



CRITEO APPOINTS CHIEF OPERATING OFFICER TO NORTH AMERICA BUSINESS

INDUSTRY VETERAN ROB DEICHERT TO OVERSEE CRITEO'S US BUSINESS GROWTH

New York — November 13, 2013 — [Criteo](#) (NASDAQ: CRTO), a leading global technology company that specializes in performance display advertising, today announced that Rob Deichert will take on the newly created role of Chief Operating Officer for North America. In this new role, Deichert will be responsible for working with and building the teams in the US and Canada to expand the company's presence and accelerate growth.

"We are thrilled to have Rob come on board during this pivotal time in Criteo's trajectory," said JB Rudelle, CEO and co-founder of Criteo. "His comprehensive understanding of performance display and its great yield for publishers will enable Criteo to accelerate the growth of our North America business."

Deichert is an industry veteran who will bring over thirteen years of experience in the digital advertising space to Criteo. He has held senior operating roles at Advertising.com, AOL (Platform-A), Weather Channel, LivePerson, and most recently at Tribal Fusion as the Global GM and SVP of Business Operations. Deichert holds a bachelor's degree from John Hopkins University and an MBA from University of Maryland - Robert H. Smith School of Business.

"I'm excited to join Criteo as the company embarks on this exciting new phase," said Deichert. "Criteo cuts through the usability clutter and provides technology that delivers measurable results for advertisers and publishers."

About Criteo

Criteo is a leading global technology company that specializes in performance display advertising, working with over 4,000 ecommerce companies around the world. Criteo has over 700 employees in offices across the U.S., Europe and Asia serving more than 35 countries. For more information:

www.criteo.com

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