

criteo.

Criteo Retail Media Platform 101

July 2020



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 and other actions by our counterparties. Importantly, at this time, the COVID-19 pandemic is having a significant impact on Criteo’s business, financial condition, cash flow and results of operations. There are significant uncertainties about the duration and extent of the impact of the virus. The dynamic nature of these circumstances means that what is said in this presentation could materially change at any time.

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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.



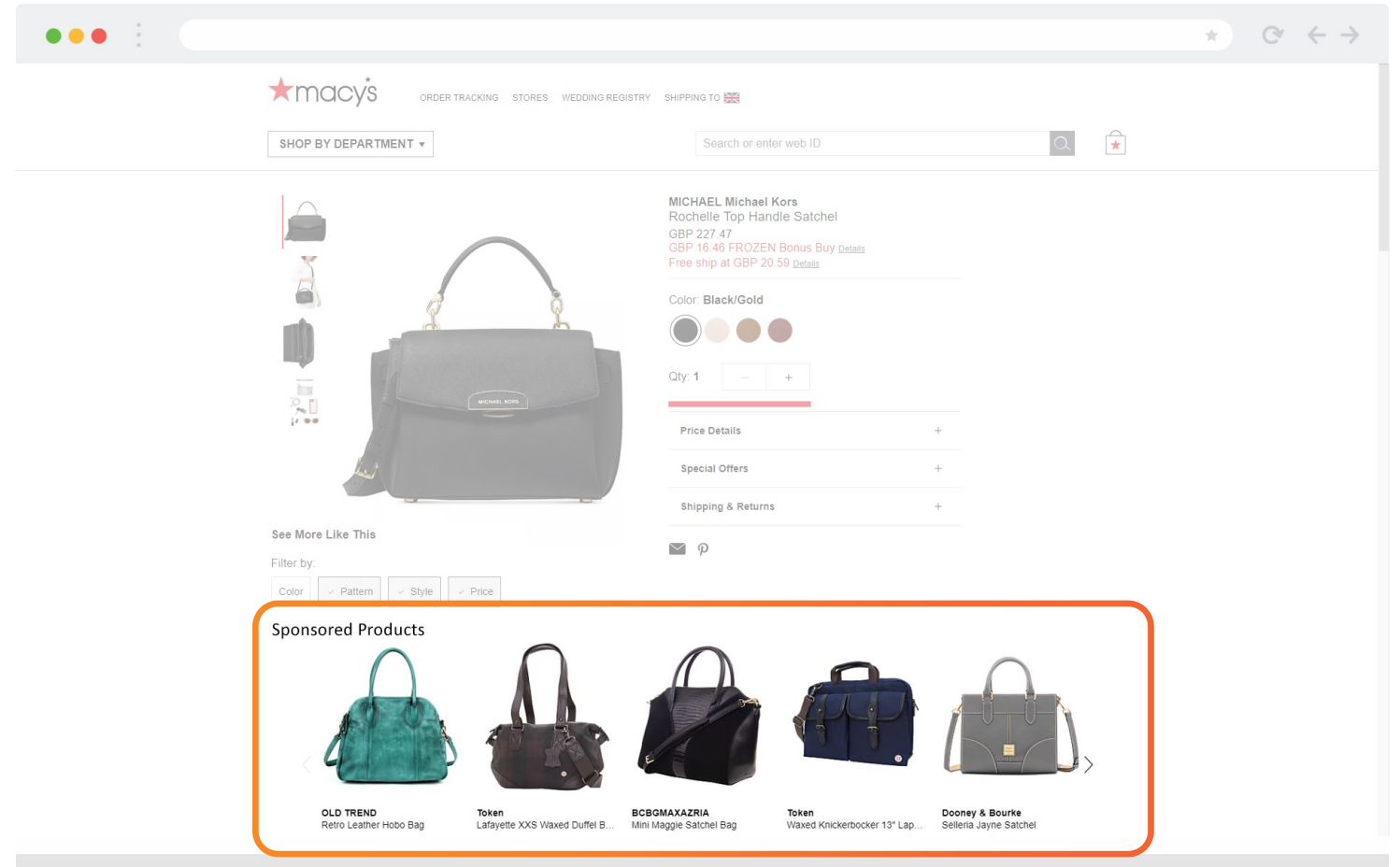
Criteo Retail Media Vision



To be the technology platform
that powers the most efficient and
measurable retail media
ecosystem for the world's leading
retailers and brands

What is Retail Media?

