

RETAIL MEDIA SPOTLIGHT

Sherry Smith

GM, Global Enterprise

KEY HIGHLIGHTS

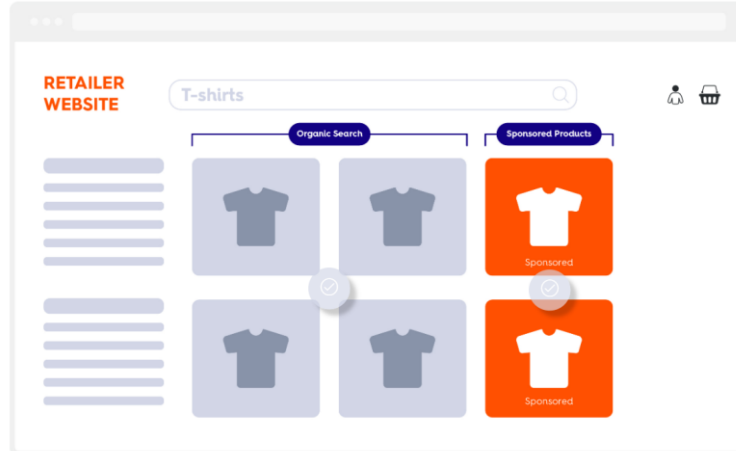
- ✓ Superior integrated Retail Media onsite & offsite offering supporting continued rapid growth
- ✓ Leadership position and strong moat through highly differentiated technology and unique scale
- ✓ Highly scalable SaaS-like operating model with multiple levers to drive sustainable growth

The Commerce Media Platform That Enables All Retail Media Capabilities

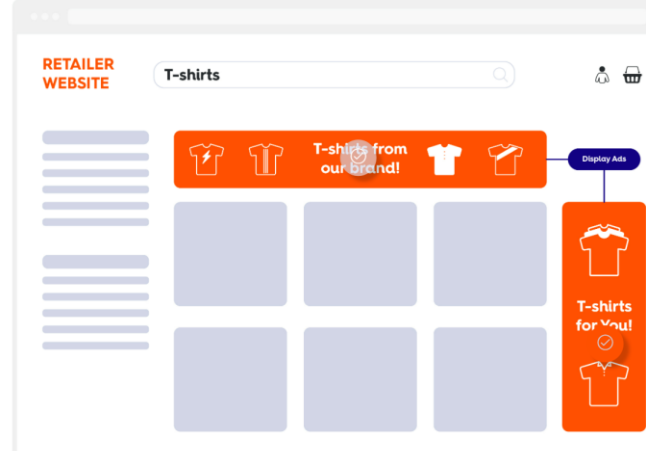
Unified Self-Service Platform & Closed-loop Measurement

Onsite (retailer.com)

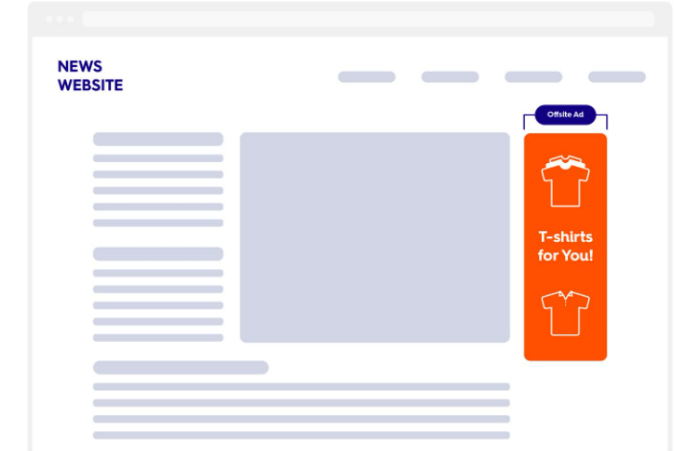
Offsite (open-web.com)



