



## Criteo Appoints Elie Kanaan as EVP of Marketing

**New York – October 20, 2016** – Criteo (NASDAQ: **CRTO**), the performance marketing technology company, today announced the appointment of Elie Kanaan as Executive Vice President of Marketing. Kanaan will lead Criteo’s product marketing, marketing and communications initiatives across the globe.

As the needs of marketers evolve to meet higher consumer expectations, Kanaan and his team will play a key role in helping advertisers deliver on the mass personalization challenges of modern marketing. Criteo’s data-driven engine and multichannel solutions empower marketers to deliver to the individual consumer, relevant, seamless and accountable ads.

“What marketing leaders want today is measurable business results from their marketing and ecommerce investments. With the consumer holding the ultimate power, they are looking to preserve the best consumer experience, by serving them with personalized and relevant ads” said Elie Kanaan, Criteo’s EVP of Marketing. “I’m thrilled to join a team of highly intelligent people obsessed with technology innovation and providing the best advertising performance to their clients. My job is to make sure that the amazing and unique value Criteo provides to its clients is known to everyone who matters, across the globe.”

Eric Eichmann, CEO, Criteo said, “As we look to build on 11 consecutive quarters of growth, Elie and the marketing team will play a strategic role in our continued success. It is an exciting time for Criteo, the development of our global leadership team and more innovative products means that we will continue to exceed the expectations of advertisers, time after time.”

A former VP of Marketing EMEA for VMware, and having previously held positions at SAP, Mercury and Oracle, Kanaan brings over 25 years of experience in marketing and technology to his role at Criteo.

For more information about Criteo, please visit [www.criteo.com](http://www.criteo.com).

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### **About Criteo**

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,000 employees in 31 offices across the Americas, EMEA and Asia-Pacific, serving 12,000 advertisers worldwide and with direct relationships with 17,000 publishers.

### **Media Contact:**

Kenya Hayes  
[k.hayes@criteo.com](mailto:k.hayes@criteo.com)  
(703) 589-7595