

Shaping the Future

Commerce Marketing in 2018

Q1 Financial Figures

Revenue ex-TAC

\$240M

+8%*

Adjusted EBITA

\$78M

+22%*

Free Cash Flow

\$52M

+224%

* = at Constant Currency

Regional Performance

Americas

+3%*

U.S. +7%

EMEA

+11%*

APAC

+10%*

Clients

18,500

+20%

Results

Close to

90%

Retention Rate

Performance Drivers

**Criteo
Shopper Graph**



Criteo Shopper Graph grew in size and efficiency

**Engine
Improvements**



Improvements in bidding on mobile and improved ad design and layouts

**Criteo
Direct Bidder**



2,000 Publishers deploying Criteo Direct Bidder

Talent

2,700

Employees



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 18,000 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 \$600 billion in annual commerce sales data.

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