



## ENVIRONMENTAL STATEMENT

Criteo is committed to maintaining the highest standards of professional business conduct and ethics while conducting its activities. As a reminder of Criteo's mission to operate at the highest levels of performance at all times, set out below are **Criteo's Values**:

- ✓ **Open**
- ✓ **Together**
- ✓ **Impactful**

### I. PURPOSE

**At Criteo, we are committed to reducing our environmental footprint to create a sustainable future for everyone.**

As a leading Advertising Technology company, paving the way for best-in-class Sustainability standards in the industry is our responsibility and the only way forward to create a more promising future for all. At Criteo, Sustainability means reimagining how we continue to develop our business while reducing our environmental footprint globally.

Sustainability is a core component of Criteo's strategy, and our environmental obligations are at the heart of everything we do. This Statement, as well as our efforts to reduce our carbon footprint, demonstrates our commitment to operate responsibly and is a step forward to drive a positive change in the industry at wide. Our internal Sustainability Committee oversees the application of these principles.

We strive to play our part in the global effort to curb climate change. We are especially proud of the Criteo Green Community, a collective of employees determined to raise awareness throughout the Company about environmental issues and to support Criteo's transformation towards a more responsible future. Our employee's early commitments now sit at the heart of all our teams, uniting us all behind the collective endeavor to drive change and meet the needs of our stakeholders in their sustainability journeys.

### II. OBJECTIVES

Our approach is based on the following objectives:

1. Embed sustainability into our governance and decision-making across Criteo,
2. Leverage our products, solutions, and services to build a sustainably conscious future,
3. Set reduction targets for our GHG emissions, in line with the Paris Agreement,
4. Contribute to global neutrality via projects to offset part of our residual greenhouse gas emissions.

Criteo's intention is that its environmental strategy encompasses our activities and also influences those



of our suppliers, clients, stakeholders, and other companies in the industry.

Key Performance Indicators and targets are essential for monitoring progress and evaluating the effectiveness of environmental initiatives. This is why in 2023, following the publication of our first environmental roadmap, and thanks to our GHG assessment figures, we set up targets to achieve by 2030, aligned with the 1.5°C scenario of the Paris Agreement. These targets have been set in accordance with SBTi (Science Based Targets Initiative)'s recommendations and sent to SBTi for validation.

Criteo's Leadership Team, operational teams, and Sustainability team worked in close collaboration to develop a thorough strategy, under the oversight of our Board. Our commitments are in line with recommendations from leading initiatives such as the Carbon Disclosure Project (CDP) and the Task Force on Climate-related Financial Disclosures (TCFD).

### III. RESPONSIBILITIES

This Statement outlines our commitment to environmental stewardship and sets forth our objectives and guidelines for conducting our business in an environmentally responsible manner. We strive to adopt industry best practices to minimize the impact of our operations on the environment.

1. **Resource Conservation:** We continuously seek opportunities to conserve resources, reduce waste generation, and promote efficient use of energy, water, and other natural resources. This includes implementing measures to optimize energy consumption, reducing water usage, and encouraging responsible waste management practices, such as recycling and reuse.
2. **Carbon Emissions Reduction:** We are committed to reducing our carbon footprint and mitigating the impact of our operations on climate change. We strive to minimize greenhouse gas emissions resulting from our activities, including energy consumption, business travel, and supply chain operations. We have set targets for reducing our carbon emissions and regularly monitor and report our progress toward achieving those targets.
3. **Sustainable Products and Services:** We integrate environmental considerations into the development, design, and delivery of our products and services. This includes fostering innovation to develop environmentally friendly solutions for our clients and partners.
4. **Supplier Engagement:** We collaborate with our suppliers to promote sustainable practices throughout our supply chain. We encourage them to adopt environmentally responsible policies and work together to reduce environmental impacts collectively. We also prioritize working with suppliers who share our commitment to environmental sustainability.
5. **Employee Awareness and Engagement:** We raise awareness among our employees about environmental issues and empower them to contribute to our sustainability goals. We provide training and resources to help employees understand their roles and responsibilities in minimizing environmental impacts. Furthermore, we encourage employees to participate in sustainability initiatives, such as community engagement activities.
6. **Continuous Improvement and Reporting:** We regularly review our environmental performance and set targets for improvement. Through monitoring, measurement, and reporting, we track our progress, identify areas for enhancement, and implement corrective actions as necessary. We



communicate our environmental performance transparently to stakeholders through our annual Sustainability Report, fostering trust and accountability.

7. **Environmental Management Systems:** We establish and maintain effective environmental management systems to ensure the implementation of this Statement and facilitate continuous improvement. These systems include regular audits, reviews, and assessments of our environmental performance to identify areas for enhancement and ensure compliance with our environmental objectives.

This Statement, overseen by our internal Sustainability Committee, serves as a guiding framework for all employees of Criteo, and we allocate the necessary resources to ensure its effective implementation and periodic review to remain relevant and aligned with evolving environmental challenges and best practices.

**Any questions related to Environmental Sustainability at Criteo should be redirected to the Sustainability Team at [Sustainability@criteo.com](mailto:Sustainability@criteo.com).**