Criteo Prices Initial Public Offering

Paris, France – October 29, 2013 – Criteo S.A. (NASDAQ: CRTO), a leading global technology company that specializes in performance display advertising, today announced the pricing of its initial public offering of 8,082,580 American Depository Shares, representing the company's ordinary shares, at a price to the public of $31.00 per American Depositary Share. The American Depositary Shares are expected to begin trading on NASDAQ under the ticker symbol "CRTO" on Wednesday, October 30, 2013. In addition, Criteo has granted the underwriters a 30-day option to purchase up to an additional 1,212,387 American Depositary Shares to cover over-allotments, if any.

J.P. Morgan Securities LLC, Deutsche Bank Securities Inc. and Jefferies LLC are acting as joint book-running managers for the offering. Stifel, Nicolaus & Company, Incorporated, Pacific Crest Securities LLC, SG Americas Securities, LLC and William Blair & Company, L.L.C. are acting as co-managers for the offering.

This offering is made only by means of a prospectus. A copy of the final prospectus related to the offering may be obtained at no cost, when available, by visiting EDGAR on the Securities and Exchange Commission's website (www.sec.gov) , or from J.P. Morgan Securities LLC, Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, Phone: (866) 803-9204; or Deutsche Bank Securities Inc., attn: Prospectus Group, 60 Wall Street, New York, NY 10005-2836, by email at prospectus.CPDG@db.com, or by telephone at (800) 503-4611; or Jefferies LLC, Equity Syndicate Prospectus Department, at 520 Madison Avenue, 12th Floor, New York, NY, 10022, by emailing Prospectus_Department@Jefferies.com or by phone at (877) 547-6340.

A registration statement relating to these securities has been filed with, and declared effective by, the U.S. Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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