

// cracking the
performance marketing
code (Q3.2016.Earnings):

< financial figures />

Revenue ex-TAC =

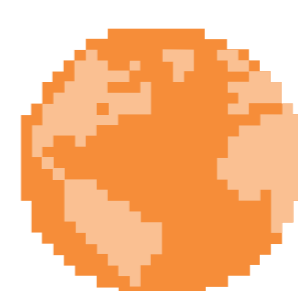
\$177M, +30%* ;

Regional performance =



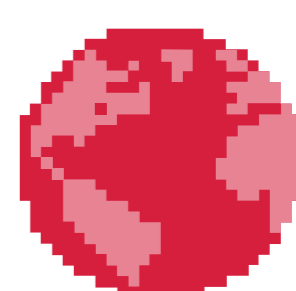
Americas

+31%*



EMEA

+27%*



APAC

+34%*

*at constant currency

Adjusted EBITDA =

\$54M, +51%* ;

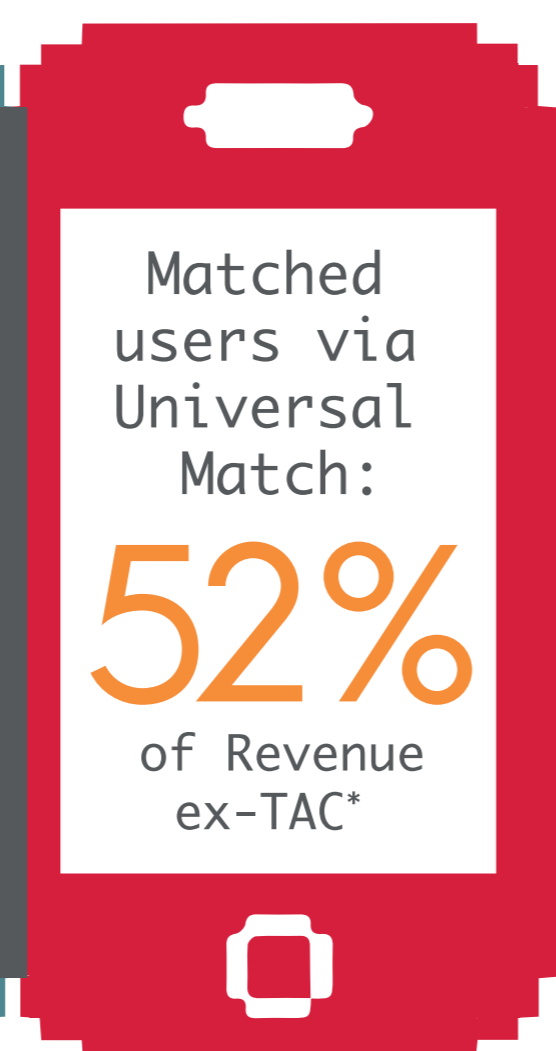
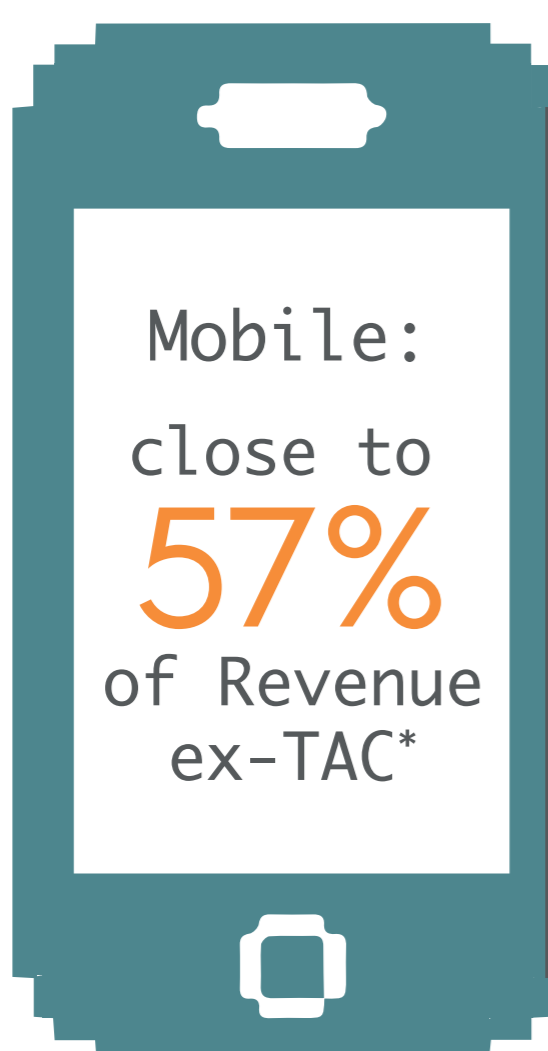
< talent />



