

EXECUTING ON OUR BLUEPRINT

2015 Fiscal Year Earnings

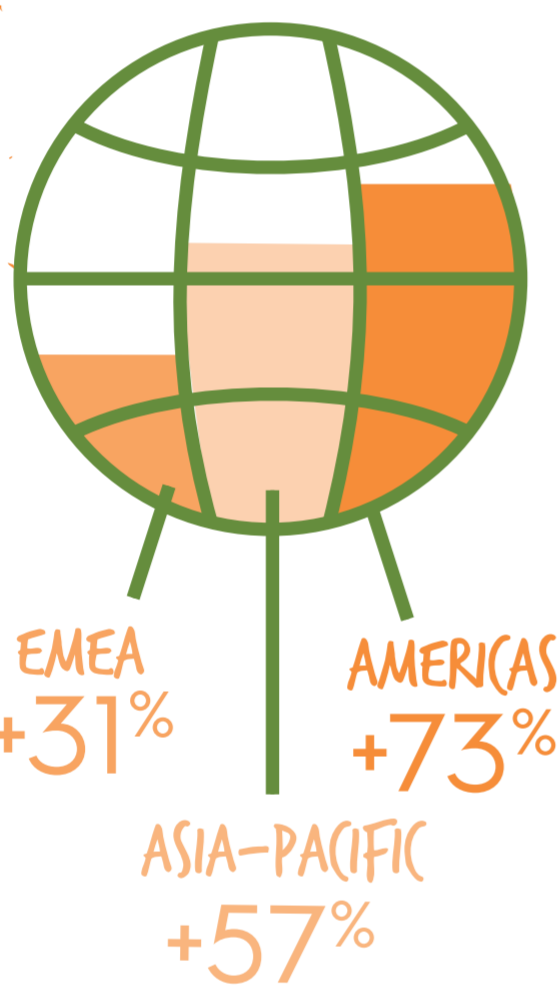
Financial figures

Revenue ex-TAC
€482M
 +49%*
 YOY

Adjusted EBITDA
€130M
 +59%*
 YOY

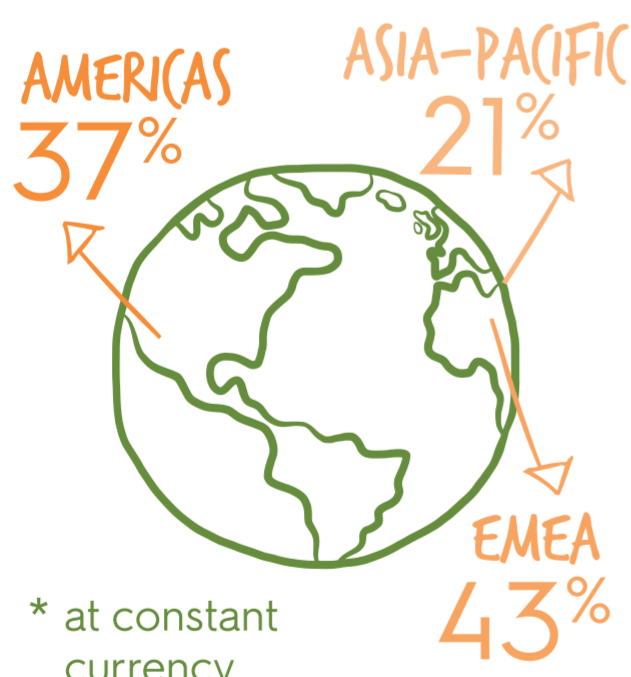
* at constant currency

Performance by region*



* Revenue ex-TAC growth at constant currency

2015 Revenue ex-TAC by region*



* at constant currency

Talent

1,840+
EMPLOYEES GLOBALLY

+42%
YOY

Performance drivers:

Enhanced technology

Over **47%** of RexT was on mobile ads in Dec

25% of Q4 RexT from users matched on at least 2 devices

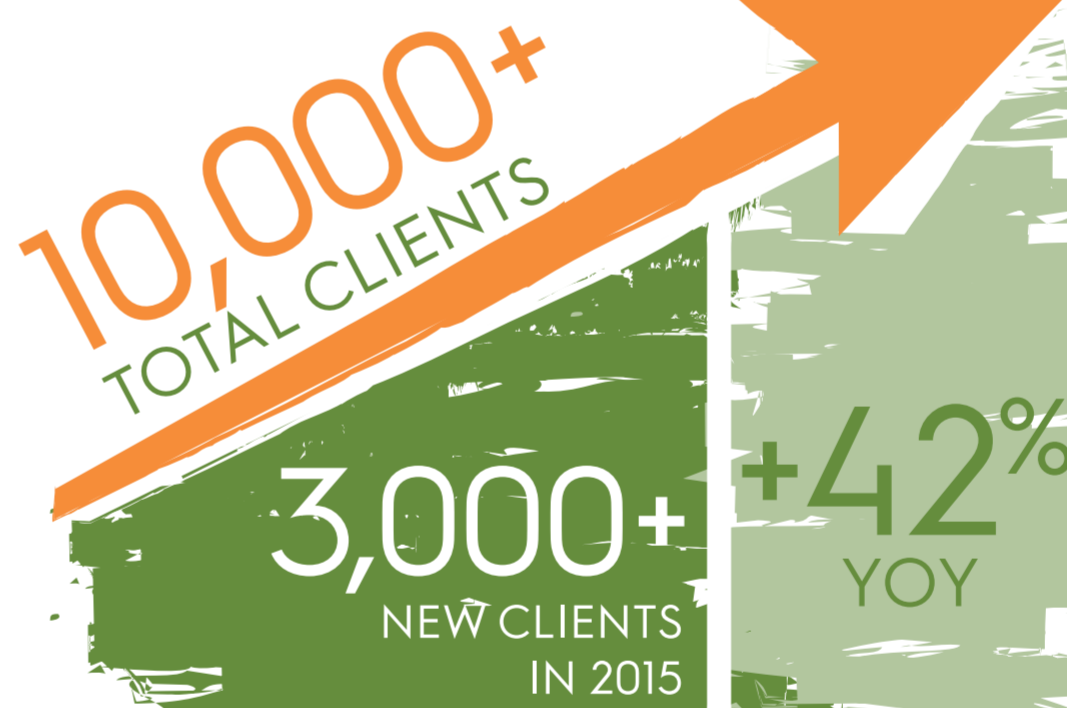
DYNAMIC CREATIVE OPTIMIZATION:

More than **70%** of Rev ex-TAC generated by enhanced DCO in Dec

RESULTS:

All our technology improvements resulted in Q4 2014 clients generating **20%** more Revenue* ex-TAC in Q4 2015

New client additions



CLIENT RETENTION:

90%+ for the past 18 consecutive quarters

Expanded direct publisher relationships

Direct relationships with Close to **14,000** PUBLISHERS **+50%** YOY

FACEBOOK MOBILE:

3,000+ CLIENTS live as of December



CRITEO Q4 & FISCAL YEAR 2015
LEARN MORE

FOR FULL FINANCIAL DATA AND NON-IFRS RECONCILIATIONS, PLEASE REFER TO CRITEO'S Q4 AND FISCAL YEAR 2015 EARNINGS RELEASE ISSUED ON FEBRUARY 10, 2016, AVAILABLE AT IR.CRITIO.COM.