



Criteo Takes Steps to Improve Advertiser ROI; Achieves Multiple Trustworthy Accountability Group (TAG) Certifications

Advertising Platform for The Open Internet Earns TAG Certified Against Fraud, Inventory Quality Guidelines and Certified Against Piracy Seals

NEW YORK – July 11, 2019 – [Criteo](#) S.A. (NASDAQ: CRTO), the advertising platform for the open Internet, today announced that it received the TAG Certified Against Fraud, Inventory Quality Guidelines and Certified Against Piracy Seals from the [Trustworthy Accountability Group \(TAG\)](#). TAG is the leading global certification program fighting criminal activity and increasing trust in the digital advertising industry. These certifications recognize Criteo’s ongoing approach to combatting invalid traffic and delivering advertising in a brand safe environment.

“The challenges of fraud, piracy and lack of transparency are complex and interconnected, and Criteo should be commended for its leadership in achieving TAG certification for its efforts to address all three issues,” said Rachel Nyswander Thomas, COO of TAG. “By working together as an industry, we can protect advertisers’ investments and improve confidence in the supply chain. We are very pleased to be partnering with Criteo to build those high industry standards.”

In order to achieve the TAG Certified Against Fraud Seal, Criteo’s platform was independently audited by [BPA Worldwide](#) to ensure that sophisticated and rigorous measures are in place that are designed to monitor, detect, and block invalid traffic. TAG’s Inventory Quality Guidelines and Certified Against Piracy Seals recognize Criteo for adhering to TAG’s industry-recognized framework for protecting its clients from appearing alongside illegal and inappropriate content, improving transparency in the industry.

“Ad fraud and brand safety remain a growing concern for the industry, costing brands billions of dollars annually and eroding consumer trust,” said Marc Grabowski, EVP of Global Supply & Business Development. “Criteo is strongly committed to creating a better advertising ecosystem today and for the future. Our TAG certifications reinforce our commitment, and represent just one of many investments we are making in our traffic and inventory quality as we continue Criteo’s evolution to a full-funnel marketing solution.”

Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including statements around the success of investments we are making in our business and ecosystem in which we operate, and other statements that are not historical facts and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure related to our technology and our ability to respond to changes in technology, uncertainty regarding our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory, investments in new business opportunities and the timing of these investments, whether the projected benefits of acquisitions materialize as expected, uncertainty regarding international growth and expansion, the impact of competition, uncertainty regarding legislative, regulatory or self-regulatory developments regarding data privacy matters and the impact of efforts by other

participants in our industry to comply therewith, failure to enhance our brand cost-effectively, recent growth rates not being indicative of future growth, our ability to manage growth, potential fluctuations in operating results, our ability to grow our base of clients, and the financial impact of maximizing Revenue ex-TAC, as well as risks related to future opportunities and plans, including the uncertainty of expected future financial performance and results and those risks detailed from time-to-time under the caption "Risk Factors" and elsewhere in the Company's SEC filings and reports, including the Company's Annual Report on Form 10-K filed with the SEC on March 1, 2019, and the Quarterly Report on Form 10-Q for the quarter ended March 31, 2019 filed with the SEC on May 9, 2019, as well as future filings and reports by the Company. Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

About Criteo

Criteo (NASDAQ: CRTO) is the advertising platform for the open internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,800 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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