

// cracking the performance marketing code (Q2.2016.Earnings):

< financial figures />

Revenue ex-TAC =

\$166M, +35%_{YOY} ;

Adjusted EBITDA =

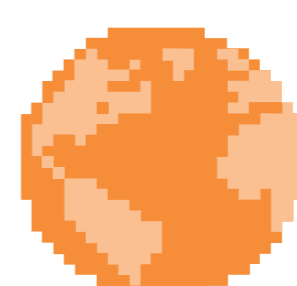
\$39M, +61%*_{YOY} ;

Regional performance =



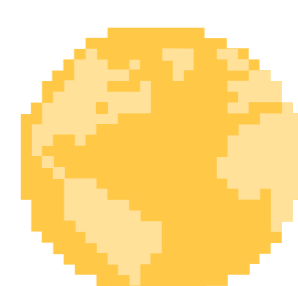
Americas

+38%*



EMEA

+25%*



APAC

+50%*

*at constant currency

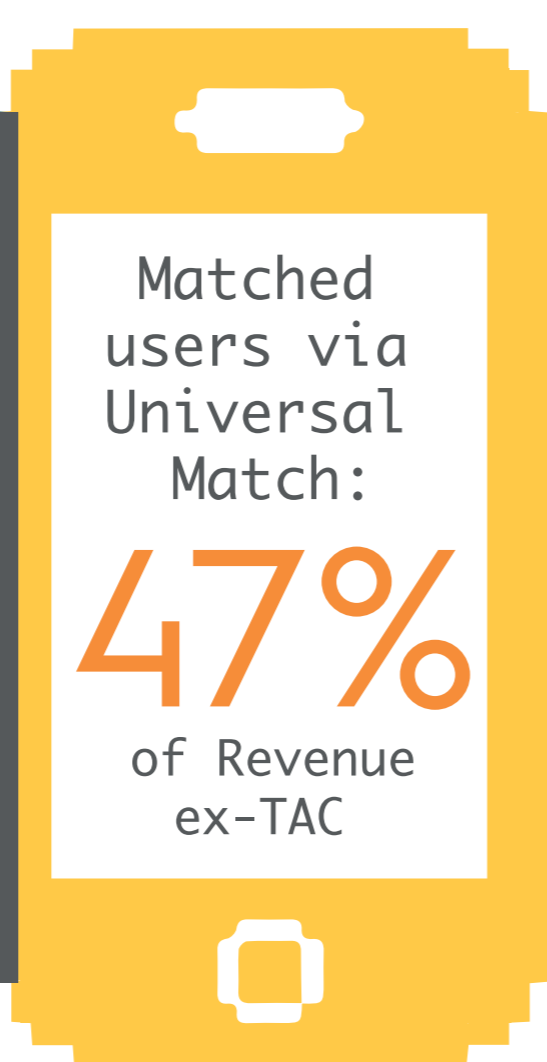
< talent />



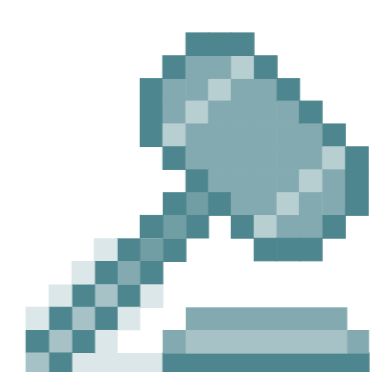
Talent globally =

2,000+ employees, +27%_{YOY} ;

< performance drivers />



new() BIDDING FEATURE:

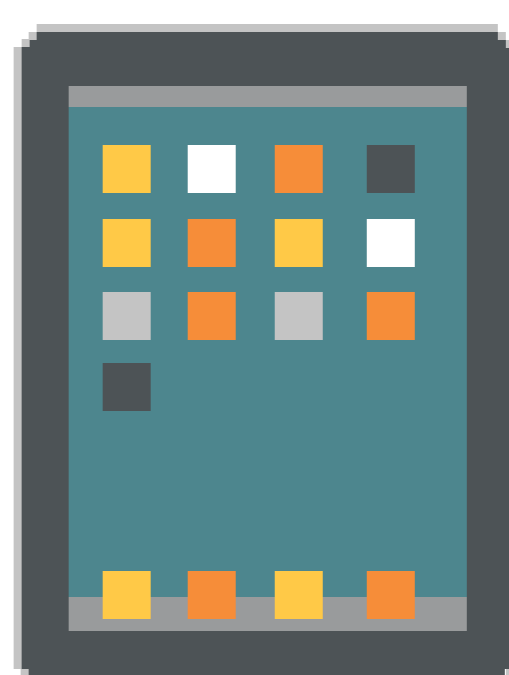


MEANINGFUL uplift in Revenue ex-TAC

NATIVE ADVERTISING () ;



RESULTS () ;



*at constant currency

< clients />

Clients total =

12,000 ;

New clients in Q2 =

910+ ;



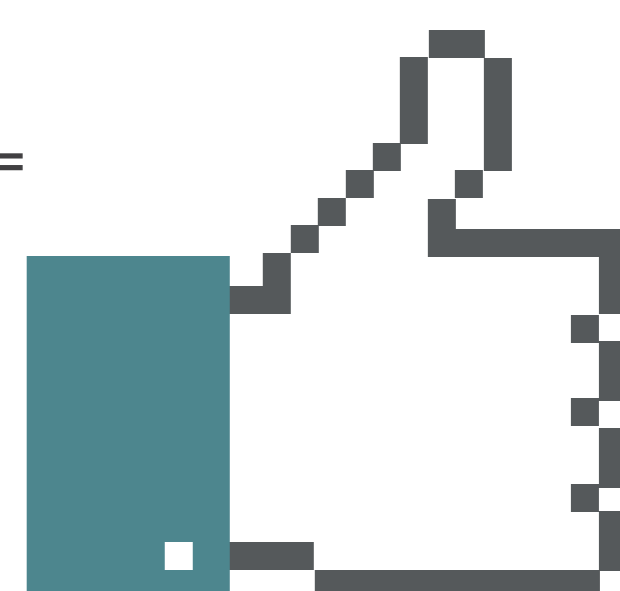
< publishers />

Direct relationships with publishers =

17,000+ ;

Facebook DPA =

6,000 clients ;**



**as of today

// Criteo 2016 Q2 **Learn more**

for full financial data and non-GAAP reconciliations, please refer to criteo's q2 2016 earnings release issued on August 3, 2016, available at ir.criteo.com.