



Criteo Integrates with Oracle Data Cloud to Strengthen Brand Safety Capabilities for Marketers

New integration provides additional controls to marketers as brand safety remains a top priority

New York, NY – November 18, 2020 – [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company powering the world's marketers with trusted and impactful advertising, today announced an integration with [Oracle Data Cloud](#) to strengthen its existing brand safety offering. [Criteo's AI Engine](#), a predictive bidding tool, is now integrated with Oracle Contextual Intelligence, a solution providing real-time content review and classification pre-bid to clients across brand-suitable categories.

Brand safety continues to gain prominence with advertisers and marketers concerned by the rise of sensitive news topics and misinformation. According to a recent Interactive Advertising Bureau (IAB) [study](#), over 77% of industry professionals cited brand safety as a key priority in 2020. Criteo is responding to these industry needs through its integration with Oracle to deliver greater brand protection to marketers while continuing to provide scale and performance.

"Criteo is committed to delivering a safe and transparent advertising experience for brands and publishers alike," said Len Ostroff, SVP Global Partnerships and Alliances at Criteo. "Oracle Data Cloud is a leader in contextual intelligence. Our integration with them will bring semantic detection power pre-bid to our global brand safety offering so we can better serve our clients."

Oracle Contextual Intelligence is a technology that does not rely on personal identifiers to improve marketing results by ensuring that advertisements get displayed on brand-suitable advertising spaces with appropriate contextual content. Using adaptive machine learning, the technology evaluates keywords on web pages so advertisers can avoid associating their brand with negative content and keywords. The technology can also be used to place advertisements in contexts that are more appropriate and impactful for the brands.

"We're pleased to work with Criteo to provide industry professionals the right technology solution to address ongoing and fast evolving brand safety concerns," says Chris Stark, Head of Contextual Intelligence Product, Oracle Data Cloud. "Together, our goal is to give advertisers more control of their ad placements and shift the growing conversation surrounding brand safety to focus on long-term brand suitability."

Criteo began working with Oracle Data Cloud in February 2020. This brand safety integration is now available automatically for all global clients at no additional cost.

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,600 Criteo team members partner with over 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 <http://www.criteo.com>.

About Oracle Data Cloud

Oracle Data Cloud helps marketers use data to capture consumer attention and drive results. Used by 199 of AdAge's 200 largest advertisers, our Audience, Context and Measurement solutions extend across the top media platforms and a global footprint of more than 100 countries. We give marketers the data and tools needed for every stage of the marketing journey, from audience planning to pre-bid brand safety, contextual relevance, viewability confirmation, fraud protection, and ROI measurement. Oracle Data Cloud combines the leading technologies and talent from Oracle's acquisitions of AddThis, BlueKai, Crosswise, Datalogix, Grapeshot, and Moat.

About Oracle

The Oracle Cloud offers a complete suite of integrated applications for Sales, Service, Marketing, Human Resources, Finance, Supply Chain and Manufacturing, plus Highly Automated and Secure Generation 2 Infrastructure featuring the Oracle Autonomous Database. For more information about Oracle (NYSE: [ORCL](#)), please visit us at <http://www.oracle.com>.

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Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including statements regarding product improvements and future product capabilities, 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 2, 2020, 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.

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