

Connecting more shoppers to the things they need and love, profitably

Q2 FINANCIAL FIGURES

Revenue ex-TAC

\$220M

+34%*

Adjusted EBITDA

\$54M

+42%*

Regional Performance

*at constant currency

Americas **+39%***

EMEA **+32%***

APAC **+32%***

TECHNOLOGY DRIVERS

Criteo Shopper Graph

76%

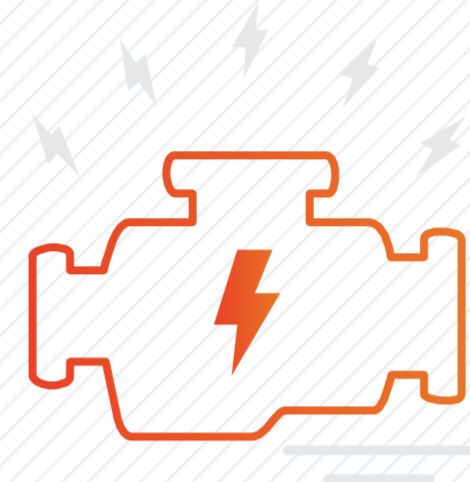
of Revenue ex-TAC from Users Matched



Engine Improvements

5%

Uplift Overall



PUBLISHERS

Criteo Direct Bidder

450

Publishers



Video

>1,000

Advertisers

Native Inventory

>25%

Criteo Business

RESULTS

+17%

Growth of Same-Client Revenue ex-TAC

TALENT

2,700

Employees

+29%



CLIENTS

90%

Customer Retention Rate



>16,000
Advertiser Clients

+950
New Clients in Q2

About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data.

For more information, please visit www.criteo.com.