

EXECUTING ON OUR BLUEPRINT

2015 Q2 EARNINGS

Global financial figures

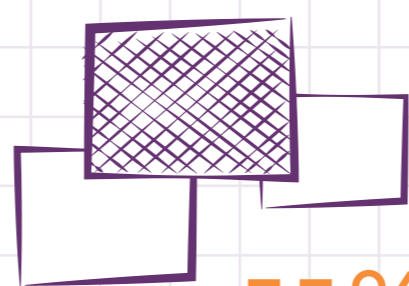
Revenue ex-TAC
€110M
+52%*
 YOY

Adjusted EBITDA
€22M
+60%*
 YOY

* at constant currency

Drivers of Q2 performance

Improved technology



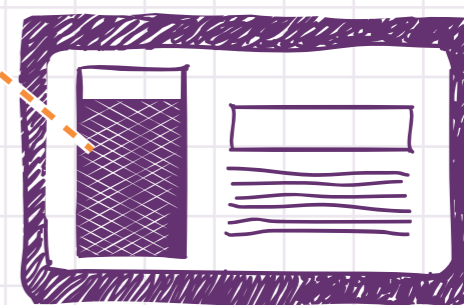
DYNAMIC CREATIVE OPTIMIZATION

Already **11%** of our Rev ex-TAC in June



Mobile win-rates are **+2x** as high as on desktop¹

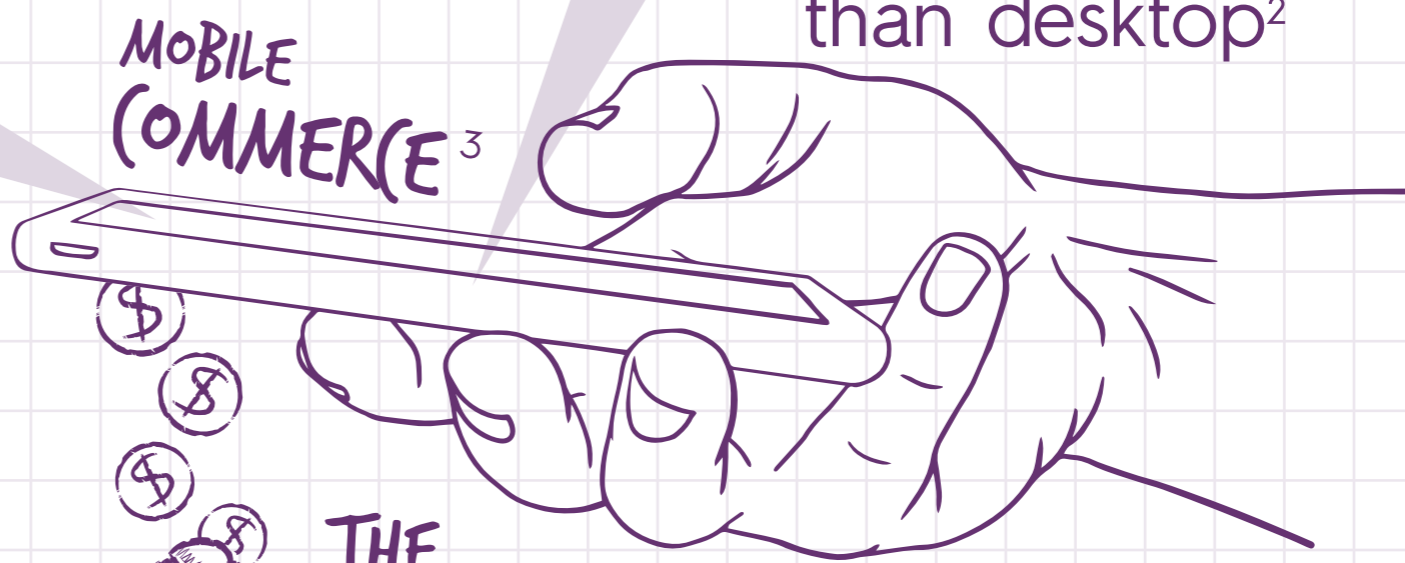
85% of clients use our multi-screen solution



App conversion rates are **3x** that of mobile web and higher than desktop²



40% of U.S. ecommerce transactions involve multiple devices

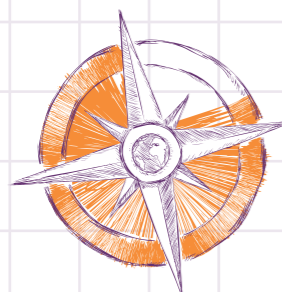


MOBILE COMMERCE³

THE RESULT⁴

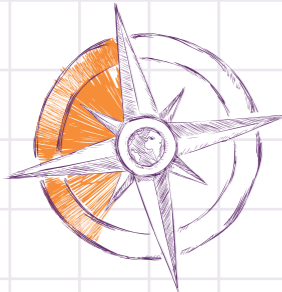
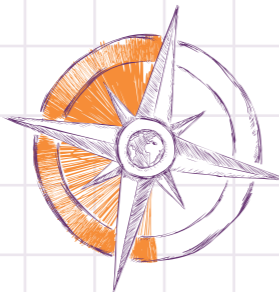
Higher spend by existing clients: **+25%** Rev ex-TAC

Performance by region*



AMERICAS **+81%**

ASIA-PACIFIC **+53%**



EMEA **+37%**

* Revenue ex-TAC growth at constant currency

Record client growth



CLIENT RETENTION: **90%+** for the past 16 consecutive quarters

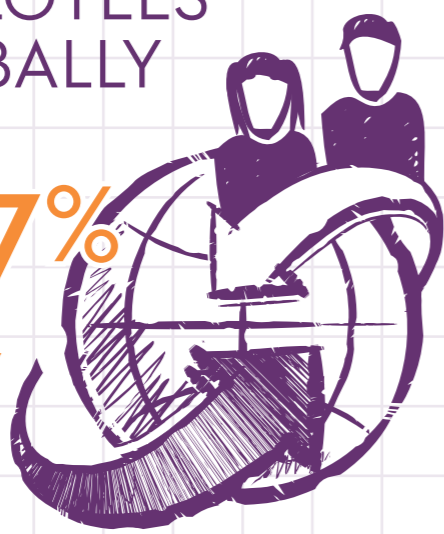
Broader publisher relationships

CLOSE TO **11,000** DIRECT PUBLISHERS **+42%** YOY

Talent

OVER **1,630** EMPLOYEES GLOBALLY

+47% YOY



EXTENDED FACEBOOK PARTNERSHIP ON DYNAMIC PRODUCT ADS ON MOBILE

CRITEO 2015 Q2
[LEARN MORE](#)

FOR FULL FINANCIAL DATA AND NON-IFRS RECONCILIATIONS, PLEASE REFER TO CRITEO'S Q2 2015 EARNINGS RELEASE ISSUED ON AUGUST 4, 2015, AVAILABLE AT IR.CRITCO.COM.

1. ON A SINGLE LARGE U.S. AD EXCHANGE
2. FOR ADVERTISERS WHO MAKE THEIR MOBILE APP A PRIORITY
3. BASED ON Q2 2015 "STATE OF MOBILE COMMERCE" REPORT
4. FOR CLIENTS LIVE IN BOTH Q2 '14 AND Q2 '15

