



Criteo Names Ad Tech Veteran Marc Grabowski EVP of Global Supply & Business Development

New Appointment Reinforces Criteo's Commitment to Drive Value to Entire Publisher Ecosystem

NEW YORK – November 17, 2016 – Criteo S.A. (NASDAQ: CRTO), the performance marketing technology company, today announced the appointment of Marc Grabowski as Executive Vice President, Global Supply and Business Development. In this role, Grabowski will grow Criteo's current global network of more than 17,500 publishers.

Criteo's unmatched direct publisher network is a testament to its continued investment in building a diversified supply of quality inventory for advertisers. Grabowski's leadership will further strengthen Criteo's offering, helping publishers navigate a dynamic market landscape being reshaped by initiatives including header bidding and native advertising.

"I've always viewed Criteo as a standout player within the industry, transcending the confines of 'ad tech' and securing its place as a true performance marketing partner for the world's leading e-commerce brands," said Grabowski. "Criteo's sophisticated technology and data sets enable us to seize opportunities that have opened up as a result of changes in the publisher marketplace."

"The publisher landscape is constantly evolving, and companies need to be nimble and able to quickly adapt to relevant issues such as ad blocking and header bidding," said Mollie Spilman, Chief Revenue Officer, Criteo. "Given his technology-rich background, Marc's first-hand knowledge of key challenges and publisher KPIs is invaluable as we continue to expand our innovative publisher solutions."

Prior to joining Criteo, Grabowski served as CEO at multi-channel marketing platform Persio. He also held positions at Yahoo and ad automation software company Nanigans, where he gained expertise in digital and direct response marketing, cross-device retargeting and data science.

For more information on the Criteo Publisher Marketplace, please visit <http://www.criteo.com/publishers/>.

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About Criteo

Criteo (NASDAQ: CRTO) 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 2,200 employees in 30 offices across the Americas, EMEA and Asia-Pacific, serving 13,000 advertisers worldwide and with direct relationships with 17,500 publishers.

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

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