



Criteo Elevates Mollie Spilman to Chief Operating Officer

Top Advertising Leader will Oversee Global Go-To-Market Strategy, Operations and Brand Solutions to Drive Growth, Innovation and Competitive Differentiation

NEW YORK—October 18, 2017—[Criteo S.A.](#) (NASDAQ: CRTO), the leading commerce marketing technology company, today announced the promotion of Mollie Spilman, one of the most respected female executives shaping today's competitive advertising and commerce marketing landscape, to Chief Operating Officer. Spilman joined Criteo in 2014 and leads all commercial teams—revenue, supply, operations and marketing—globally.

During her tenure, Spilman has been instrumental in Criteo's growth to a nearly two billion dollar revenue business and has helped achieve a steady 90 percent customer retention rate. Her unwavering focus has enabled her teams to achieve and sustain unsurpassed momentum in a rapidly-changing industry. Spilman excels at the integration of global go-to-market strategies across product and marketing teams to ensure that Criteo delivers to retailers, brands and other commerce companies the highest sales performance from their marketing investments through Criteo's open Commerce Marketing Ecosystem.

"Since day one, Mollie has brought deep experience and a strong, fresh strategic point of view to how Criteo approaches the agile and dynamic environment of commerce marketing," said Eric Eichmann, CEO at Criteo. "Criteo is a trusted partner to retailers, brands and other commerce companies and everything we do is rooted in our mission to enable them to better compete in a data and technology driven environment. Mollie understands the complex and nuanced challenges our customers face and is expertly positioned to ensure that Criteo exceeds expectations as we help to reshape the future of commerce marketing."

"I am honored and humbled to expand my role at Criteo while continuing to work alongside the industry's most talented and driven team members who reach new heights every single day in order to achieve our aggressive growth and innovation goals," said Mollie Spilman, COO at Criteo. "Criteo is at the forefront of an ecommerce industry that is defined by change, uncertainty and ever-shifting expectations. I am confident that we will sustain the strong momentum realized at the start of 2017 and I am committed to the continuation of our market leadership and success."

Spilman's professional accolades honor her proven track record for success as well as her powerful perspective on the advancement of women in leadership roles. Most recently, she's won the Working Mother of the Year Award, a Silver Stevie award for "Female Executive of the Year" and is ranked the fifth most powerful woman in mobile advertising by *Business Insider*. Prior to Criteo, her two-decade career in advertising included executive roles at Millennial Media, Yahoo, Advertising.com/AOL and Time Inc.

About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data. For more information, please visit www.criteo.com.

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