

CONNECTING THE DOTS

IN PERFORMANCE MARKETING

Q1 2017

FINANCIAL FIGURES

Q1 Revenue ex-TAC

\$210M **+30%***

Adjusted EBITDA

\$56M **+18%***

Regional Performance

+38%*
Americas

+28%*
APAC

+25%*
EMEA

*at constant currency

TECHNOLOGY DRIVERS

Cross-Device
User Graph

67%

of Revenue ex-TAC
from Matched
Users

Criteo User Graph
as a Service

120

Clients
Live

Kinetic Design
Enhancements

+3-5%

Uplift
to Revenue
ex-TAC

Adaptive Revenue
Optimizer

+5%

Sales
Uplift

PUBLISHERS



>100

Publishers Live with
Criteo Header Bidding
Technology

>25%

of Revenue
ex-TAC

Native
Inventory

RESULTS



+15%*

Same-Client
Revenue ex-TAC
Growth

*at constant currency

CLIENTS

>15,000

Advertiser
Clients

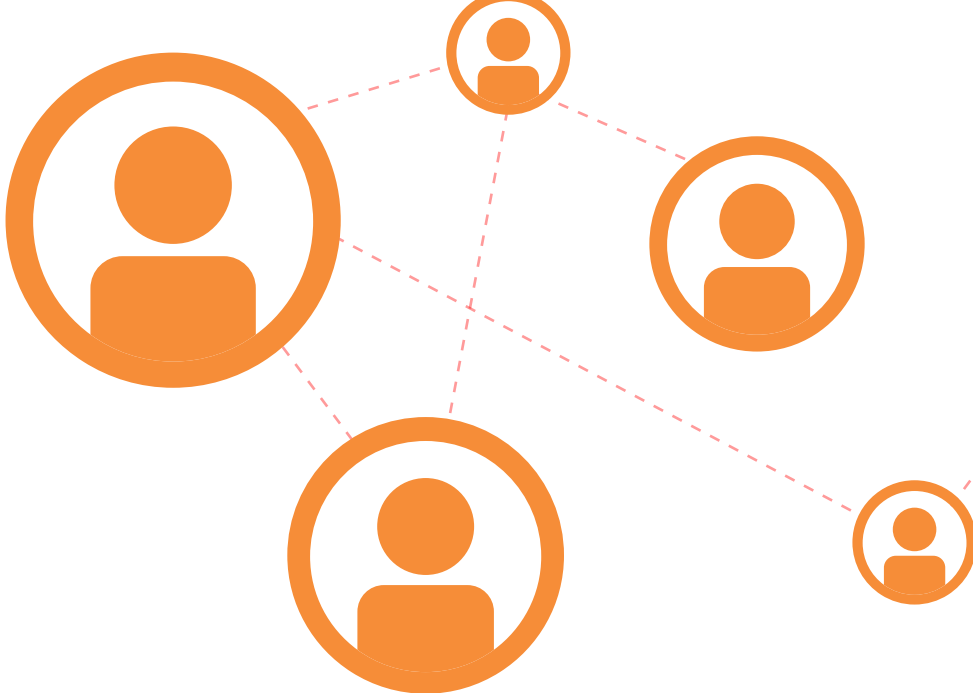
90%

Customer
Retention Rate

+950

New Clients
in Q1

TALENT



>2,500

Employees
Globally

+31%

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For full financial data and non-GAAP reconciliations, please refer to Criteo's Q1 2017 earnings release issued on May 3, 2017, available at ir.criteo.com.

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