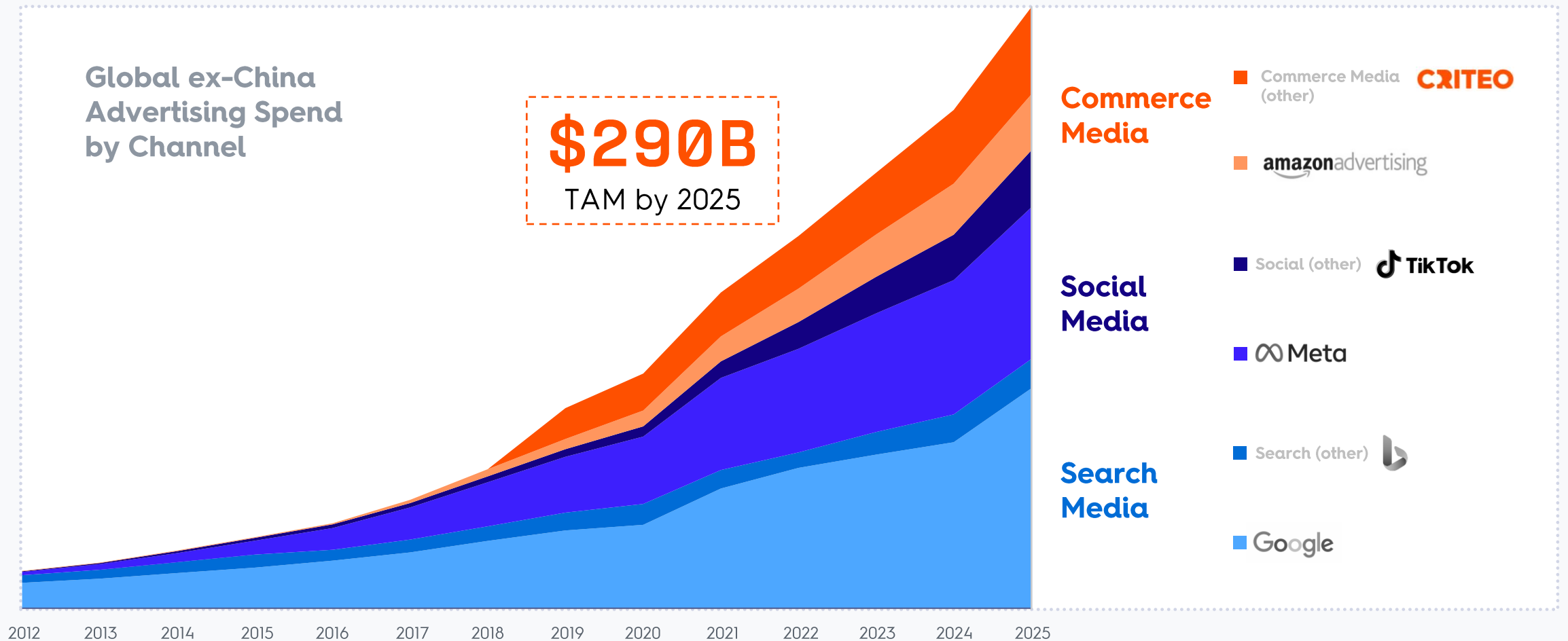
Goes to search and social²



1. Source: eMarketer, 2021

2. Source: Harris Poll and OpenX, 2020

Commerce Media is the Next Wave of Digital Advertising



Source: McKinsey; Magna Global; eMarketer; GroupM

We Are Ideally Positioned to Complement Amazon

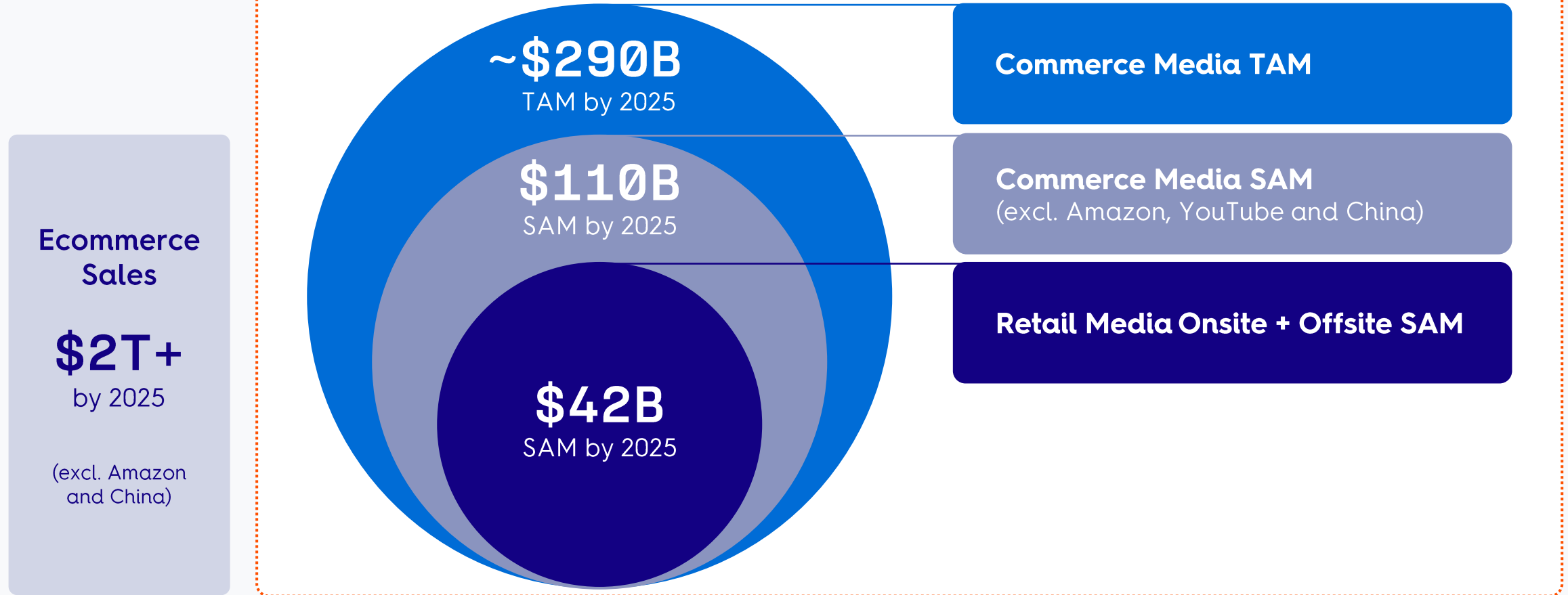


Our Retail Media & Marketing Solutions are complementary and together address a larger opportunity – enabling brands, agencies and retailers to activate commerce beyond Amazon.

1. Source: eMarketer, 2022

We Are Poised to Capture a Massive Market Opportunity

Advertising Spend Opportunity



Source: McKinsey; Magna Global; eMarketer; GroupM

Trends Shaping the Digital Advertising Market

Ecommerce growth and penetration

Worldwide retail ecommerce penetration expected to grow to **24%** in 2025, up from 19% in 2021¹