Sponsored Products



Display



Acquisition & Retention

Marketplaces & White Label User Interface

Commerce Insights

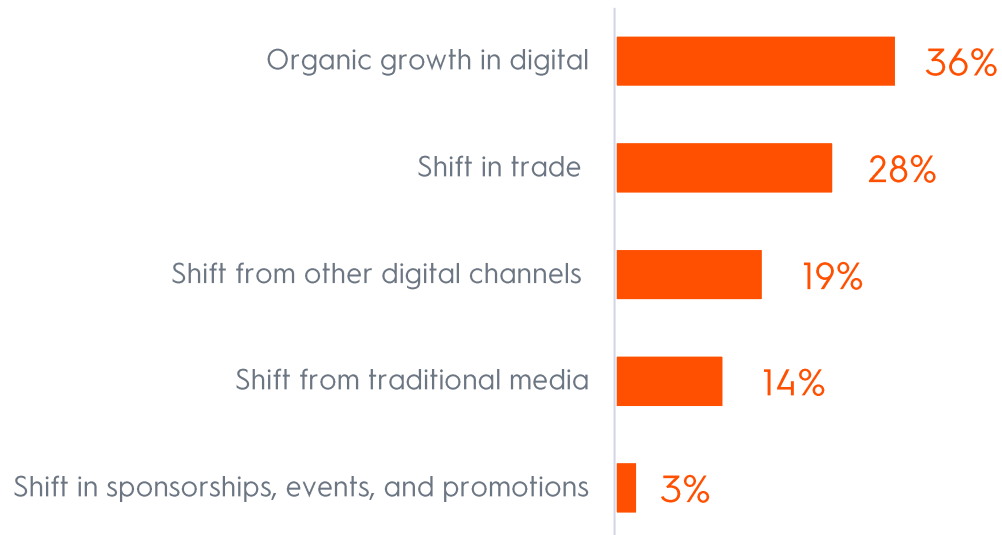
Why We Win RFPs

	CRITEO	Competitor 1	Competitor 2	Competitor 3
Onsite Sponsored Products	★ ★ ★	★ ★ ☆	★ ☆ ☆	✗
Onsite Display	★ ★ ☆	★ ★ ☆	★ ★ ☆	✗
Offsite DSP	★ ★ ☆	★ ★ ☆	★ ☆ ☆	★ ★ ☆
Offsite Audience Curation	★ ★ ☆	★ ☆ ☆	★ ☆ ☆	✗
Closed-loop Measurement	★ ★ ★ Real-Time	✗	✗	★ ☆ ☆ Only offsite, delayed

Note: scale rating 1 (weak) to 3 (strong)

Secular Growth Trends Are Disrupting Retail

Channels Where US Retail Media Ad Spending Growth by 2026 is Expected to Originate



Source: eMarketer, March 2022



How Retail Media Is Reshaping Retail



Are You Ready for the Retail Media Revolution?



Retail media: A highly profitable new business



By 2023, retail media will surpass \$50 billion and represent nearly 1 in 5 digital ad dollars.

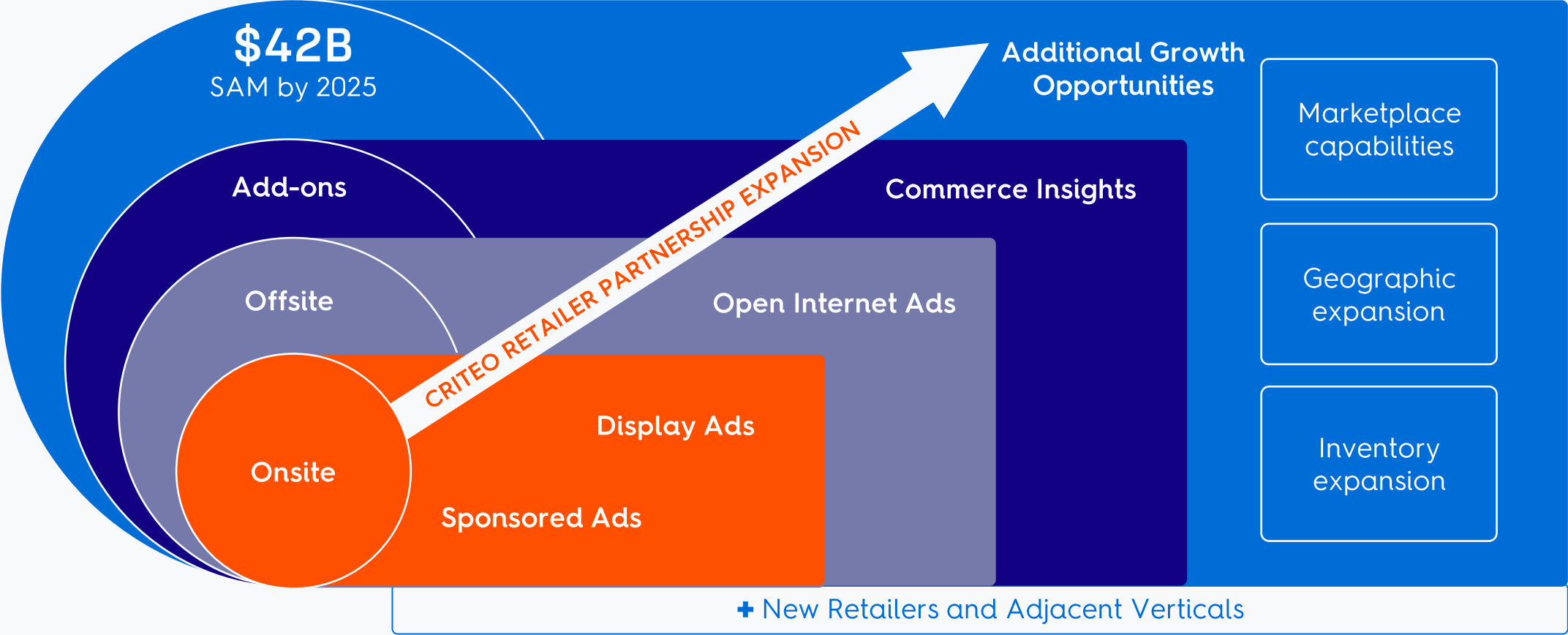


Retail media networks are transforming the advertising landscape and boosting top retailers' bottom lines. Our latest survey helps debunk five mistaken beliefs about RMNs.



