

# 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

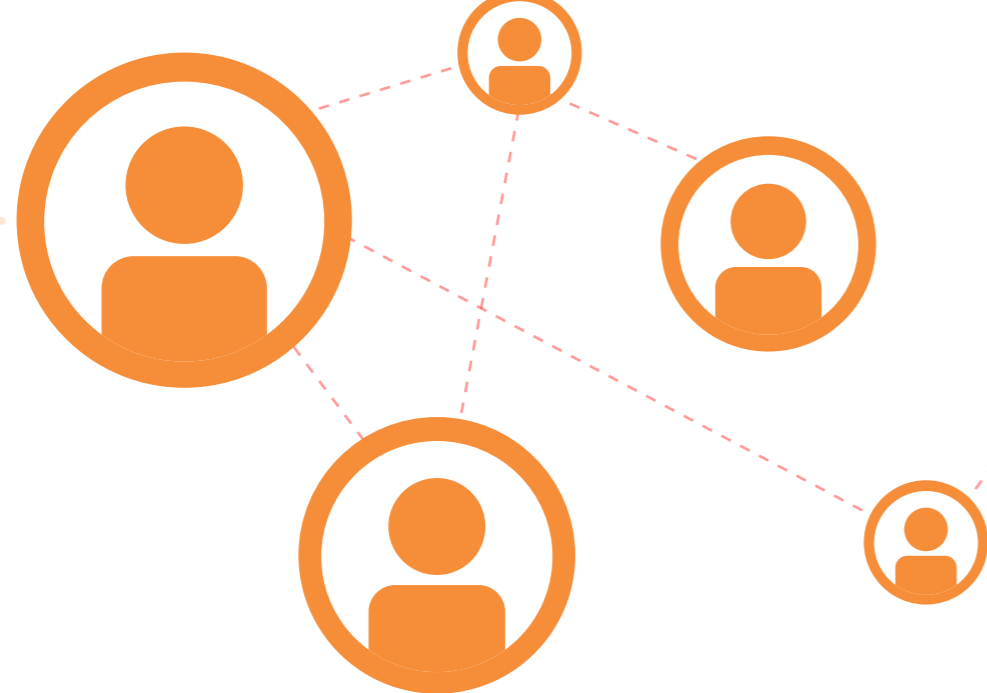
**90%**

Customer Retention Rate

**+950**

New Clients in Q1

## TALENT



**>2,500**

Employees Globally

**+31%**

LEARN MORE

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](http://ir.criteo.com).

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