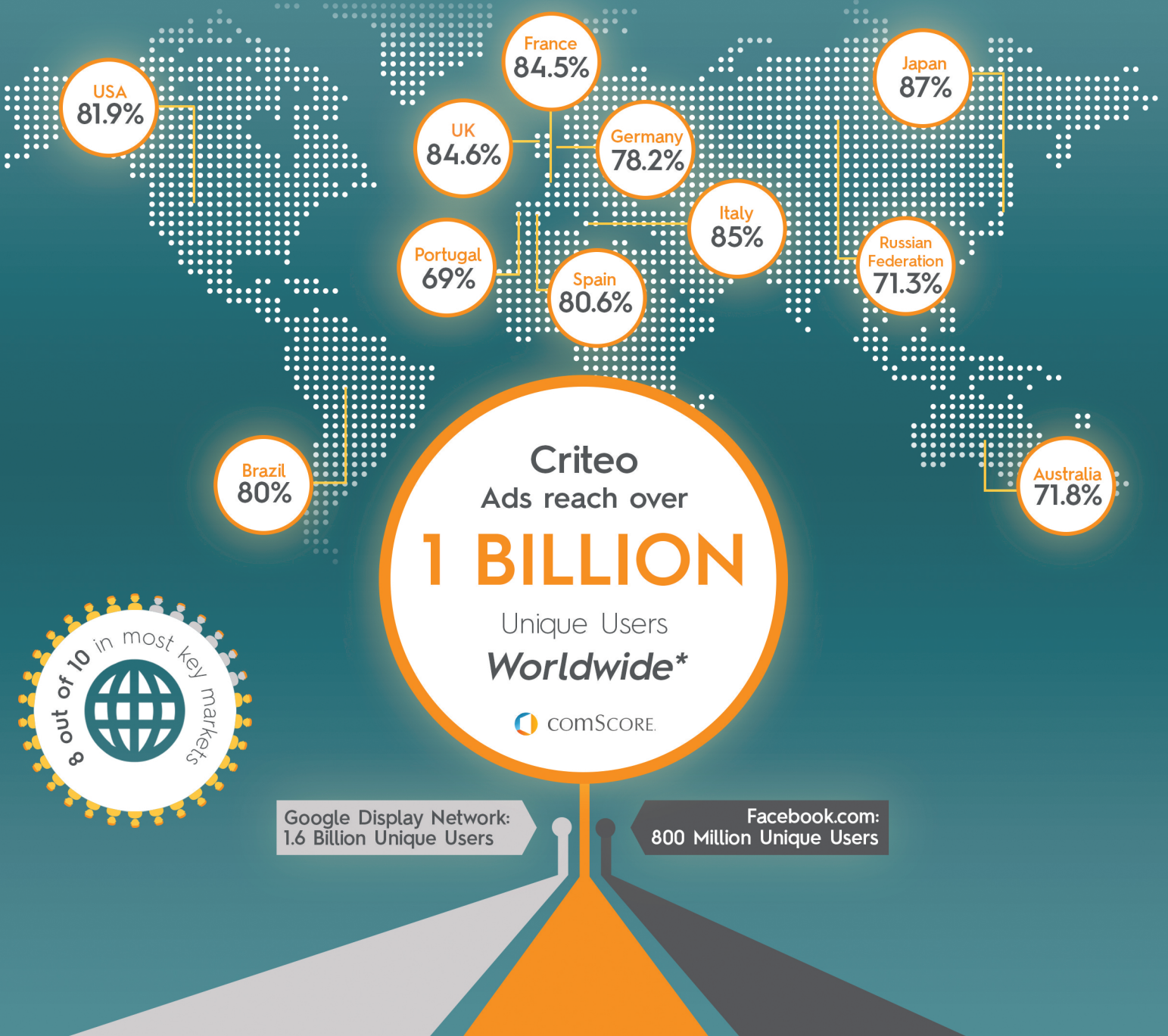


Share of internet users exposed to Criteo ads in December 2014*

57% of all internet users worldwide



Global reach

Criteo reaches 1,030 Million unique users per month with real-time, personalized ads*. This puts us second to the Google Display Network globally and **represents a broader audience than the one of Google.com (842 million unique users) and Facebook.com (800 million unique users)**. Moreover, Criteo is incremental to Search, as 63% of internet users who see Criteo ads are not exposed to Google Search Ads**. This means more opportunities to reach the right consumers for greater efficiency and scale of ad campaigns.

Local strength

Criteo has preferred, direct relationships with over 8,000 publishers globally and works with almost all RTB networks. This extensive inventory means we show personalized ads to 8 out of 10 internet users in most key markets – even higher in some countries.

*Source: Unique viewers, in December 2014, worldwide, age 15+ as measured by comScore MMX.

**comScore MMX, September 2014