

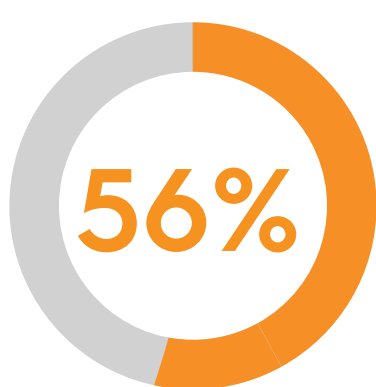
Meet the Vietnamese Digital Traveler

REGIONAL TRENDS EVERY MARKETER MUST KNOW

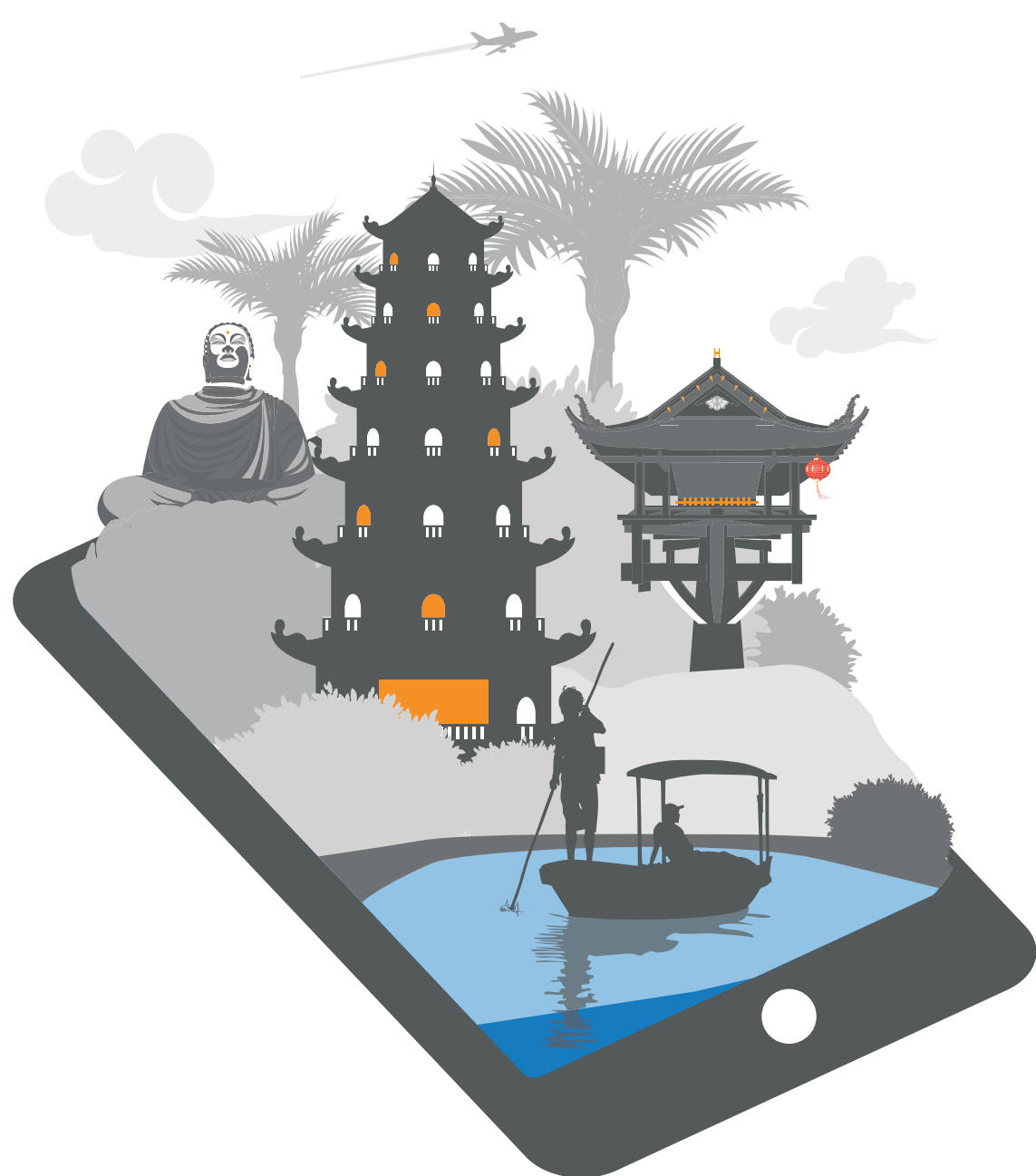
Vietnamese people are traveling more, and smartphones are primed to transform the way they book.

Mobile Browsers Drive Travel Searches

1 in 3 Millennials found travel deals on smartphones



Of mobile millennials search for trips via mobile browsers.



