



Criteo Announces the Appointment of Geoffroy Martin as Executive Vice President and General Manager of Retail Media

NEW YORK, May 20, 2019 - [Criteo](#) (NASDAQ: CRTO), the advertising platform for the open Internet, today announced the appointment of Geoffroy Martin to the role of Executive Vice President and General Manager, Retail Media. He will be based in Paris and will report into Mollie Spilman, Chief Operating Officer at Criteo.

Prior to joining Criteo, Martin was a private consultant with a focus on growth strategies and innovation. From 2004 to 2015, he held multiple positions at Art.com, including COO and CEO, where he oversaw an explosive growth in revenue and customer base across 150 countries. Martin's proven ability to build winning teams and deliver products that drive strategic growth will be key to his role at Criteo, where he will spearhead Criteo's Retail Media business acceleration.

"Geoffroy brings a unique mix of experience and I couldn't be more excited to welcome him to the company," said Mollie Spilman, COO at Criteo. "His background both running a global e-commerce business as well as consulting other businesses on how to innovate and grow positions him well to scale our Retail Media division as we drive forward Criteo's multi-solution offering."

"As one of Criteo's first US customers, I have always known how much value Criteo has to its clients," said Martin. "As retailers work to engage shoppers at every stage of the purchase funnel, and to strengthen their relationships with their brand partners, Criteo Retail Media is becoming more and more critical in the industry landscape. In my new role, I am eager to build on its initial success and drive value for all of Criteo's retail and brand clients through best in class solutions and strategic counsel."

Announced in November 2018, Criteo Retail Media provides the technology platform that powers the most efficient and measurable retail media ecosystem for the world's leading retailers and brands. Its technology already enables the ad monetization programs of major retailers and helps many leading brands deliver ads that generate sales results. The Forrester Research Inc. report, "[Retailers: You're the Next Media Moguls, Media Networks From Commerce Companies Are Growing And Transforming Shopping](#)", published on December 5, 2018, states: "Consider partnering with companies like Criteo Retail Media... [that] have turnkey offerings to help commerce companies get set up and mine their first-party data to intelligently showcase ads to different audiences."

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

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