Retail Media is the placement of brand advertisements within the ecommerce sites and mobile applications of retailers.



Retail Media is generating buzz as retailers evolve into media companies

MARKETING DRIVE



Walmart debuts self-service ad platform, enhanced targeting tools

TECHCRUNCH



Target ups its ad efforts with revamped media company, Roundel

ADAGE.COM



Walmart leverages offline data in its latest bid to take on Amazon

FORBES



Target Media Network takes a new and dynamic 'Brand Stand'

MEDIAPOST COMMUNICATIONS



Target Media Network rebrands as Roundel

DIGIDAY



Best Buy touts first-party data capabilities as it looks to build its media business

‘Every U.S. retailer with significant site traffic will attempt to become a media platform. Forrester sees a growing trend: Amazon pulled in over \$10 billion in advertising revenue in 2018, which woke up other retailers who have traditionally competed against Amazon.’

**Forrester, Predictions 2020:
Media; October 29, 2019**

Retail Media: More important than ever for retailers and brands



Retailers

Retailers need to develop media businesses to support margins in an increasingly competitive ecommerce market.



Brands & Agencies

Brand manufacturers need to reach shoppers at the digital point of sale and measure campaigns against product sales.

We've spent 12 months preparing to take retail media to another phase of growth

1. **Redesigned our entire platform for transparency, flexibility, and control** and laid the foundation for integrating our Sponsored Products and Commerce Display tech stacks in the coming quarter.
2. **Reinvented our pricing** and commercial models, transitioning from a legacy ad network model to a transparent, technology platform model for retailers, brands, and agencies.
3. **Won the confidence and support of our top customers** who see Criteo as critical to powering the open retail media ecosystem.
4. Done all of this while **accelerating our existing business.**



**Meeting the needs of our
customers:
Responding to brand and
retailers to make it easier for
them to buy and sell at scale**



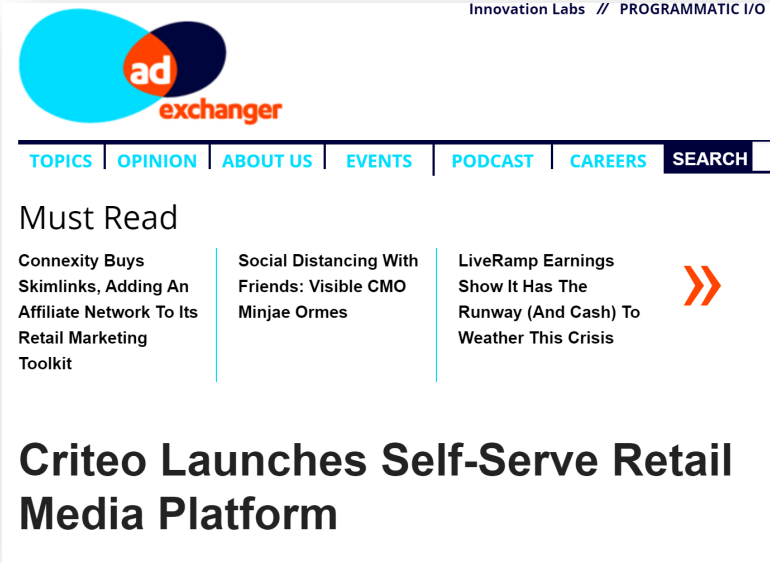
Retail Media Platform is HERE!



