

OUR COMMITMENT

Criteo is committed to continuous improvement and generating a positive impact across all areas of CSR, prioritizing environmental sustainability and DEI, while maintaining ethics as a fundamental cornerstone. Together with our employees, partners, clients, and consumers, we can shape our future growth and define the value we want to create for society.

In 2024, we are proud to have concretized many of our **Environmental Social Governance (ESG)** targets and received the **EcoVadis Silver Medal for the second consecutive year with an overall score of 68/100**.



E ENVIRONMENT

We are reimagining our business practices to build a sustainable future for all while reducing our environmental footprint. Our commitment to environmental sustainability influences our decision-making, shapes our behaviors, and impacts the experiences of our stakeholders.

S SOCIAL

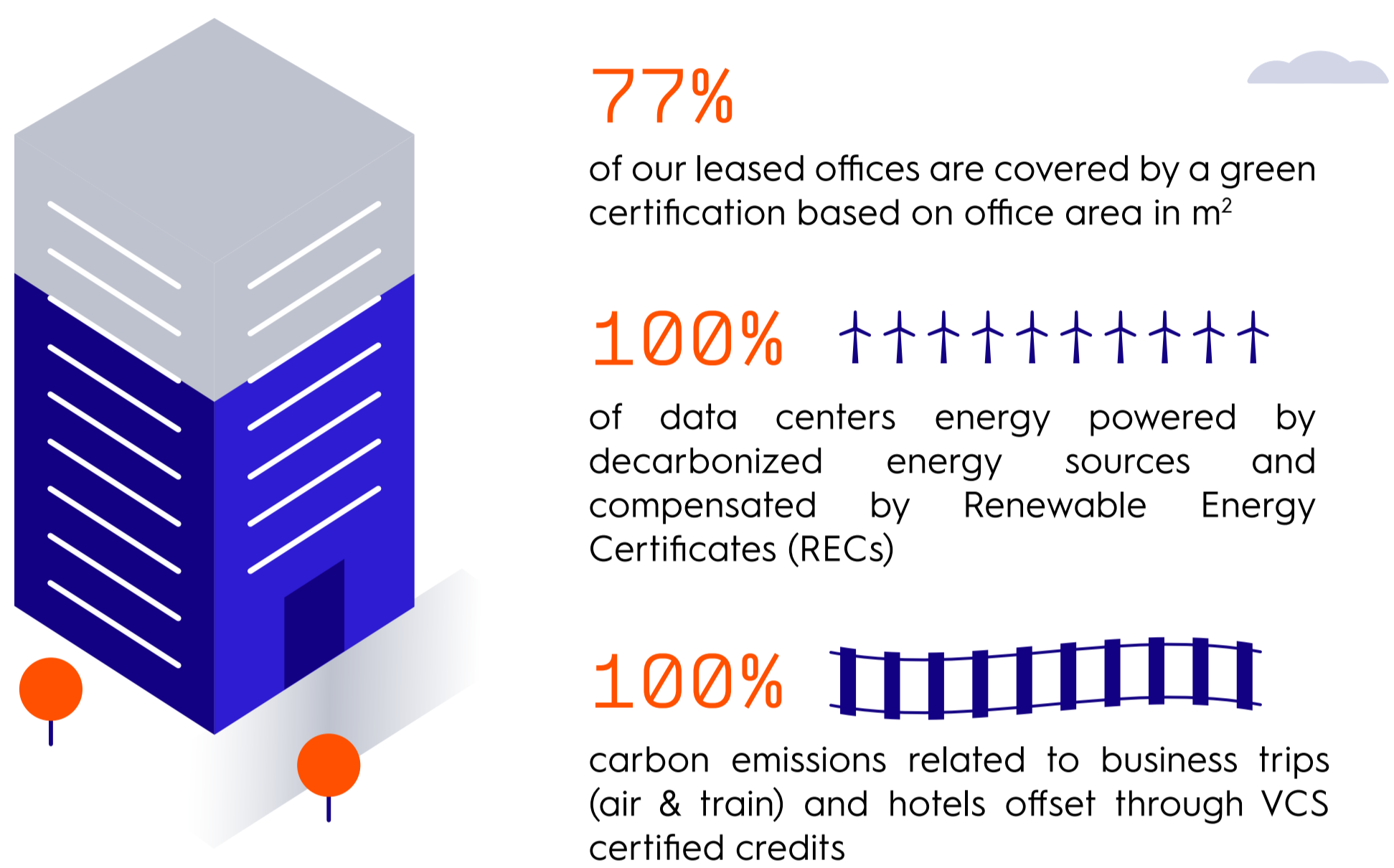
Our commitment to Diversity, Equity, and Inclusion ("DEI") is reflected in everything we do at Criteo, including how we work, how we treat each other, and the impact we have on our clients, partners, and the consumers we serve. Our initiatives are conducted by our DEI team and supported by seven of our Employee Resource Groups ("ERGs").

