



Criteo Appoints Former LinkedIn and Oracle Sales Head, Shruthi Chindalur as Regional Managing Director Mid-Market EMEA

LONDON – 19th June 2018 - Criteo (NASDAQ: CRTO), the commerce marketing technology company, today announced the appointment of Shruthi Chindalur as Regional Managing Director, Mid-Market EMEA. Chindalur will be responsible for building on the success of Criteo's fast-growing mid-market businesses across Europe, Middle East and Africa.

Criteo's Commerce Marketing Ecosystem offers visibility in to over \$600 billion in commerce sales each year and sees more than 1.2 billion shoppers per month. For mid-market businesses with yearly sales of between £10m and £250m facing increasing competition from online retail giants like Amazon, Criteo's unique data insights into shoppers' behaviour offers them a competitive edge. This approach has seen Criteo experience an uptake in interest from the mid-market sector which now represents over a third (34-35%) of the company's total revenue.

Chindalur will be responsible for helping educate marketers at mid-market businesses on the benefits of using big data and machine learning to deliver personalised and effective communications to shoppers. Chindalur's hire follows the promotion of Thomas Jeanjean, formerly EMEA Mid-Market Managing Director, to Executive Vice President, Global Mid-Market.

"This new role represents an exciting challenge for me," said Shruthi Chindalur, Regional Managing Director Mid-Market EMEA. "Marketing is undergoing such exciting change and Criteo's technology is playing a crucial role in helping businesses of all sizes compete against the scale of huge online retailers. I'm looking forward to working with the team to support these businesses, helping them to think big and leverage the Criteo Commerce Marketing Ecosystem to succeed in today's competitive marketplace," she continued.

"Bringing 15-plus years' experience working with small and medium-sized businesses in EMEA, Shruthi has a deep understanding of digital sales across a wide range of industries. Her knowledge will be invaluable for Criteo's customers as she helps them build their brand and implement innovative go-to-market strategies," said Thomas Jeanjean, Executive Vice President, Global Mid-Market Sales Executive Vice President, Global Mid-Market. "Marketers are increasingly looking to use data as a differentiator that will enable them to reach and engage with shoppers across the entire consumer journey. Shruthi is perfectly placed to lead the team in supporting brands and retailers achieve this goal."

Prior to joining Criteo, Chindalur was Head of SMB, EMEA & LATAM, Customer Business at LinkedIn Sales Solutions. Before this, Chindalur was EMEA Sales Director at Oracle.

For more information about Criteo, please visit www.criteo.com.

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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 over 18,000 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 \$600 billion in annual commerce sales data

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