



Criteo Launches Data Center in Shanghai and Invests Further in China

BEIJING – January 18, 2016 - [Criteo](#) (NASDAQ: [CRTO](#)), the performance marketing technology company, today announced the launch of its data center in Shanghai. The new data center will enhance online advertising performance for Criteo’s clients in China and is a clear signal of its commitment to the Chinese market. The data center is already serving advertisers and most publishers located in China, with the plan to add remaining publishers this quarter. In the past four years, Criteo has increased its global server pool to over 15,000 to meet the needs of its rapidly expanding global business.

“The Chinese market has always been a strategic priority for Criteo. The launch of the Shanghai data center is part of a long-term strategy and our commitment to enhance our business here. The new data center enables us to build further competence and capability to best serve our advertisers, publishers, and users in China,” said Eric Eichmann, CEO.

With a local presence, the new data center is able to provide Criteo’s prediction and recommendation engine with a more flexible, resilient and efficient connection within China. The engine is based on machine learning and predictive technology and can help clients reach users by displaying personalized ads in real-time.

“The high-performance data center will lay a solid foundation for Criteo to accelerate the fantastic growth of e-commerce business in China,” said Kelvin Cheng, Managing Director of China, “It will further improve our engine’s performance in China and enable even more efficient delivery of targeted digital performance advertising, allowing advertisers to engage and convert customers more effectively.”

The data center was designed and built according to high standards of redundancy and security. It is connected to China Unicom and China Telecom, two of China's major ISPs, with high bandwidth capacity. The data center is also connected, using dedicated International Private Circuits, to other Criteo data centers in Hong Kong and Amsterdam. With this data center, Criteo’s local clients can now benefit from low latencies and enhanced network performance to Criteo's platform, enabling Criteo to better handle business growth in China.

In recent years, Criteo has maintained rapid growth globally. Today, Criteo operates in 27 locations across Europe, the Americas and Asia, and works with over 9,250 advertisers to serve real-time ads. Criteo works with close to 12,000 publishers - the websites where it has bought space to display ads in real time. To ensure that each bid request can be processed in under 100 milliseconds, Criteo has built a platform in each region to establish closer proximity to local publishers.

This is the third data center for Criteo in the region and the seventh globally. The other two Criteo data centers in APAC were launched in Hong Kong in May 2014 and Tokyo in March 2011. Criteo now has over 15,000 servers in North America, Europe and APAC.