



Criteo appoints ex-Google Retail Head, John Gillan as Managing Director, UK and Northern Europe

LONDON – 4 May 2017 – Criteo S.A. (NASDAQ: CRTO), the performance marketing technology company, today announced the appointment of John Gillan as Managing Director, UK and Northern Europe. In this role, Gillan will drive the continued demand for Criteo’s portfolio of performance marketing offerings and further accelerate the growth of Criteo’s business in the UK and Northern Europe, part of the hugely successful EMEA region.

Criteo makes sense of digital user behaviour, across any device, to deliver relevant, personalised and dynamic ads. Criteo sees \$500 billion in commerce sales each year, twice the sales volume of Amazon. This gives the company a unique insight into shoppers’ behaviour. In Northern Europe, Gillan will leverage this indepth market knowledge, together with Criteo’s expanded product portfolio, to continue to help brands and retailers drive sales and improve conversion rates.

Following the launches in the U.S. and France, Gillan will also oversee the UK rollout of the Criteo Predictive Search platform which offers an automated, end-to-end search solution. Based on powerful machine-learning, Criteo Predictive Search eliminates guesswork and systematically improves results from Google Shopping using precise, predictive optimisation across every aspect of the campaign.

“The world of ecommerce is now more competitive than ever. Shoppers are never more than a click away from buying on a competitors’ site; some consumers are driven by cost, others by convenience,” said John Gillan, Managing Director of UK and Northern Europe, Criteo. “I’m very excited to be joining a company that is so well placed to help retailers and brands succeed in this highly volatile and ever changing landscape. Criteo has an innovative and growing product suite, an immense understanding of the shoppers’ journey coupled with a fantastic team, and I’m looking forward to expanding and increasing our business across the region.”

“John has worked with some of the biggest retailers in the world, helping them to harness the power of big data in shopping,” commented Gregory Gazagne, EVP, EMEA, Criteo. “This experience will enable him to build on Criteo’s increasingly innovative commerce marketing strategy and ensure that we continue to deliver unparalleled performance for advertisers in the UK and Northern Europe.”



Prior to joining Criteo, Gillan was Industry Leader for the Retail Sector at Google UK, where he led and developed a team dedicated to driving ecommerce sales and online brand building for Google customers.

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

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About Criteo

Criteo (NASDAQ: CRTO) delivers personalised performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers.

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