Criteo Brings "Not Another Big Data Conference" to the U.S. for the First Time

Developers Will Converge in Palo Alto, Calif. to Discuss Deep Learning and Data Science, With Speakers from Spotify, Uber, Pinterest and More

NEW YORK—November 28, 2017—Criteo S.A. (NASDAQ: CRTO), a leading commerce marketing technology company, will bring its "Not Another Big Data Conference" (NABDConf) to Palo Alto, Calif., on Tuesday, December 12, 2017, after two successful events in Paris. Built as the conference by developers for developers, NABDConf features talks with engineers from diverse industries to discuss topics ranging from real-world, scalable deep learning and data science, to data production monitoring and escalation processes. Speakers from Spotify, Cloudera, Uber and more will join Criteo for thought-provoking conversations. Criteo will donate 100 percent of proceeds from ticket sales to Techfugees, a nonprofit organization that mobilizes the global tech community to respond to the refugee situation. Individuals may purchase tickets here.

Programming at NABDConf spans all career stages, from seasoned industry veterans to recent college graduates. Presentations will focus specifically on technologies like Spark, Parquet/Arrow, TensorFlow and other OSS projects meeting real world needs. To lead the discussions, confirmed speakers include engineers and developers from web-scale companies like Pinterest, Yahoo!, Determined AI and others, who will take a close look at the technology as well as big-data and deep learning uses cases behind these deployments. Attendees will also have the opportunity to learn about scaling engineering culture from Moshin Hussain, VP of Engineering, Criteo.

"Today's engineers and developers are working in fast-paced environments with complex deliverables and extremely high expectations. We believe collaboration is the key to solving pressing issues and unlocking new solutions, and are excited to bring this event to the Bay Area to engage with the brightest minds in the industry," said Justin Coffey, Senior Staff Development Lead, Criteo. "In addition, we are inspired by how this community rallies behind organizations like Techfugees to solve international challenges and are proud to raise awareness for this forward-thinking nonprofit organization."

Techfugees is a social enterprise mobilizing the global tech community to respond to the refugee situation. The non-profit organizes conferences, workshops and hack-a-thons around the world in an effort to supply a pool of tech solutions and tech talent to NGOs working with refugees, and refugees themselves. Criteo will donate all ticket sale proceeds.

Prior to the conference, Criteo will also host an exclusive workshop led by the inventor of Play framework, Guillaume Bort, on Monday, December 11. The workshop will focus on sequencing

computations, ad hoc polymorphism with type classes and concurrent functional programming with Scala, among other topics. Individuals can register here. Seating is limited.

NABDConf will be hosted at Criteo's Palo Alto offices on Wednesday, December 12, 8:30 a.m. – 7 p.m. PT. For more information, please visit: www.criteo.com/events/nabdconf-palo-alto/.

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. More than 2,700 Criteo team members partner with 17,000 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's Commerce Marketing Ecosystem sees over $550 billion in annual commerce sales data. For more information, please visit www.criteo.com.

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