Talent globally =

>2,200 employees, +27% ;

< performance drivers />



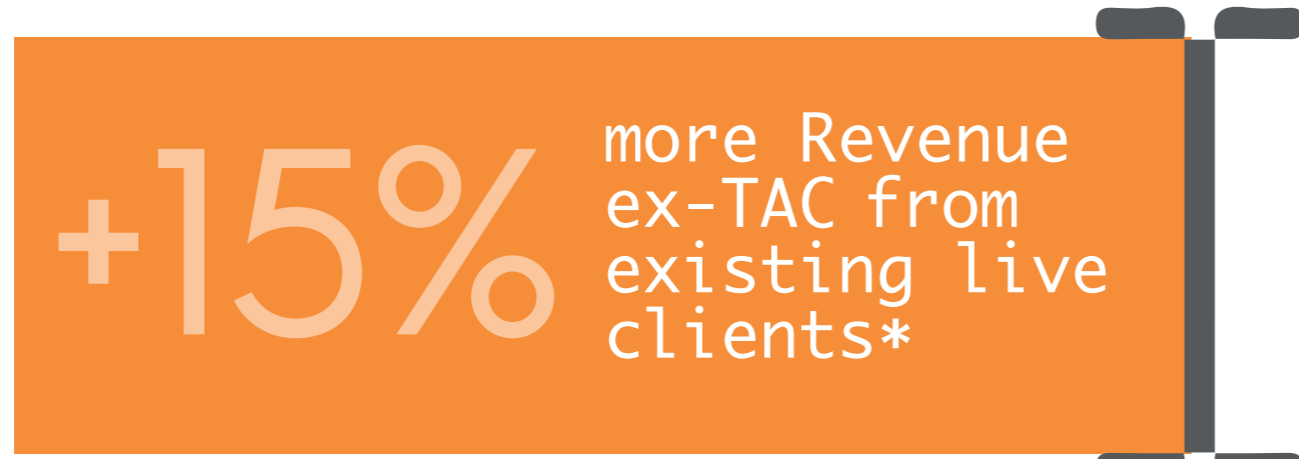
NATIVE ADVERTISING ();



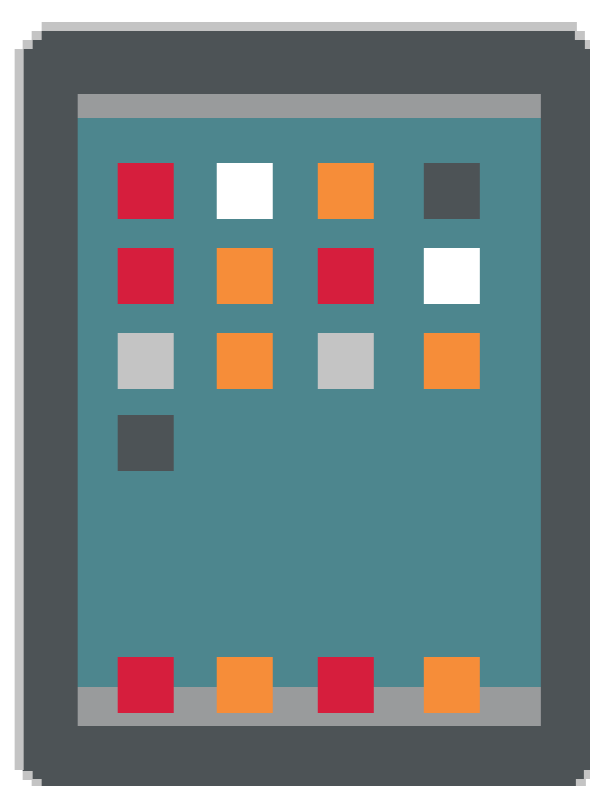
IN-APP ADVERTISING ();



