



For Release

CRITEO APPOINTS JEAN-LOUIS CONSTANZA AS CHIEF INNOVATION OFFICER

New position to drive culture of innovation at Criteo

Paris —27 November 2013 — [Criteo](#), (NASDAQ: CRTO) a leading global technology company that specializes in performance display advertising, today announced that Jean-Louis Constanza has joined as the Chief Innovation Officer. In this new role, Constanza will supervise Criteo's Human Resources function and will pilot the progression of the entrepreneurial spirit of the company in collaboration with the Chief Cultural Officer. Constanza will also lead Criteo's overall innovation agenda working with product partners on new growth areas.

"Jean-Louis is a unique talent with a deep understanding of the tech industry, particularly mobile. As someone who lives and breathes innovation, we are excited to have him in this key role," said **JB Rudelle**, CEO and co-founder of Criteo." Jean-Louis knows what it takes to lead innovation in a major corporation and to bring new ideas to life in a meaningful way."

Constanza brings more than 25 years of domestic and international experience in the communication and mobile industries. Prior to joining Criteo, he spent 7 years at Tele 2 and 5 years at Orange with successful track records. Constanza also led innovation as Director for Orange Vallée, an incubator developing products and bringing disruptive innovation for the Orange Group. In 2006, Constanza founded Ten, the first MVNO to focus on messaging and Internet access on mobile. He holds a Master of Business Administration degree from INSEAD and an Engineer degree in aerospace and robotics.

"The drivers of innovation have changed – it used to be about developing new products and services, but now it's about so much more," said Constanza. "The culture of an organization, the balance between execution and transformation present unprecedented opportunities for Criteo, and I'm thrilled to be a part of this process."

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 40 countries.

For more information: www.criteo.com

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