criteo.

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

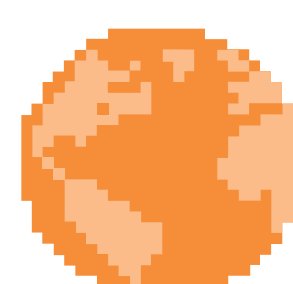///

< financial figures />

Revenue ex-TAC =

$225M, +41%* ;

Regional performance =

Adjusted EBITDA =

$83M, +55%* ;

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

*at constant currency

///

< talent />

Talent globally =   R&D =

>2,500 employees, +36%   +51%

///

< performance drivers excl. CSP />

Mobile:
63%
of Revenue
ex-TAC

Cross-device
user graph
60%
of RexT from
matched users
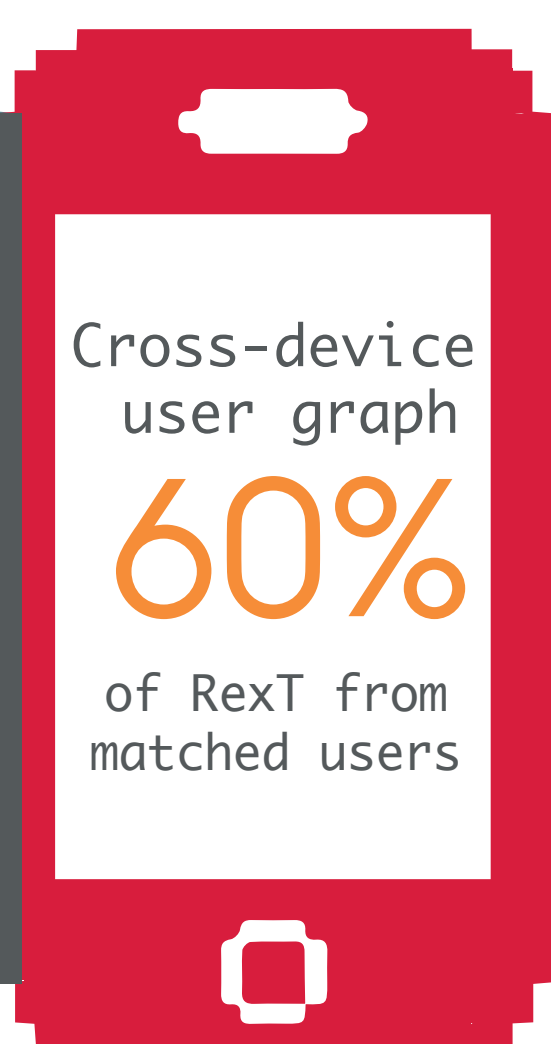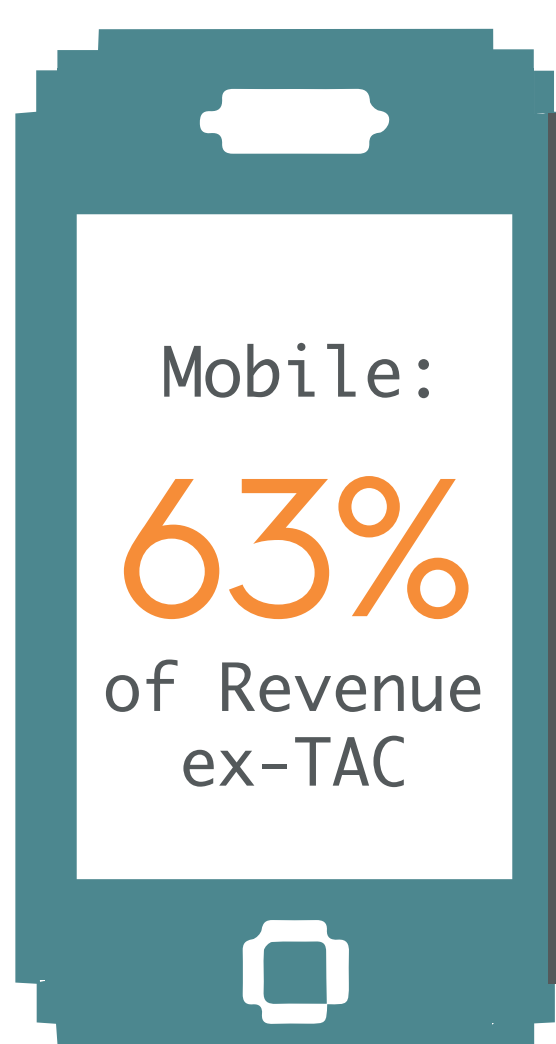
CROSS-DEVICE INITIATIVES

+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 ;

BUY

///

< 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.