ADWEEK NEWS ▾ EVENTS ▾ WEBINARS ▾ CONNECT ▾ YOUR CAREER ▾

AD TECH & MAR TECH

Criteo Doubles Down on Retail Media With the Launch of a New Self-Service Ad Platform



Innovation Labs // PROGRAMMATIC I/O

ad
exchanger

TOPICS | OPINION | ABOUT US | EVENTS | PODCAST | CAREERS | SEARCH

Must Read

Connexity Buys Skimlinks, Adding An Affiliate Network To Its Retail Marketing Toolkit	Social Distancing With Friends: Visible CMO Minjae Ormes	LiveRamp Earnings Show It Has The Runway (And Cash) To Weather This Crisis
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Criteo Launches Self-Serve Retail Media Platform

What does this mean?

**Sponsored Products
and Display
together in one
platform**

**Transparency-by-
design**

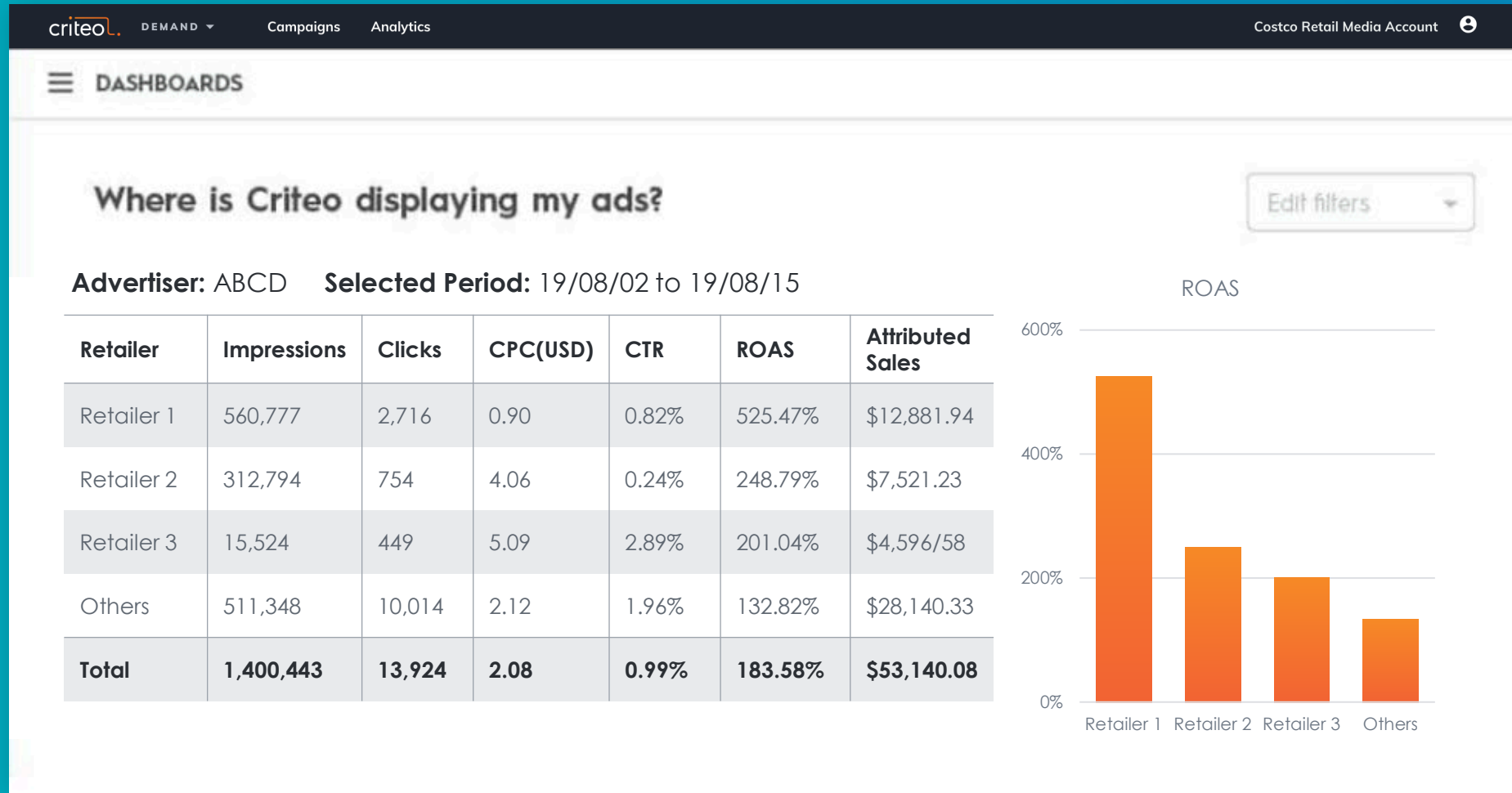
**Enterprise-grade
self-service**

Creative and Targeting Flexibility: Apply Different Tactics Across the Shopper Journey

The image displays four screenshots from the Costco Wholesale website and mobile app, illustrating different stages of the shopper journey:

- Top Left:** A desktop view of the Costco Wholesale website showing the search bar, navigation menu, and a search for "Bath & Facial Tissue". The results page shows various tissue products with filters for price and brand.
- Top Right:** A desktop view of the Costco Wholesale website showing a promotional banner for "ONLINE-ONLY HOT BUYS" featuring a Vizio TV, a juicer, and a facial care kit. The banner includes a "4 DAYS! Valid 4/22/19 - 4/25/19" offer.
- Bottom Left:** A desktop view of the Costco Wholesale website showing a product detail page for a Samsung 82" Class (81.5" Diag.) 4K UHD QLED LCD TV. The page includes the product image, price (\$4,499.99), and specifications.
- Bottom Right:** A mobile app view of the Costco Wholesale website showing a product detail page for a Philips Sonicare DiamondClean electric toothbrush. The page includes the product image, price (\$10 OFF), and a "Member Only Item" badge.