G GOVERNANCE

We set up a Sustainability Committee in charge of overseeing Criteo's sustainability strategy which meets each quarter. This internal committee is chaired by our Chief People Officer and is made of a mix of internal senior stakeholders with strong sustainability commitments. They come from various departments with different knowledge, policy expertise, and strategic insights.

ENVIRONMENT

2024 key highlights and figures



301,000+ trees in our Tree-Nation Forest, planted as part of our offsetting strategy for business travel and hotel stays through VCS¹ certified credits, and also to contribute to broader reforestation efforts in partnership with the non-profit Tree-Nation²

Responded to the **CDP Climate Change questionnaire** (D rating for Climate Change and C rating for Water Security)

80/100 EcoVadis score for Environment

450+ members in the Green Community³

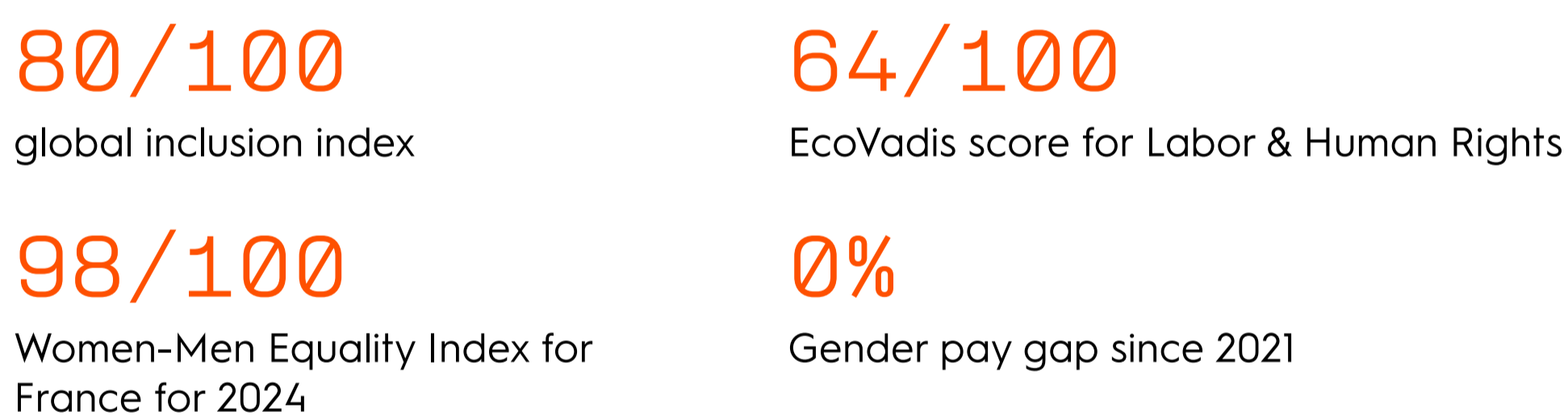
Published a new and improved **Global Environmental Policy and Sustainable Travel Policy**

In 2024, Criteo published its SBTi targets for 2030, aligned with the 1.5°C scenario of the Paris Agreement:

- Scope 1:** Criteo commits to reduce absolute Scope 1 GHG emissions by 42% by 2030 from a 2022 base year.
- Scope 2:** Criteo commits to continue active annual sourcing of 100% renewable electricity through 2030.
- Scope 3:** Criteo further commits to reduce absolute Scope 3 GHG emissions from purchased goods and services and business travel by 30% by 2030 from a 2022 base year.

