criteo

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# // cracking the performance marketing code (Q4.2016.Earnings):

## < financial figures />

Revenue ex-TAC =

$225M, +41%* ;

Adjusted EBITDA =

$83M, +55%* ;

Regional performance =

| Americas | EMEA | APAC |
|---|---|---|
| +50%* | +36%* | +29%* |

*at constant currency

## < talent />

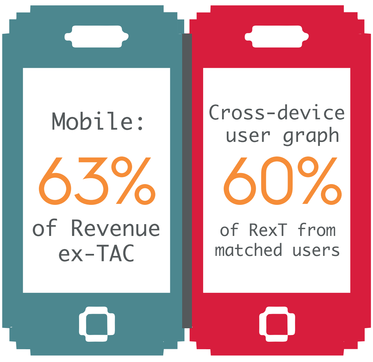
Talent globally =

>2,500 employees, +36%

R&D =

+51%

## < performance drivers excl. CSP />




CROSS-DEVICE INITIATIVES

+6% uplift to Revenue ex-TAC

IN-APP INVENTORY

25% of Revenue ex-TAC

## RESULTS ();

+20%
More Revenue ex-TAC excl. CSP from existing live clients*

90%
Client Retention Rate

*at constant currency
CSP - Criteo Sponsored Products

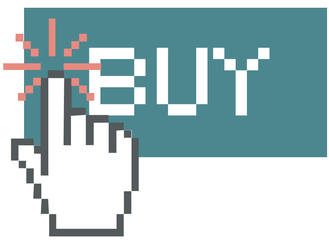
## < clients />

Clients total =

>14,400 ;

New clients in Q4 =

+1,600 ;




## < publishers />

Publishers live with Criteo native solution =

500 ;

Publishers live with Criteo ad-blocking solution =

400 ;

// Criteo 2016 Q4
## learn more

for full financial data and non-GAAP reconciliations, please refer to criteo's q4 2016 earnings release issued on February, 2017, available at ir.criteo.com.

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