

Criteo

Q2 2014 Performance



Earnings by the Numbers

Q2 2013 Q2 2014
increase denotes year-over-year

Total Revenue*



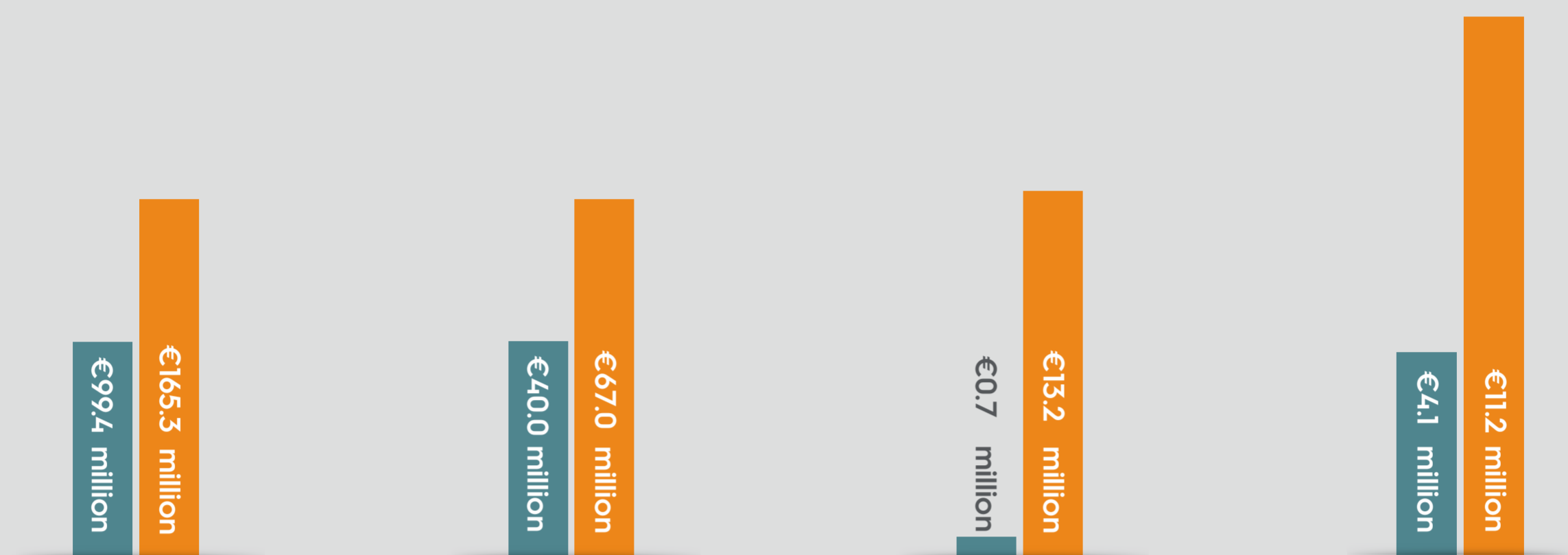
Total Revenue ex-TAC*



Adjusted EBITDA



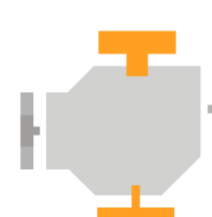
Operating Cash Flow



*in constant currency

Growth Drivers

Criteo delivers personalized performance advertising at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure.



Reengineered Criteo Engine

up to
15 million
predictions, per second

response within
20 milliseconds



served personalized mobile ads for
69%
of our client base



+43% growth
new client increase YOY



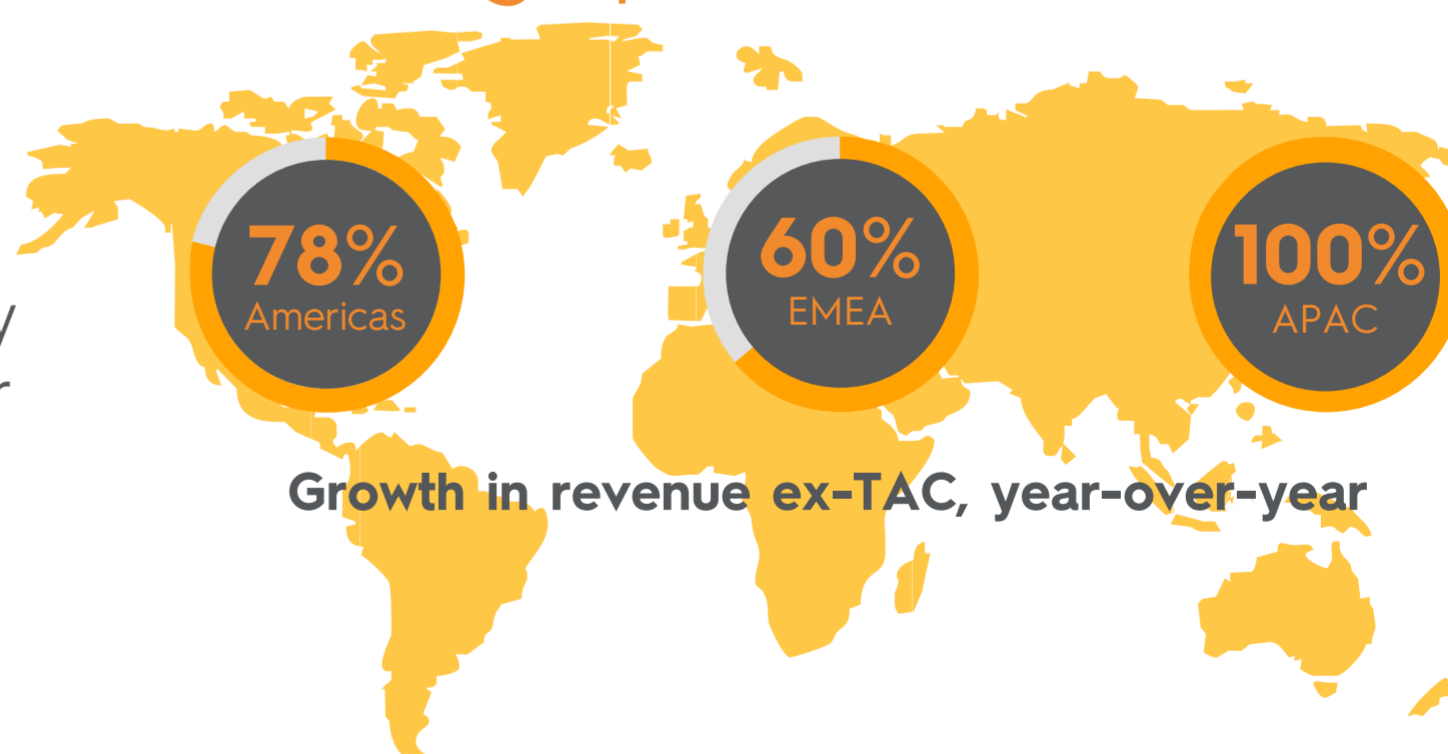
90% client retention



over **35%**
of YOY growth from existing clients

Revenue Growth Across All Geographies

Criteo's global reach is among the world's top two, per comScore, supported by direct relationships with over 7,700 premium publishers.



Record Return for Clients



+88%
increase in post-click sales in last 12 months



annual run rate
€1 billion
mobile client sales

Key Business Statistics



Number of Clients:
over **6,100**
+564 this quarter



Direct Publishers:
over **7,700**
+530 this quarter

Learn More

For full financial data and non-IFRS reconciliations, please refer to Criteo's Q2 2014 earnings release issued on August 5, 2014, available at ir.criteo.com.

criteo.