

**FINAL – FOR IMMEDIATE RELEASE / MARCH 7, 2023, 7 AM ET**

## **Criteo Acquires Brandcrush to Accelerate Offline Retail Media Solutions**

*Acquisition creates a holistic omnichannel media planning and activation platform*

**NEW YORK, March 7, 2023** — [Criteo S.A.](#) (NASDAQ: CRTO), the commerce media company, today announced its acquisition of [Brandcrush](#), an Australia-based company whose platform enables the buying and selling of omnichannel retail media, including offline media channels. With this acquisition, Criteo will be able to provide a holistic omnichannel monetization solution globally for retailers to manage their entire media inventory across both ecommerce and physical retail while enabling brands and agencies to seamlessly discover and purchase omnichannel media from leading retailers. Additionally, the acquisition expands Criteo’s client footprint and capabilities in the rapidly growing Asia-Pacific retail media market, strengthening Criteo’s global leadership in retail media.

Retail media has become a multi-billion-dollar revenue opportunity for retailers, but many either rely on antiquated processes such as emails and spreadsheets to manage the packaging, availability, and purchasing of their media inventory or are forced to adapt their legacy Customer Relationship Management (CRM) systems to fulfill the unique needs of their retail media operations. With Brandcrush, retailers can now leverage a purpose-built solution for retail media orders, inventory, and supplier management across all media channels. Moreover, by enabling the self-service discovery and booking of shopper media, retailers can drive incremental revenue without increasing overhead costs.

“As marketers continue to invest in retail media, offline is emerging as the new frontier – and brands and agencies must be able to effectively plan, execute, and measure their campaigns in an integrated way,” said Sherry Smith, General Manager of Global Enterprise at Criteo. “Brandcrush directly addresses the current market need for consolidated offline and online advertising management, and our combined solutions will make omnichannel retail media strategies a reality, empowering retailers to own their entire retail media ecosystems.”

The Brandcrush platform provides 360° media asset management and activation, ranging from in-store activations such as digital screens, point-of-sale displays, and sampling to out-of-store activations like inbox sampling and inserts, and online activations such as digital circulars, email, and social. Combined with Criteo’s first-class retail media solutions, including sponsored ads, on-site display, and off-site ads, advertisers can now scale their campaigns across the entire omnichannel retail media environment.

“By combining forces, we’re bringing together our platform with Criteo’s best-in-class retail media technology to create the most effective monetization platform for retailers,” said Teresa Aprile, Co-Founder and CEO at Brandcrush. “With Criteo’s retail media client footprint of 175+ retailers and nearly 1,800 brands – unlike any others in the industry – we’re also tapping into their unique scale to truly harness the power of omnichannel across the entire advertising ecosystem.”

Brandcrush’s platform is available globally and is currently undergoing integration with [Criteo’s retail media solutions](#) to provide a truly seamless and superior experience for retailers and their advertisers. Brandcrush will also continue to support integrations with financial, digital, audio, and commerce platform partners in retailer's ecosystems.

### **About Criteo**

Criteo (NASDAQ: CRTO) is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects 22,000 marketers and thousands of media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice. For more information, please visit [www.criteo.com](http://www.criteo.com).

### **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, including the successful integration of our acquisition of IPONWEB, uncertainty regarding international growth and expansion (including related to changes in a specific country's or region's political or economic conditions), the impact of the invasion of Ukraine by Russia, including resulting sanctions, 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 Contribution 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 24, 2023, 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.

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