



## CRITEO APPOINTS FRANK ERICSON AS MANAGING DIRECTOR NORDICS

*Experienced Online and Advertising Executive to Drive Growth in the Nordics*

**Stockholm — January 21st, 2014 — [Criteo](#) (NASDAQ: CRTO), a leading global technology company that specializes in performance display advertising, today announced the appointment of Frank Ericson as Managing Director for the Nordics. Criteo enables advertisers to have an individual relationship with each of their potential customers by displaying the right product to the right user at the right time. In his new role, Ericson will be responsible for growing the market in the Nordics, strengthening relationships with both advertisers and publishers, and promoting go-to-market activities.**

“Frank brings many years of knowledge and experience to Criteo, as well as a proven track record when it comes to driving measurable results in Scandinavia,” said Robert Lang, Managing Director Fast Growing Markets (Nordics, Eastern Europe, Latin America, Middle East and Africa) at Criteo. “We are very excited to welcome such an experienced leader, who will support our local teams in expanding our relationships with advertisers and publishers.”

Ericson has 20 years of in-depth national and international experience. Prior to joining Criteo, he spent four years at StepStone in Sweden. As Managing Director, he was responsible for the development of new products and services, both for Sweden and all the other European markets. Prior to StepStone, Ericson has held several senior leadership positions in the Nordics, such as founder and CEO of Gajdo, one of Sweden’s first web-based meeting places for companies and individuals. He was also responsible building up Advertising.com’s business in Sweden and Finland. Ericson holds a diploma in Business Administration from the IHM Business School, Gothenburg.

“Criteo continues to redefine the online display advertising market with its innovative solutions,” said Ericson. “Having worked with Criteo on the customer side, I know how effective their solution is, for example, with the help of Criteo, we dramatically increased conversion rates. I am excited to be part of such an innovative team and am looking forward to supporting the growth of the company.”



## **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](http://www.criteo.com)

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