Transparency in reporting: Know where money is going and where you are driving performance



Self Service: Enterprise-grade platform for buying across retailers

The screenshot displays the Criteo Demand platform interface for an "Auction Ads - Seasonal Campaign". The top navigation bar includes the Criteo logo, a "DEMAND" dropdown menu, and links for "Campaigns" and "Analytics". On the right side of the header, it shows "Costco Retail Media Account" and a user profile icon.

The main content area features a progress indicator with four steps: "Line Item Settings" (completed), "2 Select Products" (current step), "3 Bid", and "4 Review".

The "Select Products" section is titled "Select Products" and contains two tabs: "Search Account Catalog" (active) and "Find matches by product IDs". Below the tabs are three filter fields: "Brand" (set to "Citizen"), "Category" (set to "3 Selected"), and "Price" (set to "Any"). A search input field with a magnifying glass icon and a "Search" button is also present.

The search results section shows "Search Results: 13" and "Products Selected: 0". It includes three action links: "Select All Results", "Select All on Page", and "Deselect All". The results list two items:

Image	Product Name	Brand	Status	UPC	MPN	Price	Select
	Citizen Eco-Drive Stainless Steel Ladies Watch	Citizen	In Stock			\$169.99	<input type="checkbox"/>
	Citizen Eco-Drive Multi-Function Stainless Steel Men's Watch	Citizen	In Stock			\$179.99	<input type="checkbox"/>

At the bottom of the interface, there are three buttons: "Exit", "Save & Exit", and "Save & Continue".

The new Criteo Retail Media Platform provides one unified platform for the open retail media ecosystem



What do clients get from Retail Media Platform?

