

Shaping the Future

Commerce Marketing in Q2 2018

Q2 Financial Figures

Revenue ex-TAC

\$230M

+2%*

Adjusted EBITA

\$69M

+20%*

Free Cash Flow

\$22M

* = at Constant Currency

Regional Performance

Americas

+4%*

U.S. +8%

EMEA

-1%*

APAC

+6%*

Clients

19,000

Results

Close to
90%
Retention Rate

Performance Drivers

Non-retargeting Products



RexT from non-retargeting products grew **+72%** yoy*

Mobile Applications



RexT from in-app business grew **+38%**

Criteo Direct Bidder



2,300 Publishers deploying Criteo Direct Bidder

* = at Constant Currency

Talent

2,700
Employees



About Criteo

Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,700 Criteo team members partner with over 19,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they needed to better know and serve their customers. For more information, please visit www.criteo.com.

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