



Criteo Partners with Integral Ad Science to Provide Clients with Best-in-Class Brand Safety Worldwide

Deal Ensures Inventory Quality Across Criteo Ads and that Safety Requirements are Met

New York – April 25, 2016 – Criteo (NASDAQ: CRTO), the performance marketing technology company, today announced a worldwide partnership with Integral Ad Science, the leader in quantifying digital media quality. The deal enables Criteo to continue to ensure top inventory quality and guarantees that strict brand safety requirements are met therefore helping marketers to protect their brand and maximize ROI.

By teaming up with Integral Ad Science, Criteo advertisers around the world can assess the value of every ad opportunity and prevent problems before they happen, with assurance that their ads appear on appropriate, brand-safe publisher sites. Consumers receiving Criteo client ads are assured a targeted, non-intrusive and brand-safe experience across all channels and screens.

“The quality of the sites on which our ads are displayed is of paramount concern to both Criteo and our clients. Our new partnership with Integral Ad Science allows our clients across the globe to be confident that their consumers receive the best, most personalized and relevant ad experience possible,” said Aly Nurmohamed, VP Global Publisher Strategy, Criteo. “We’re pleased to partner with Integral Ad Science as we continue to meet industry and client standards when it comes to brand safety.”

The deal brings new international brand safety coverage with 10 major languages covered, and expanded global reach through Integral Ad Science’s universal footprint. With over three billion ad impressions processed daily, Integral Ad Science maintains brand safety by providing page and URL-level data analysis to prevent online ads from appearing on web pages containing content deemed inappropriate by Criteo. Criteo’s 14,000 direct publisher relationships further make sure the web page where each ad is delivered is vetted thoroughly and is safe for viewing.

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About Criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. As of December 31, 2015, Criteo has over 1,800 employees in 27 offices across the Americas, EMEA and Asia-Pacific, serving over 10,000 advertisers worldwide and with direct relationships with close to 14,000 publishers. For more information, please visit www.criteo.com.

About Integral Ad Science

Integral Ad Science is a technology company focused on ensuring safe, quality media environments for online advertisers. Employing the industry’s only media valuation platform, Integral Ad Science evaluates the media environment and establishes a TRAQ Score (TRue Advertising Quality), a first-of-its-kind, quantifiable measure of media quality that ultimately benefits every media buyer, seller, publisher and trading platform. TRAQ Score supports an advertiser’s ability to plan, execute and target their audience in an environment that reflects their brand image and drives ROI, while simultaneously setting benchmarks for publishers who wish to improve the quality of their content and design to attract



premium advertisers. Integral is headquartered in New York with operations in San Francisco, Chicago, Washington DC, London, Berlin, Sydney, Melbourne, Tokyo, Singapore and Paris.
Learn more at www.integralads.com