SOCIAL

2024 key highlights and figures



Over **24,468** hours⁴ of training were delivered to our employees

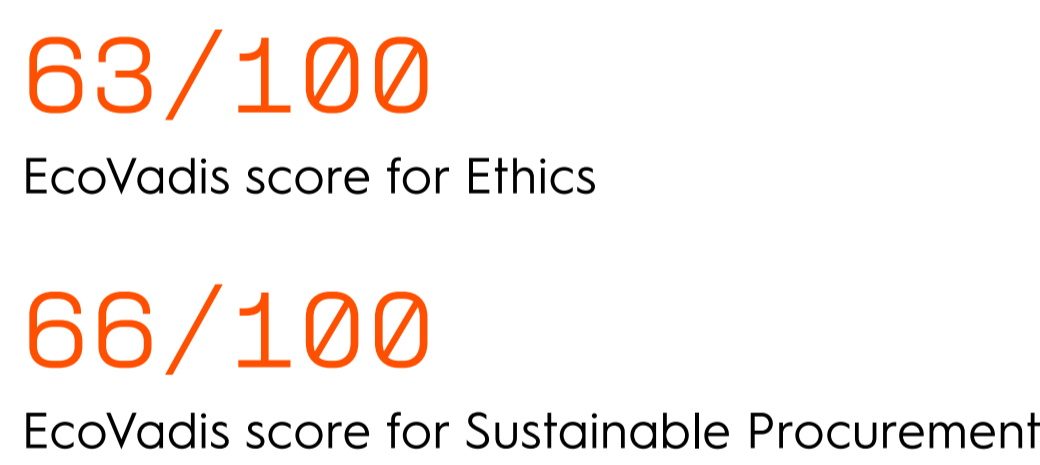
7 Employee Resource Groups ("ERGs") and 1 committee

94 nationalities are represented in Criteo's global workforce

- Continuation of Empower U Sponsorship program, Women in Tech Sponsorship program and Pilot Mentoring program
- Enhanced Manager Effectiveness Survey, [Success Makers program](#) and [Criteo's Future Makers program](#).
- New Criteo Global Mentoring program
- Expanded CoachMe Program-Internal Coaching Offer

GOVERNANCE

2024 key highlights and figures



- **Code of Business Conduct & Ethics** piece of training with **97% completion rate**
- New **Sustainable Procurement Policy** and continued **Vendor Risk Management (VRM) System**
- Compliance on **European GDPR (General Data Protection Regulation)** and the ePrivacy directive as implemented in the legislation of European Union member states
- Set up a **Product Ethics Committee (PEC)** chaired by Criteo's Chief Legal and Transformation Officer to ensure ethical product development to provide our clients and partners with trusted advertising
- Part of the **Partnership for Responsible Addressable Media (PRAM)**
- Created an **internal Sustainability Committee**, chaired by our Chief People Officer, in charge of overseeing Criteo's sustainability strategy
- Held a **Leadership Climate Workshop** where Criteo's senior leadership deep dived into sustainability and climate strategies
- Adopted SASB reporting framework, the TCFD reporting framework, and mapped impacts to the **UN Sustainable Development Goals (SDGs)** defined by the United Nations for 2030
- Our 2024 CSR Report aligns with **Corporate Sustainability Reporting Directive (CSRD)** requirements, preparing for full compliance in 2025 through double materiality and gap analysis.

¹ Verified Carbon Standard CO2 Certification. [Learn more here](#)
² [Tree-Nation Forest](#)
³ The Green Community is part of the Criteo Cares Program and aims to raise awareness of climate change and support the Company's transformation to a more responsible future
⁴ Sum of training hours related to instructor-led, online and coaching sessions.