



Criteo Acquires Manage, Strengthening its Mobile Marketing Solutions

Complements Criteo's In-App Business and Expands into New Verticals

NEW YORK—October 31, 2018— [Criteo](#) S.A. (NASDAQ: CRTO), the advertising platform for the open Internet, today announced it has acquired Manage. Criteo is adding Manage and its mobile app install solution to complement its existing app business and further strengthen its end-to-end advertising solution, addressing the entire consumer journey from awareness and consideration to conversion.

Manage is a Silicon Valley company with an attractive app install advertising solution. This acquisition expands Criteo's client base as Manage serves advertisers not only in Criteo's strong verticals of retail and travel, but also in gaming and other app-first areas such as food delivery and ride-sharing. With Manage, Criteo also gains additional technical and commercial talents to accelerate expansion into the fast-growing app space.

"Demonstrating our commitment to the fast growing mobile app ecosystem, Manage allows us to add app install to our marketing solutions," said JB Rudelle, Criteo, CEO.

"Criteo's mobile strength and world-class technology is what excited us about joining this amazing company," said Mike Ng, Manage, CEO. "Criteo's global scale, extensive client base, unmatched technology and team, provide a tremendous opportunity for us to capitalize on the momentum we've built over the past few years. Now we can rapidly scale our mobile in-app solution to address marketers' desire to have solutions that map to the entire customer journey."

Manage was founded in 2011 and is headquartered in Mountain View, California. Manage teams will be integrated into Criteo with immediate effect.

About Manage

Manage is a data-driven mobile app marketing solution for performance advertisers. With Manage, advertisers can reach their target audience segments across mobile and tablet devices with efficiency and focus on customer lifetime value. As one of the earliest programmatic buyers on all major mobile ad exchanges, Manage handles over 50 billion daily RTB requests. For more information, visit us at www.manage.com.

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 close to 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 need to better know and serve their customers. For more information, please visit www.criteo.com.

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