Retailers – Better Tools to Manage Your Business



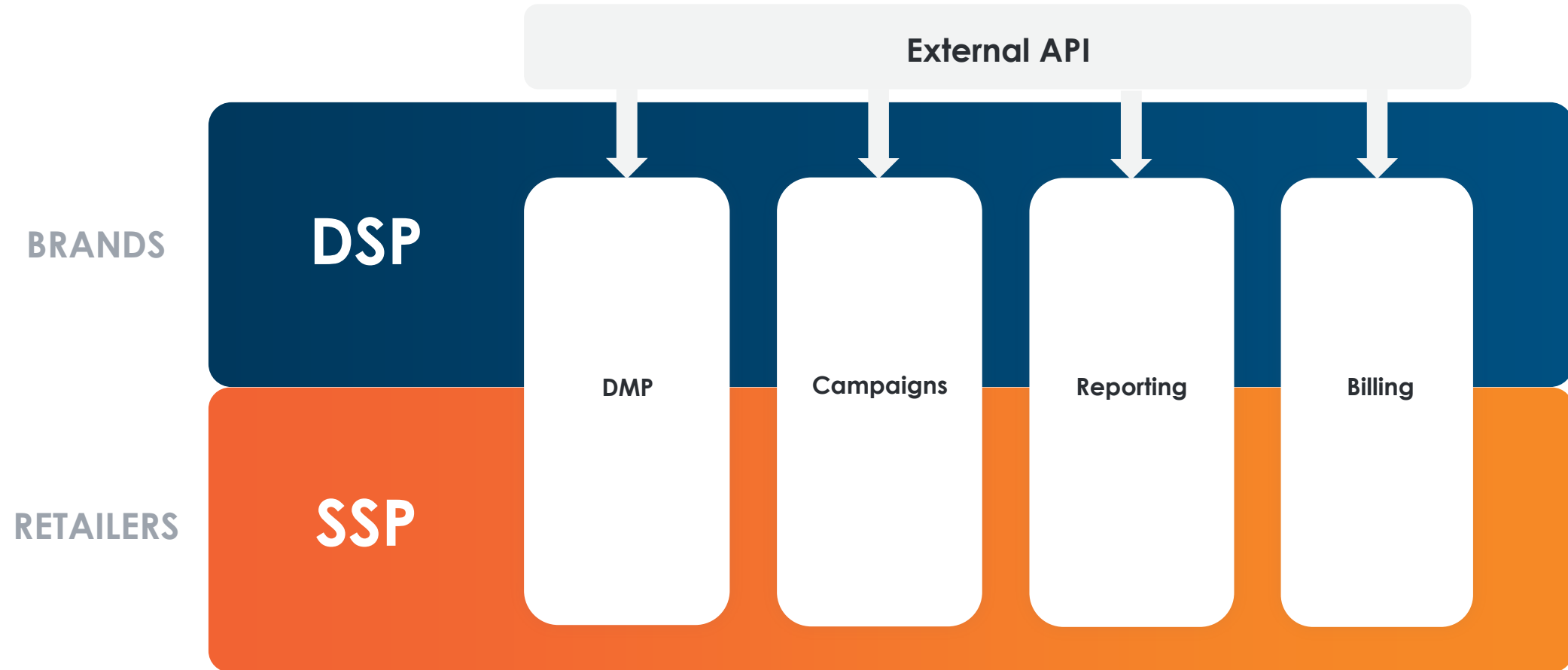
- **One platform** for all ad formats and demand sources
- More **flexible campaign management** – easier to create, manage, and optimize complex campaigns
- Better **reporting experience** with improved data visualizations
- Support for **more ad formats**, audience targeting, and CPM-based pricing models
- **Full control** of media pricing and yield – retailers control their all floor prices and rate cards
- **Incremental demand** from brand and agency platform users, plus 3rd party demand sources

Brands – Single Platform to Manage Retail Media Across Retailers



- Enterprise-grade **self-service capabilities**, with full transparency, robust account management & user permissions
- Campaign management and reporting **APIs to integrate** with existing analytics tools and buying platforms

Platform architecture: Single platform to manage all retail media



An evolution in our commercial model

Making our fees more transparent for retailers and brands

Potential for new pricing model aligned to industry norms:

Ad Server/SSP Fees

Fees charged to retailers for use of our tech to serve ads on their sites/apps

DSP Fees

Fees charged to brands and agencies for using our technology to buy and manage retail media campaigns

Managed Service Fees

Fees charged, incremental to tech fees, for creating and optimizing campaigns on behalf of brands/retailers.

So what does Retail Media mean for Criteo?



**Attracts
New Brand and
Agency Customers**



**Not Reliant On
Third Party
Cookies**



**Relevant and
Accountable
Advertising**



**Opportunity for
SaaS Model**

criteoL.

Questions?

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