



## **Criteo Appoints Yvonne Chang as Executive Managing Director of APAC to Accelerate Expansion in its Fastest-Growing Region**

**Singapore – 1 August 2016** – [Criteo](#) (NASDAQ: CRTO), the performance marketing technology company, today officially announced the appointment of Yvonne Chang as Executive Managing Director of Asia-Pacific (APAC), to lead the company's fastest-growing region globally. Chang will provide strategic direction and further accelerate the growth of Criteo's APAC business, whose portfolio of customers currently includes AskmeBazaar, Expedia, Hotels.com, Rakuten, MatahariMall.com and ZALORA.

Based in Singapore, Chang will oversee Criteo operations in Australia, China, India, Japan, Singapore and South Korea. She will also be responsible for new business development and the expansion of existing advertiser and publisher relationships into Hong Kong, Indonesia, Malaysia, Philippines, Taiwan, Thailand and Vietnam.

"With a proven track record in APAC and specifically Greater China, Yvonne brings more than ten years of experience in leadership roles within the advertising technology industry," said Mollie Spilman, Chief Revenue Officer, Criteo. "We are very excited to welcome her on board, where she will help develop and execute a long-term plan to increase adoption of our performance marketing solutions across the region."

Chang joins Criteo from Eastern Broadcasting, one of the largest media companies in Taiwan, where she was President. Prior to joining Eastern Broadcasting, Chang spent more than ten years at Yahoo!. Her most recent role at Yahoo! was Vice President of Advertising Solutions for APAC and Managing Director for India and Southeast Asia, where she drove regional development and adoption of the company's technologies and solutions, working closely with cross-functional teams.

"I am very excited to join the Criteo team in APAC, which has achieved great business results in the past few years," said Chang. "Driven by an exponential increase in smartphone penetration, APAC is currently the world's largest retail eCommerce market and second-largest travel eCommerce market. With such a healthy outlook and the diverse regional landscape, I look forward to working with some of the best talents in the industry to take Criteo to its next level of growth."

According to industry reports, retail eCommerce and travel eCommerce sales in APAC are expected to exceed US\$1,892 billion<sup>1</sup> and US\$254 billion<sup>2</sup> respectively by end-2018.

Criteo enables eCommerce businesses and advertisers to effectively engage and convert customers online by delivering highly relevant and personalised advertising to consumers, regardless of whether they are browsing on a desktop, laptop, tablet or smartphone.

In Q1 2016, Criteo's revenue in APAC grew by 52 percent to US\$38 million, accounting for almost one quarter of the company's total revenue and making it Criteo's fastest-growing region. Criteo also recently opened a new office in India and moved into a larger office in Singapore. It now has 31 offices around the world, including seven across APAC.

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### **About Criteo:**

Criteo delivers personalised performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has 2,000 employees in 31 offices across the Americas, EMEA and APAC, serving 11,000 advertisers worldwide and with direct relationships with 16,000 publishers. For more information, please visit [www.criteo.com](http://www.criteo.com).

### **Media Contact:**

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<sup>1</sup> eMarketer. Worldwide Retail Ecommerce Sales: Estimates and Forecast through 2019. December 2015.

<sup>2</sup> eMarketer. Digital Travel Sales Worldwide, by Region, 2015-2020. June 2016.



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