

# EXECUTING ON OUR BLUEPRINT

## 2015 Fiscal Year Earnings

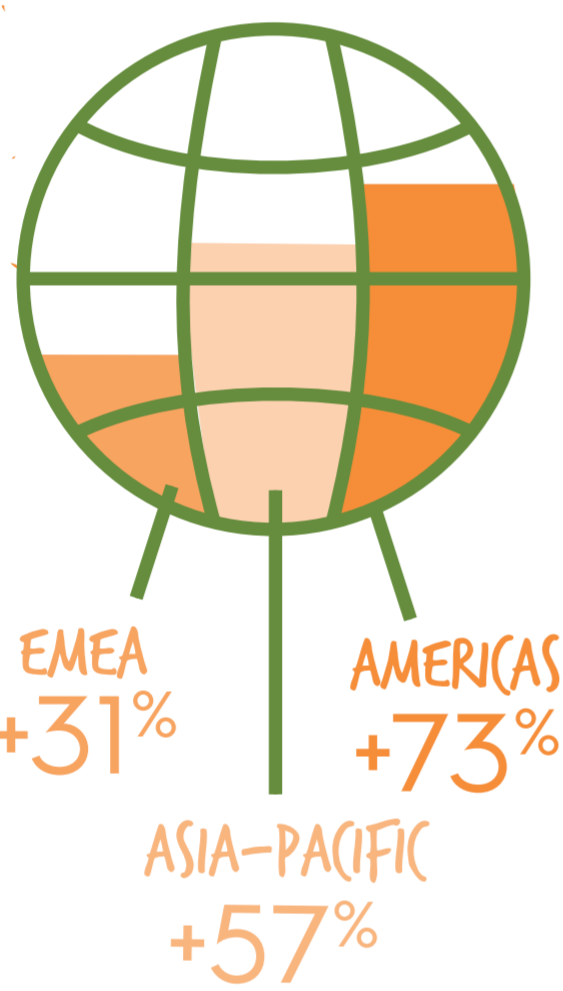
### Financial figures

Revenue ex-TAC  
**€482M**  
 +49%\*  
 YOY

Adjusted EBITDA  
**€130M**  
 +59%\*  
 YOY

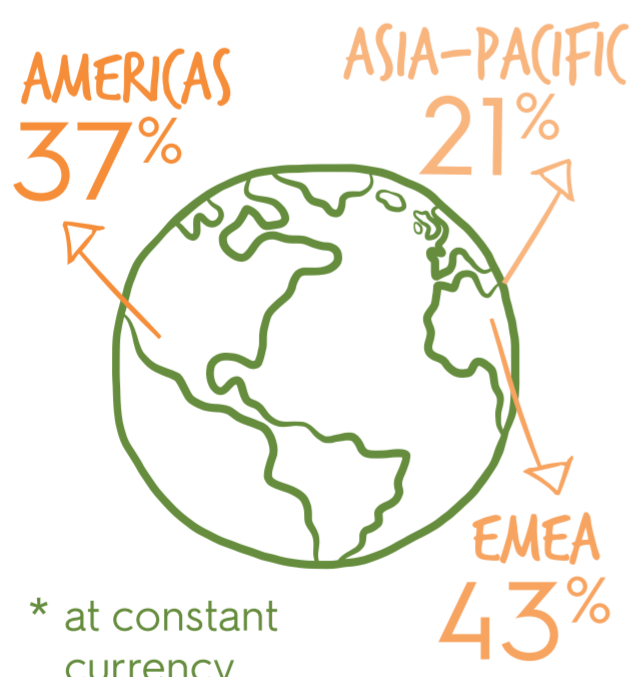
\* at constant currency

### Performance by region\*



\* Revenue ex-TAC growth at constant currency

### 2015 Revenue ex-TAC by region\*



\* at constant currency

**Talent**

**1,840+**  
EMPLOYEES GLOBALLY

**+42%**  
YOY

### Performance drivers:

#### Enhanced technology

Over **47%** of RexT was on mobile ads in Dec

**25%** of Q4 RexT from users matched on at least 2 devices

#### DYNAMIC (CREATIVE) OPTIMIZATION:



More than **70%** of Rev ex-TAC generated by enhanced DCO in Dec

### RESULTS:

All our technology improvements resulted in Q4 2014 clients generating **20%** more Revenue\* ex-TAC in Q4 2015

#### New client additions



#### CLIENT RETENTION:

**90%+** for the past 18 consecutive quarters

#### Expanded direct publisher relationships

Direct relationships with Close to **14,000** PUBLISHERS **+50%** YOY

#### FACEBOOK MOBILE:

**3,000+** CLIENTS live as of December



CRITEO Q4 & FISCAL YEAR 2015  
**LEARN MORE**

FOR FULL FINANCIAL DATA AND NON-IFRS RECONCILIATIONS, PLEASE REFER TO CRITEO'S Q4 AND FISCAL YEAR 2015 EARNINGS RELEASE ISSUED ON FEBRUARY 10, 2016, AVAILABLE AT IR.CRITIO.COM.