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Criteo Acquires Tedemis, Expanding Customer Reach Across Channels

New York – February 20, 2014 – [Criteo](#) (NASDAQ: [CRTO](#)), a leading global technology company that specializes in digital performance advertising, today announced it has acquired Tedemis, a leading provider of real-time opt-in personalized email marketing solutions, that help advertisers turn web visitors into customers.

Marketers are increasingly looking for holistic performance marketing solutions that can target and deliver relevant ads to customers and generate measurable ROI across all devices and channels. With the addition of Tedemis, Criteo will offer advertisers a comprehensive multi-channel performance marketing solution that is customer centric and provides significant, measurable return on investment based on a cost per click (CPC) model. Tedemis, which launched in 2006, is headquartered in Paris, France. The total consideration for Tedemis is 17 million euro in cash paid up-front with the remaining 4 million euro being deferred based on agreed milestones. Additional terms of the transaction were not disclosed.

Executive Quotes

Criteo

“As marketers look to optimize their customers’ online purchase path the ability to reach them via multiple channels is paramount. The increased consumption of email via mobile presents an exciting opportunity for advertisers”, said Eric Eichmann, Chief Operating Officer, Criteo. “By adding Tedemis’ solutions to Criteo’s portfolio, we are uniquely positioned to extend our differentiated and personalized digital performance advertising solutions to new channels. We will be deploying Tedemis’ solution starting with our key markets as part of Criteo's expanded product portfolio and are delighted to welcome the Tedemis team to Criteo.”

Tedemis

“We are excited to join the Criteo team and contribute to the company’s strategy of providing solutions that meet advertisers end-to-end performance marketing requirements,” said Antoine Devos, CEO and Co-founder of Tedemis.

“Combining Criteo’s global footprint and differentiated world-class solutions with our people and technology will enable advertisers to reach customers in a valuable and targeted way across multiple channels” added Alexandre de Chavagnac, COO and Co-Founder of Tedemis.

About Tedemis

Tedemis is a leading company in targeting and retargeting by email. Thanks to its unique technology, Tedemis can target the user’s expectations via email to deliver highly performing internet traffic for e-merchants and advertisers. With more than 200 clients mainly in France, Tedemis has become the leader in its market. Tedemis is a company financed by Banexi Venture Partners.

About Criteo

Criteo is a global leader in digital performance advertising, working with over 5,000 companies around the world. Criteo has over 800 employees in offices across the U.S., Europe and Asia serving more than 40 countries. For more information, please visit <http://www.criteo.com>

Special Note

Statements that relate to future results and events are forward-looking statements based on Criteo’s current expectations. Actual results and events in future periods may differ materially from those expressed or implied by these forward-looking statements because of a number of risks, uncertainties and other factors. Risks, uncertainties and assumptions include the possibility that projected benefits may not materialize as expected; that Criteo is unable to successfully implement the plans, strategies and objectives of management for future operations, including the execution of integration strategies; and other risks that are described in Criteo’s Securities and Exchange Commission reports. Criteo undertakes no obligation to update these forward-looking statements.

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