RESULTS ();



*at constant currency



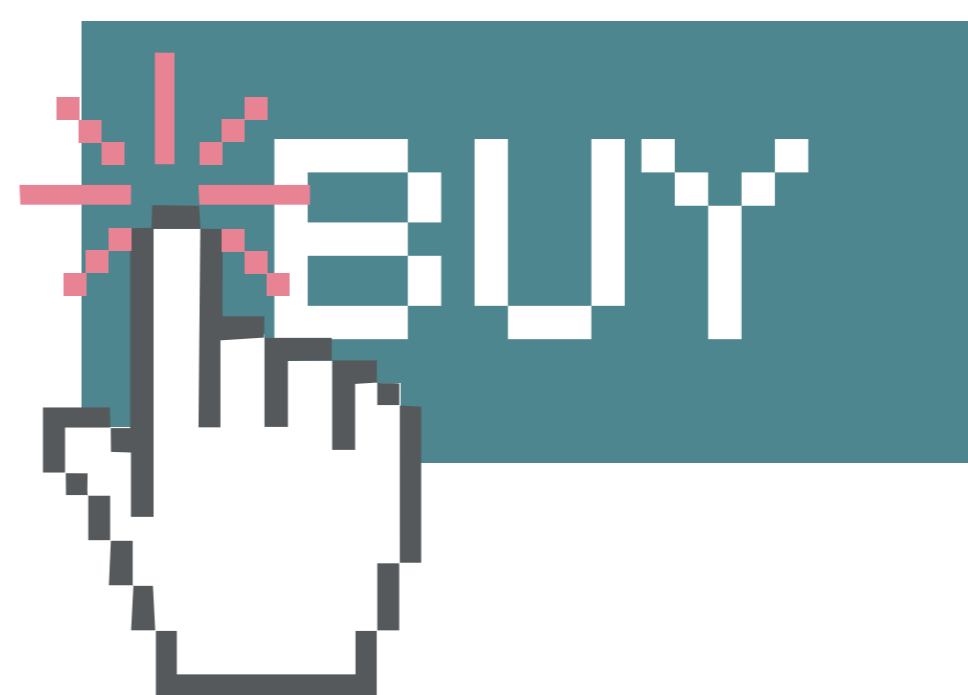
< clients />

Clients total =

close to **13,000** ;

New clients in Q3 =

>1,000 ;



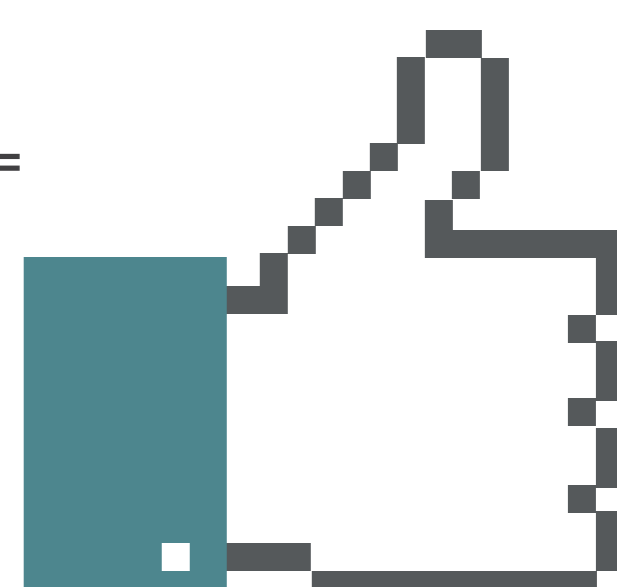
< publishers />

Direct relationships with publishers =

>17,500 ;

Facebook and Instagram DA clients =

close to **7,000** clients ; **



**as of today

// Criteo 2016 Q3
Learn more

for full financial data and non-GAAP reconciliations, please refer to Criteo's q3 2016 earnings release issued on November 2, 2016, available at ir.criteo.com.