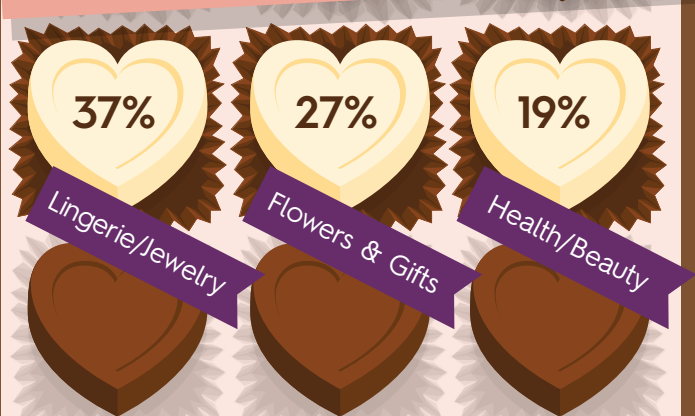




3 out of 10 Valentine's Day purchases will be made on mobile

Smartphones and tablets will account for 28% of sales for categories that see the biggest bump around Valentine's Day***



Expect mobile sales to be strong during weekends

25%

25% higher than average share of mobile sales on Saturdays and Sundays in February.

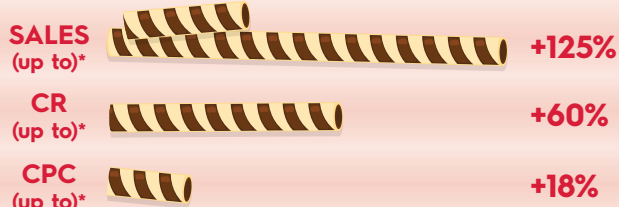
76%

76% higher than average* sales in the two weeks prior to Valentine's Day, for Lingerie and Jewelry.

Categories that feel the love during the run-up to Valentine's Day

Daily peaks reached during the period from January 15, 2014 until February 13, 2014*

Flowers & Gifts



Jewelry



Lingerie



Health & Beauty



February sales spikes are far higher than in months to follow.

Flower & Gifts = +21%. Health & Beauty = +25%

Early (love) birds offer diamonds, laggards offer flowers

More expensive gifts are purchased in early February, while less expensive gifts tend to get purchased at the last minute

Jewelry

FEB 2

Lingerie

FEB 6

Flowers & Gifts

FEB 11

No Valentine? No problem

+51%

51% rise in display ad clicks to dating sites in the two weeks prior to Valentine's Day*

+67%

Valentine's Day sees a +67% bump in clicks to dating sites*

Source: Criteo, 2014. In order to build this analysis, Criteo analyzed 48 million online transactions from more than 200 US retailers over desktop, smartphones and tablets.

*Baseline: average over Jan 15, 2014-Jan 22, 2014

**Baseline: average over March 1, 2014-March 7, 2014

***Average over Q4, 2014