

CONNECTING THE DOTS

IN PERFORMANCE MARKETING

Q1 2017

FINANCIAL FIGURES

Q1 Revenue ex-TAC

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

Adjusted EBITDA

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

*at constant currency

Regional Performance

+38%*
Americas

+28%*
APAC

+25%*
EMEA

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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