RETAIL MEDIA PRESENTS NEW BUSINESS OPPORTUNITIES

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



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



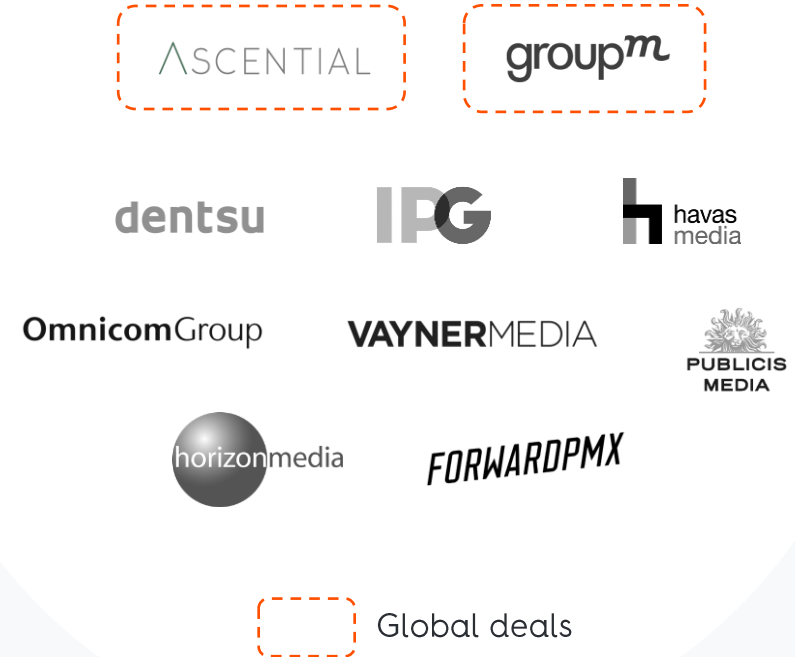
We Capitalize on Fast-Growing Demand with an Extensive Network of Partners

11 API Partners

driving demand at scale from day one



Agency Partners



We Are the Tech Partner for Many Retailers...



A Look Into Best Buy's Retail Media Journey

Activated media spend doubled since 2019

- + Commerce Insights
- + Commerce Max (Offsite)
- + Launched BBY Canada
- + Display & Marketplace Capabilities
- Sponsored Ads since 2015



A Look Into Carrefour's Retail Media Journey

Activated media spend more than doubled since 2020

- + Inventory Expansion
- + Launched New Geographies (Brazil, Italy, Belgium)
- + Sponsored Ads since 2021
- Display Ads since 2014



A Look Into Meijer's Retail Media Journey

Activated media spend x4 since 2019

- + Inventory Expansion
- + Display Ads since 2022
- Sponsored Ads since 2019

... Also Powering Marketplaces



How Flipkart Sees & Expands Commerce Capabilities with Criteo

Flipkart, India's homegrown ecommerce marketplace, is partnering with Criteo to power its Product Performance Ads and combine our offsite capabilities with its audience scale

Flipkart Scale

400M+ Registered Users

150M Products across 80 Categories

Current Engagement

45+ Brands Onboarded

330+ Campaigns Run

Why Marketplaces Choose Criteo

Onsite / Offsite Offerings

Marketplace-Centric Technology

Global Footprint

We Have Unmatched Global Scale..

Omnichannel retailers, marketplaces and new adjacent vertical (service delivery)

Electrical	Homeware	Pharmacy	Grocery	Department	Service Delivery	Marketplaces

160
Retailers

50%+
of top-25 retailers¹ in the U.S.

50%+
of top-25 retailers¹ in the EMEA

Strong footprint in North America and EMEA and entry in new geographies (LATAM, APAC)

1. Based on 2021 ecommerce revenue

... And a Strong Moat Driven by Unique Technology

FORRESTER®

Key score comparisons from latest WaveTM scorecard:

Criteria	CRITEO	Closest Competitor
Platform	5.00	4.20
On-Site Monetization	5.00	5.00
Data Monetization	3.00	1.00
Malware & Fraud Protection	5.00	1.00
Language Support	5.00	3.00
Innovation Roadmap	5.00	1.00
Market Presence (Revenue)	5.00	1.00
No. of Customers	5.00	4.00
No. of Employees / Engineers	4.00	2.00

Source: Forrester Wave - Sell-Side Retail Media Solutions (Q3 2021)

World-Class AdTech Stack

Self-Serve Platform with Open APIs

Closed-loop Measurement & Reporting

Sponsored Products

Onsite & Offsite Display

Targeting & Personalization

Audience Integration

Creative Builder

11 API Integrations

Open & Configurable Algorithms

White-Label DSP