

PRESS RELEASE**CRITEO AND VAYANT SOLUTION HELPS AIRLINES DOUBLE CONVERSION RATE**

- *Lufthansa connects Vayant and Criteo for results that are more customer-specific*
- *Technology Leverages Airfare Search Engine Data to Display Most Competitive Pricing in Personalized Ads to Drive Sales*

New York – February 26, 2015 – Criteo (NASDAQ: [CRTO](#)), the performance marketing technology company, and Vayant Travel Technologies, a world leader in airfare search innovation, today announced a collaboration that will feed real-time data on flight costs into Criteo-powered digital advertisements. This will allow airlines to target travelers with personalized ads that include the best available fares -- a critical performance marketing component with [92 percent](#) of consumers identifying cost as the most important factor in their decision whether or not to purchase an airline ticket. The Criteo / Vayant Travel Technologies partnership was created as a result of Lufthansa connecting the two entities since the airline desired advertising results that would be highly relevant to its customers.

“By incorporating data from Vayant’s platform, we’re able to ensure personalized airline ads are displaying the most tailored prices in real-time to consumers across every device and touch point – display, in-app, email and mobile,” said Eric Eichmann, President and Chief Operating Officer at Criteo. “This new solution is something very few airlines are doing in their digital marketing today and we’re pleased to partner with Vayant to make it happen.”

The integration of Vayant’s FastSearch product, which displays up-to-date flight search results instantaneously, will allow airlines to significantly increase sales. As a leader in the aviation industry, Lufthansa is the first airline to take advantage of this price-driven solution, and initial results show an over 100 percent increase in conversion rates.

“Lufthansa is committed to providing the best experience possible to travelers, whether online or in-air,” said Sebastian Riedle, Director Global Online Sales and Mobile Services, Lufthansa German Airlines. “This partnership allows us to improve our customers’ shopping experience by making potential travelers more aware of competitive fares for itineraries they’ve expressed interest in. As a result, we are seeing a significant increase in traffic to our site.”

“Now that we’ve joined the powers of airfare search by Vayant and marketing technology by Criteo, we have opened new doors to airline marketing executives. This is a solution that we have implemented smoothly with little effort by the airline and it has led to immediate positive impact on online ticket sales,” commented Eric Dumas, chief executive officer at Vayant.

About Criteo

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,300 employees in 23 offices across the Americas, Europe and Asia-Pacific, serving over 7,000 advertisers worldwide with direct relationships with over 9,000 publishers.

For more information, please visit <http://www.criteo.com>

About Vayant Travel Technologies (www.vayant.com):

Vayant, a world leader in airfare search innovation, provides the global travel industry with airfare search solutions that enable truly inspirational shopping experiences.

Vayant delivers inspirational travel shopping with cost-effective, efficient and fast-to-deploy solutions that enable airlines and online travel sellers to get closer to their customers with targeted offers and promotions, presented intuitively across every online channel. Vayant solutions are today powering customers such as Lufthansa, Austrian Airlines, Air Europa, TAP Portugal, as well as agencies around the globe.

About Lufthansa

One of the world's largest and most prestigious airlines, Lufthansa currently flies to 207 destinations in 76 countries, with hubs in Frankfurt and Munich. With the Lufthansa Group acquisition of Austrian Airlines, SWISS and a stake in Brussels Airlines, Vienna, Brussels, and Zurich were added as additional hubs and the entire Group flew a total of 106 million passengers in 2014. From its 21 North American gateways, Lufthansa—voted by Fortune as one of the five most admired airlines in the world— along with its Group members and Star Alliance partners, serve over 1,300 destinations worldwide. An industry innovator, Lufthansa has long been committed to environmental care and sustainability, operating the most technologically-advanced and fuel-efficient fleet in the world. Its long-haul fleet to and from North America includes the Boeing 747-8, as well as the Airbus A380. Currently, Lufthansa has over 263 new aircraft worth about USD 42.2 billion in list prices on order. Lufthansa is the largest European operator of the A380 and was also the launch customer for the new Boeing 747-8, the industries’ two most fuel-efficient passenger aircraft. Known for its premium services, Lufthansa continues to build new or upgrade existing lounge facilities across its worldwide network and will spend more than USD 3.7 billion in new products and services by 2016. In 2014, Lufthansa introduced its new Premium Economy Class which offers further comfort and more personal space. In the first quarter of 2015, Lufthansa will finish revamping its First Class, followed by the completion of its Business Class

retrofit in the second quarter. By the end of the third quarter of 2015, the new Premium Economy Class will be installed throughout the entire fleet – bringing Lufthansa one step closer to becoming the first five-star airline in the Western Hemisphere. Additionally, nearly the entire Lufthansa long-haul fleet is equipped with its onboard broadband wireless Internet service, FlyNet. For more information or reservations, visit www.LH.com.

Contact:

Emma Ferns
Criteo
e.ferns@criteo.com

Iskra Rasheva
Vayant
pr@vayant.com

Christina Semmel
Lufthansa
christina.semmel@dlh.de