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Joshua Koran and Karsten Rieke Join Criteo to Drive Product Innovation for the Future of Privacy-by-Design Advertising

New leaders reinforce Criteo's commitment to privacy while improving commerce outcomes

NEW YORK — July 15, 2021— [Criteo](#) S.A. (NASDAQ: CRTO), the global technology company that provides the world's leading Commerce Media Platform, today announced the appointment of two key hires to its Product Innovation team: [Joshua Koran](#) as Executive Vice President, Data and Policy, and [Karsten Rieke](#), Senior Director, Product Management for Identity and Privacy. In a constantly evolving technological and regulatory landscape, Koran and Rieke will play critical roles in the development of Criteo's product roadmap to drive trust among consumers, marketers, and media owners, and foster a rich open internet ecosystem that benefits all parties.

Support Growth and Development in Product Innovation

Koran joins Criteo as Executive Vice President, Data and Policy, with more than 20 years of product management and innovation experience, including leadership roles with Turn, AT&T AdWorks, ValueClick, and Yahoo!, and most recently, as Programmatic Chief Technology Officer and Head of Innovation Labs at Zeta Global. Koran is a recognized thought leader in the digital advertising and marketing ecosystem, having pioneered many innovations in personalization and predictive analytics, for which he is a named inventor on 26 granted patents.

As the industry adapts to regulation and policy changes, Koran will be responsible for driving strategic product initiatives for the [Criteo AI Lab](#). This includes using machine learning technology to find new solutions that respect privacy while driving measurable outcomes for marketers and improved monetization for media owners across the open internet. He will also support Criteo's privacy and public affairs work to aid Criteo's promotion of privacy-by-design open standards for the future of addressable media. He is based in California and will report to Todd Parsons, Chief Product Officer.

Todd Parsons noted: "The future of the internet is people-centric. As a pioneer in our space, Joshua brings deep experience to propel innovation in improving commerce outcomes while empowering people with more choice, transparency, and control of their data. I'm thrilled to have him part of the team as we build the solutions that power a better internet for us all."

Lead Product Efforts for Post-Cookie Ecosystem

As Senior Director Product Management, Rieke will help drive the product strategy for Criteo's identity and privacy solutions, enabling marketers and media owners to effectively leverage their first-party data within Criteo's Commerce Media Platform. He joins Criteo with over 20 years of product management experience, most recently as Senior Vice President of Product Management at LiveIntent, where he led the identity product team focusing on attribution in cookie-less environments.

As the ecosystem looks to upgrade to new forms of addressable media, Rieke will also lead the development of Criteo's addressability solutions to enable seamless, responsible, and effective use of audience data across the open internet. Additionally, he will be responsible for enhancing the compliance layer governing data associated with people and organizations. Rieke is based in Germany and will report to Ingmar Zach, Senior Vice President, Product.

Ingmar Zach noted: "With people increasingly using more web-enabled technology, addressable data becomes the path forward for marketers and media owners to more effectively engage, measure, and optimize their media while safeguarding people's important privacy rights. Karsten's extensive background in product management will allow us to build innovative solutions that more rapidly and effectively drive commerce outcomes. We are excited to have him join the team."

Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including our expectations regarding our market opportunity and future growth prospects 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 COVID-19 pandemic 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, including without limitation uncertainty regarding the timing and scope of proposed changes to and enhancements of the Chrome browser announced by Google, 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. Importantly, at this time, the COVID-19 pandemic continues to have a significant impact on Criteo's business, financial condition, cash flow and results of operations. There are significant uncertainties about the duration and the extent of the impact of the virus.

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 that provides the world's leading Commerce Media Platform. 2,500 Criteo team members partner with over 20,000 marketers

and thousands of media owners around the globe to activate the world's largest set of commerce data to drive better commerce outcomes. By powering trusted and impactful advertising, Criteo brings richer experiences to every consumer while supporting a fair and open internet that enables discovery, innovation and choice. For more information, please visit www.criteo.com.

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