



Criteo Retail Media Announces Expansion of API Partner Program

Pacvue, Perpetua, Flywheel, Kenshoo and Tinuiti sign on as new partners, providing brand advertisers more flexibility in activating retail media campaigns

New York, April 8, 2021 – [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company powering the world’s marketers with trusted and impactful advertising, today announced the expansion of its Criteo Retail Media API program with new partners including Pacvue, Perpetua, Flywheel, Kenshoo and Tinuiti. By integrating with the Criteo Retail Media API, partners have a new opportunity to empower brand advertisers with more choices for how they manage and optimize their retail media campaigns with leading retailers, while expanding their advertising to reach high-intent shoppers in new cookie-less channels.

“Utilizing Criteo’s new API Partner program has been vital for scaling the needs of our brands,” said Brian Weber, Director of Digital Strategy, The Stable, an integrated commerce agency. “By working with Criteo API partners, we are able to automate reporting and generate insights across retailers much quicker than before, in a singular dashboard, and dedicate the majority of our time to building best in class strategies.”

In a recent joint report with Forrester Consulting, Criteo uncovered that 76% of brand advertisers in [North America](#) said that the growth of their businesses depends on retail media advertising. With Criteo’s Retail Media solution, brands have the unique opportunity to advertise and promote their products directly on leading retailer websites, in a way that no traditional DSP on the market can offer today

“It has been incredibly thrilling to see retail media gain more momentum as consumers shift to online shopping,” said Geoffroy Martin, EVP and General Manager, Growth Portfolio at Criteo. “We are proud to power the world’s largest open retail media ecosystem, and we’re thrilled to welcome our new API partners to our program so that we can further meet the needs of our customers in 2021.”

Criteo’s Retail Media solution is a cornerstone of the company’s vision to become a world-leading Commerce Media Platform by enabling media monetization and powering global brands, agencies and retailers to optimize their sales and digital advertising returns. For more information on Criteo’s Retail Media ecosystem, visit [here](#).

Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including with respect to the program meeting the needs of customers in the future, 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 innovate and respond to changes in technology, uncertainty regarding the scope and impact of the recent outbreak of COVID-19 on our employees, operations, revenue and cash flows, 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, the impact of consumer resistance to the collection and sharing of data, our ability to access data through third parties, 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 February 26, 2021, and in subsequent Quarterly Reports on Form 10-Q 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 global technology company powering the world's marketers with trusted and impactful advertising. 2,600 Criteo team members partner with over 21,000 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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