

# criteo. Performance is Everything

Exceeding Expectations Throughout 2014

Revenue ex-TAC\*

**€304M** | **+72%**  
2014 | YOY

Q4: **€96M** YOY: **+73%**

Adjusted EBITDA\*

**€79M** | **+156%**  
2014 | YOY

Q4: **€32M** YOY: **+121%**

Free Cash Flow\*

**€52M** | **+€49M**  
2014 | YOY

Q4: **€30M** YOY: **+€25M**

Strong Execution in All Regions\*

Revenue ex-TAC growth

	Q4 2014	FY 2014
Americas:	114%	91%
EMEA:	57%	58%
APAC:	61%	84%

\* Year over year growth at constant currency

Clients

2014

**+42%**  
CLIENT INCREASE

**7,190**  
TOTAL CLIENTS

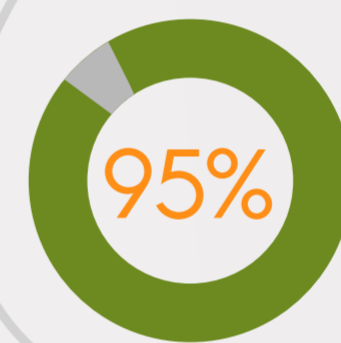
**90%**  
CLIENT RETENTION

**2,000+**  
NEW CLIENTS

**75%+**  
UNCAPPED BUDGETS  
Q4 Revenue ex-TAC

**600+**  
ADDED IN Q4  
Largest quarterly jump in Criteo's history

Innovation



**+77%** client post-click sales in 2014

Global Reach

**1 Billion+**  
UNIQUE USERS\*\*

**9,000+**   
DIRECT PUBLISHERS  
over 900+ net publisher additions in Q4

Talent

**1,300** GLOBAL EMPLOYEES

**+60%** STAFFING INCREASE IN 2014

\*\* comScore MMX, Dec. 2014. Number of unique users (undup.) exposed to one or more Criteo banners, worldwide, age 15+

Our clear set of **PRIORITIES FOR 2015**

- Help our clients expand their marketing channels
- Continue to innovate in products and technology
- Grow our global presence

criteo.

For full financial data and non-IFRS reconciliations, please refer to Criteo's Q4 and fiscal year 2014 earnings release issued on February 18, 2015, available at [ircriteo.com](http://ircriteo.com).

[Learn more](#)