TRAVEL TAKEAWAY

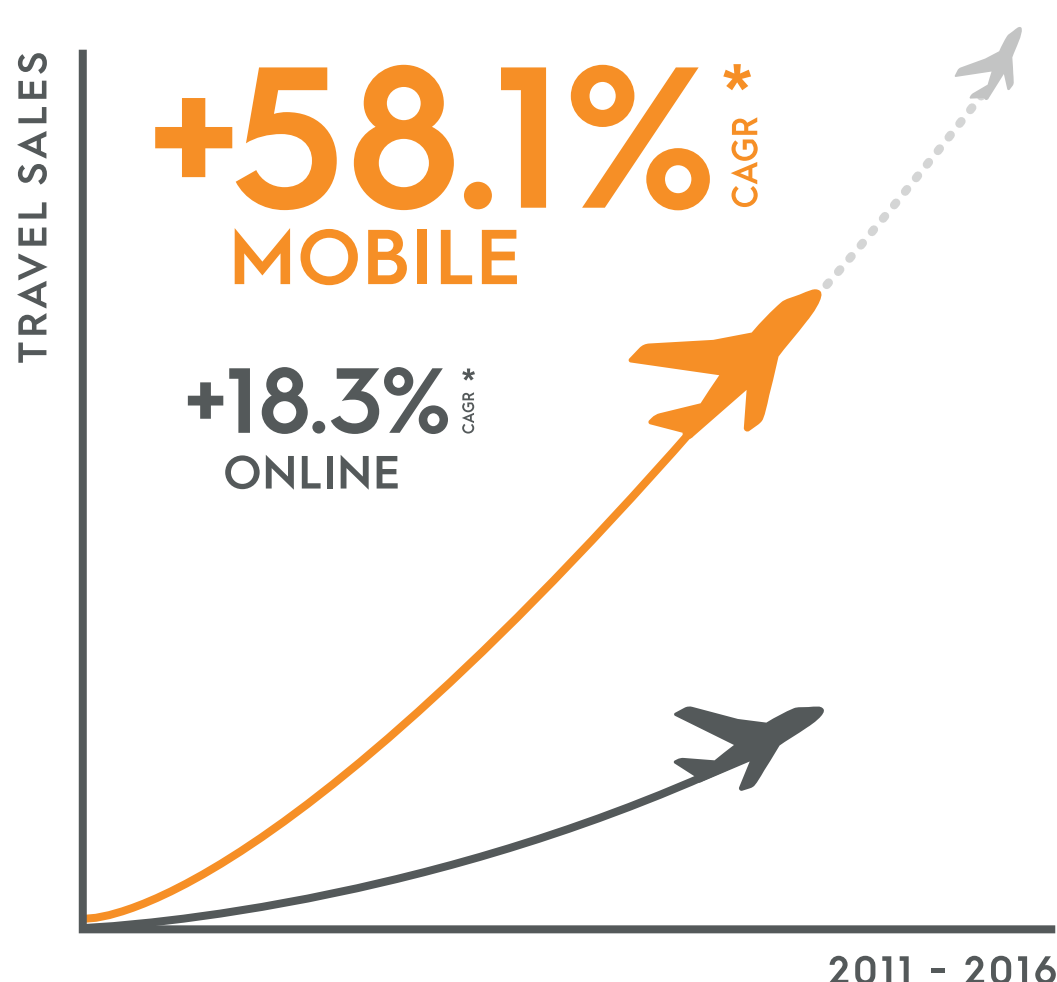
Mobile experiences that provide **side-by-side comparisons** and **speedy searches** will convert this growing crowd from browsers to bookers.

Mobile Booking Will Soon Take Off

+63% APPS of millennials' mobile bookings are made via apps.

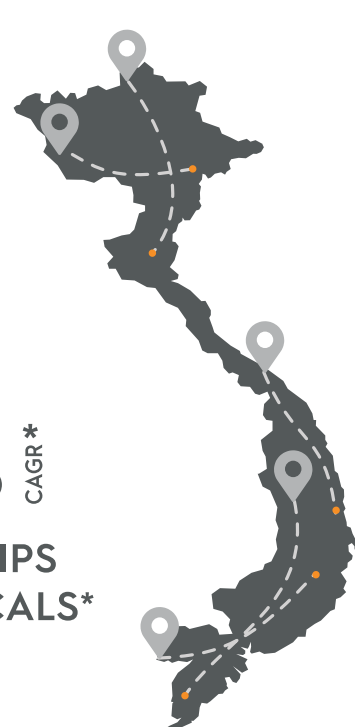
TRAVEL TAKEAWAY

Optimize your app with **simple checkout and payment options** to attract a bigger share of the mobile market.



Cheap International Travel is on the Rise

+9.7% CAGR * DOMESTIC TRIPS MADE BY LOCALS*



+14.0% CAGR * INTERNATIONAL TRIPS MADE BY LOCALS*

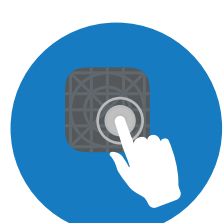


TRAVEL TAKEAWAY

Budget airlines will continue to increase international trips. Promote relevant, **personalized offers and discounts** to ride this wave.

+7.7% CAGR * SPENDING ON LEISURE AND RECREATION OVERALL (2017-2020)

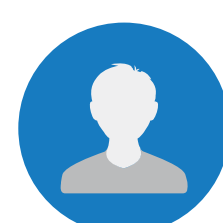
Prep for the Mobile Travel Boom



Make your mobile app a one-stop solution for all travel needs



Embrace personalized ads that respond to customer behavior in real time



Adopt a singular view of your customers across all their favorite devices

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

*CAGR is Compound Annual Growth Rate.

Methodology: Survey conducted by Euromonitor in February 2017 to present a comprehensive and accurate picture of the macro-economic landscape and Travel industry in Vietnam. One hundred and fifty respondents in Vietnam.

About Criteo: Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 15,000 advertisers worldwide and with direct relationships with thousands of publishers.

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