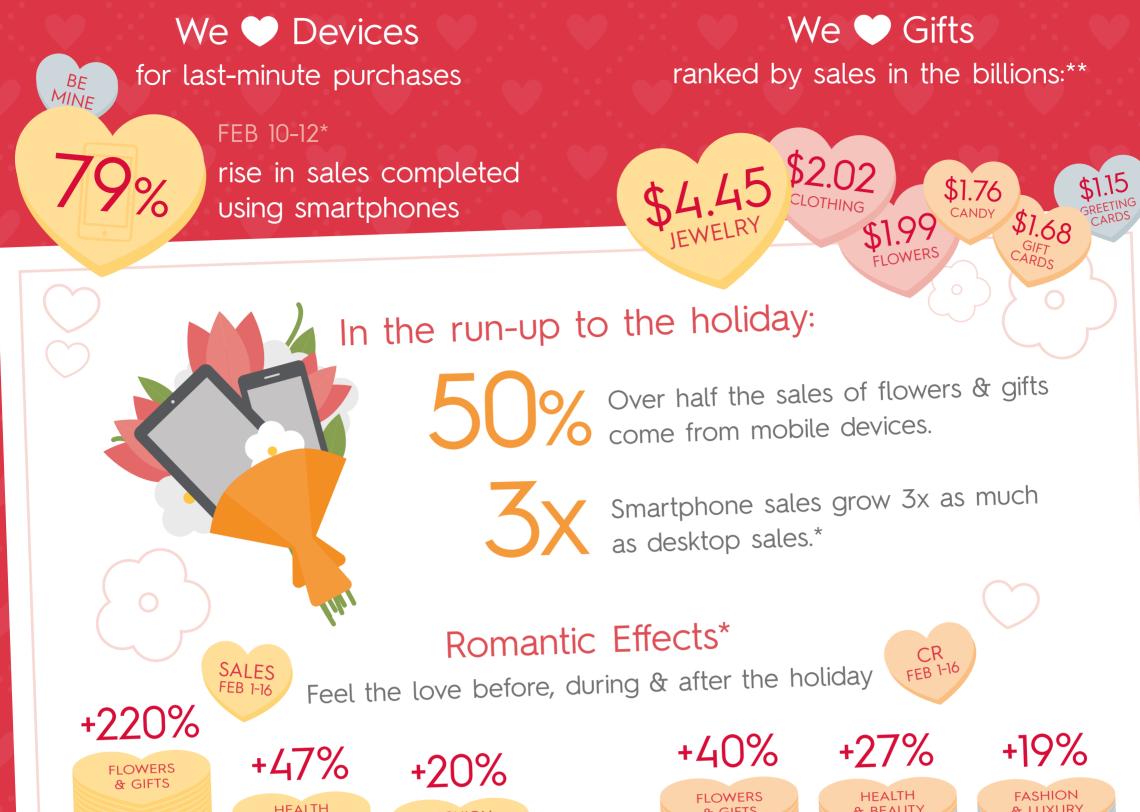
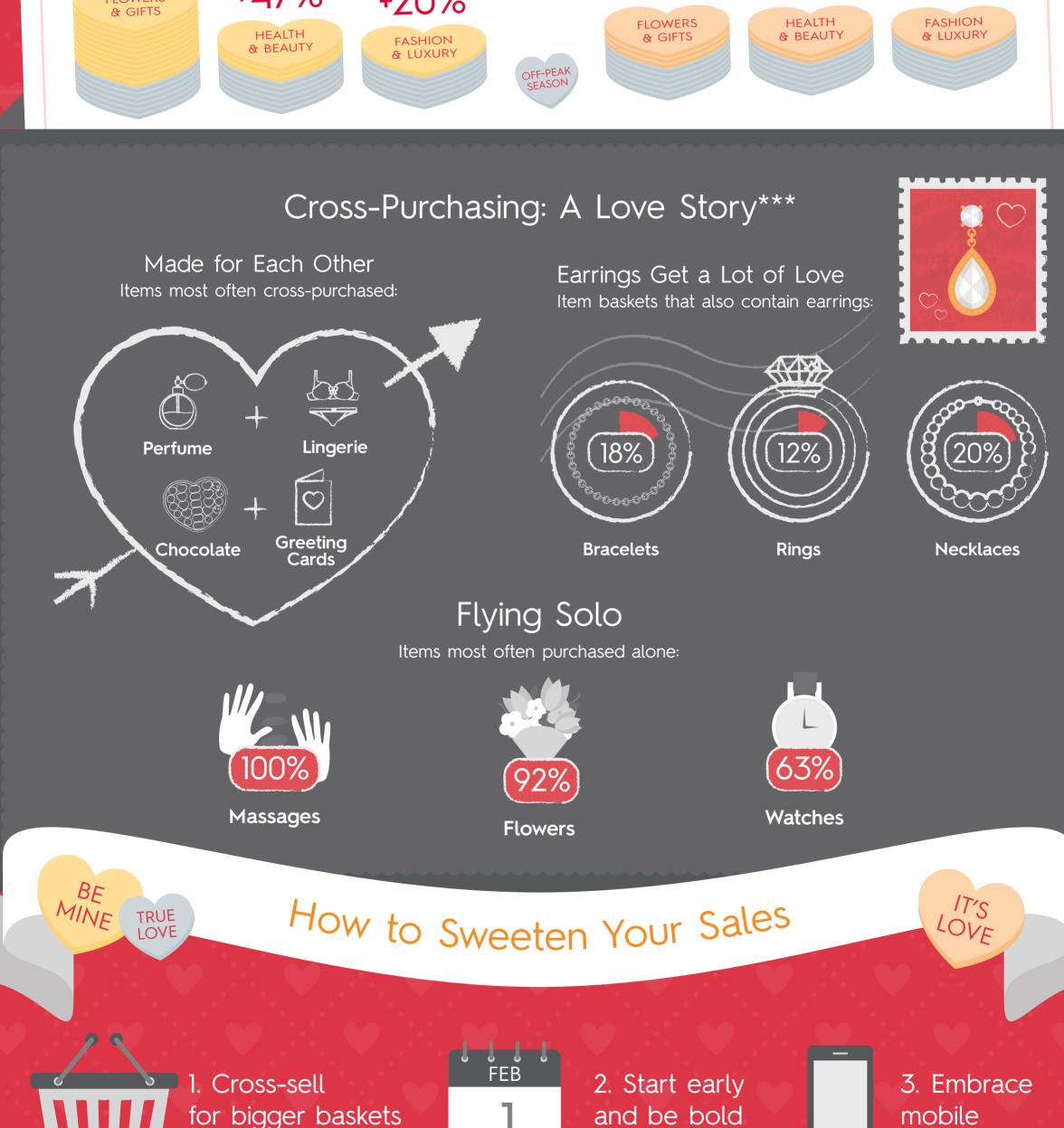


Valentine's Day Gift Trends





Methodology

*Compared to a baseline average taken from Jan. 15-21, 2016. For this analysis, Criteo analyzed close to 80 million transactions from 460+ US advertisers from desktop computers, smartphones and tablets from Jan. 15 to Feb. 14, 2016. Online sales refer to the total number of purchases on retailers' desktop and mobile websites (apps were excluded). **Data is from the February 2016 National Retail Federation (NRF) "2016 Valentine's Day Consumer Spending Survey" conducted by Prosper Insights & Analytics. 7,293 US internet users ages 18+ were surveyed online Jan. 5-12, 2016. The margin of error is +/-1.2 percentage points. ***Source: Criteo Sponsored Products Network Data, Jan. 1 to Feb. 14, 2016.