



CRITEO FILES COMPLAINT WITH THE FRENCH COMPETITION AUTHORITY AGAINST FACEBOOK

NEW YORK – Oct. 1, 2019 – Criteo S.A. (NASDAQ: CRTO), the advertising platform for the open Internet, filed on September 10, 2019 a complaint with the French Competition Authority against Facebook.

Criteo believes that the gradual exclusion of companies from the Facebook platform has adversely impacted the diversity of the online advertising industry.

The objective of the complaint is to recreate conditions of a level playing field for the industry by restoring Criteo and other companies' ability to access the Facebook platform on fair terms, and establishing clear and transparent guidelines to prevent Facebook from unfairly favoring its own services on its platform at the expense of its competitors'.

About Criteo

Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. Close to 2,900 Criteo team members partner with close to 20,000 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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