Trade marketing shifting online

\$80B online trade marketing² opportunity and rapidly growing

Consumers on the open internet

Consumers spend **66%** of their time online on the open internet³

1. Source: eMarketer, 2022

2. Source: LUMA partners, 2022

3. The Harris Poll & OpenX, 2020

Our Commerce Media Platform Serves Media Buyers and Sellers

DEMAND SIDE
for Media Activation

1,600+
Brands & Agencies

20,100+
Performance Marketers &
Retailers

// **COMMERCE
MEDIA
PLATFORM**

Commerce Audiences at Scale
~725M DAUs across 90+ Markets

Personalized Ad Engine
940 R&D and Product Employees
16+ Years of AI Learning

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

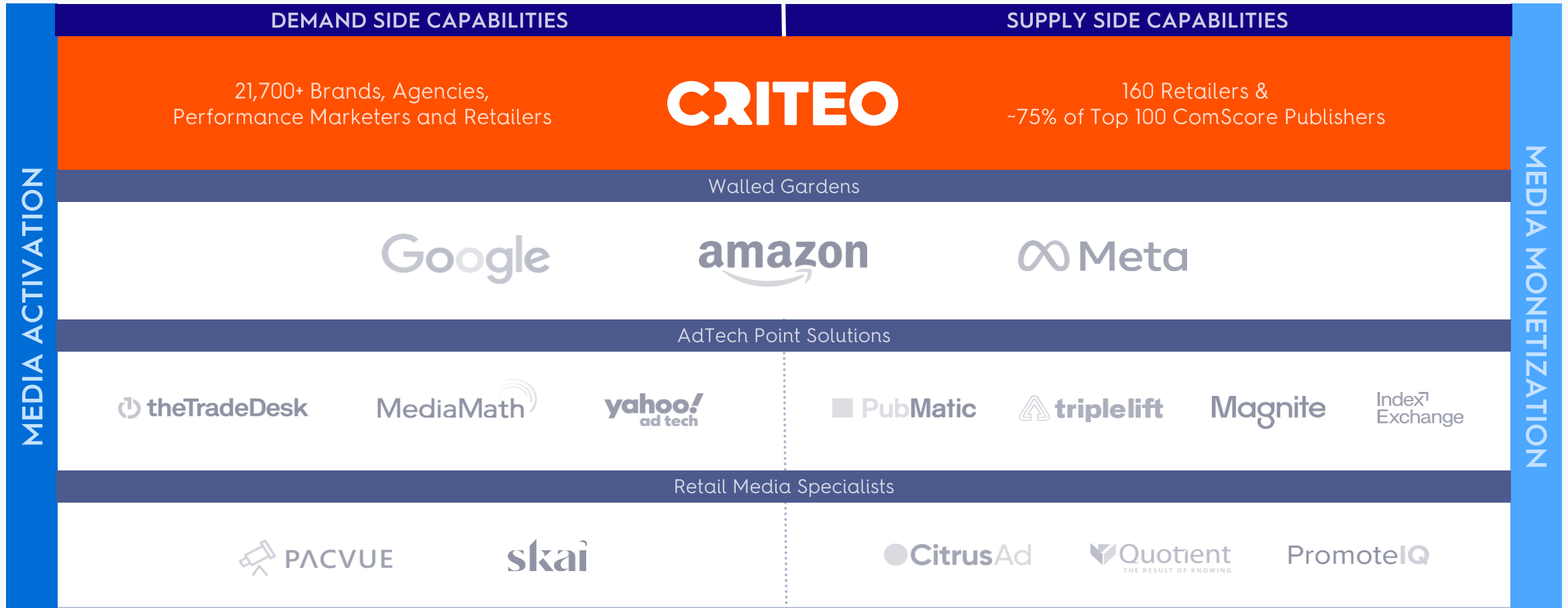
Infrastructure & APIs
Deep IT Integrations with Retailers & Brands

SUPPLY SIDE
for Media Monetization

160
Retailers
~50% of Top 25
U.S. & EU Retailers

~75%
of Top 100
ComScore Publishers

Our Platform Delivers End-to-End AdTech Capabilities



We Have Achieved Tremendous Progress on our Transformation

Double digit Contribution ex-TAC growth in 2021



Brian Gleason named Chief Revenue Officer



Dr. Boris Mouzykantskii named Chief Architect

Acquisition of **IPONWEB**

- Complementary scalable demand & supply side tech
- World-class R&D talent
- Extended first-party data integrations

Launching platform product suite

// **COMMERCE MEDIA PLATFORM**

June 2021

October 2022

Global Agency Partnerships



Supply Partnerships



Retail Media Expansion



NORDSTROM



Ecomm Expansion



Why Invest in CRTO Today?

Huge Market Opportunity

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

Unique Commerce Data

Large scale and commerce data with access to 725M Daily Active Users and \$1+ trillion in annual ecommerce sales

Differentiated Technology

16+ 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