

CRITEO PURSUING FURTHER GROWTH IN SOUTHEAST ASIA VIA HUB IN SINGAPORE

Criteo officially opens its office in Singapore to accelerate cross-market growth and tap on expanding mobile population

SINGAPORE, 2 December 2013 – Criteo (NASDAQ: CRTO), a leading global technology company that specialises in performance display advertising, today officially launched its operations in Singapore, expanding Criteo’s presence in Southeast Asia to nine geographic markets, including Hong Kong, India, Indonesia, Malaysia, Taiwan, Thailand, the Philippines, Vietnam and Singapore. With Singapore as the head office for the region, Criteo will pursue the vast opportunities that Southeast Asia presents for e-commerce brands wishing to engage and convert their customers as well as the potential of the region’s expanding mobile population.

Criteo’s self-learning algorithm engine analyzes billions of transactions in order to predict consumers’ browsing behavior and deliver a targeted display advertising allowing advertisers to engage and convert customers. Criteo is able to do this at a significant scale – for more than 4,000 clients globally, including e-commerce brands in the region like Expedia, Hotels.com, Rakuten, Yahoo Kimo Shopping and ZALORA. Criteo also has direct relationships with over 6,000 publishers worldwide which provide it with significant advertising inventory and extensive reach.

“We are incredibly excited to launch Criteo’s fifth Asia Pacific office in Singapore, a leading technology hub in Southeast Asia. This is an important addition to our existing regional offices for Asia Pacific in Australia, China, South Korea and Japan. We look forward to expanding our business to further support our partners and customers in this fast-growing region, who are increasingly seeking comprehensive internet and mobile advertising solutions,” said Max Ueno, Managing Director of Asia Pacific.

Mobile advertising, in particular, is a key focus area for Criteo in the region, which currently sees a rapid increase in smartphone penetration rates. To address the growing user audience and content consumption on mobile devices, Criteo has been investing significant resources in research and development in mobile solutions, which include creating a [new leadership position](#) to focus specifically on mobile advertising, as well as the strategic acquisition of a mobile performance marketing technology company, [Ad-X Tracking](#). These activities, together with growth plans in the Southeast Asia region, are an important step in Criteo’s mobile strategy.

Criteo will be targeting more than 62 million internet users in Southeast Asia¹ – a region where the number of Internet users has increased by 9% in 2013 year-on-year, outpacing the Asia Internet growth rate by more than 36%¹. With many pan-regional advertisers and publishers based in Singapore, Criteo will not only be able to increase its reach and access to a quality supply of advertising inventory, but also tap into the tremendous opportunities presented by this rapidly growing region, where a further 194 million internet users² are said to come online in the six primary ASEAN nations alone between 2010 and 2020.

¹ Source: comScore “2013 Southeast Asia Digital Future in Focus” report

² Source: Accenture “Surfing Southeast Asia’s Powerful Digital Wave” survey



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“Given the tremendous growth in internet and mobile penetration, we are very excited to expand our presence in this region. By having a regional base in Singapore, we are better able to support our clients and accelerate our growth across Southeast Asia. Criteo’s flexible and scalable platform can help advertisers reach more users not only in the local markets, but also globally. We are committed to delivering performance and access to increased reach and quality inventory. We seek the success of our clients, and that is precisely what ensures our success, and why we have a client retention rate of 90%,” said Yuko Saito, Managing Director of Southeast Asia.

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About Criteo

Criteo is a leading global technology company that specializes in performance display advertising, working with over 4,000 e-commerce 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, visit www.criteo.com

For media queries, contact:

Ami Takagawa
Criteo
a.takagawa@criteo.com

Yasmin Ramle
Edelman for Criteo
yasmin.ramle@edelman.com