

## **Criteo Joins OpenAI Advertising Pilot in ChatGPT**

*The integration enables brands to leverage Criteo's digital advertising platform as part of OpenAI's ad pilot*

**NEW YORK, March 2, 2026** – [Criteo](#) (NASDAQ: CRTO), the global platform connecting the commerce ecosystem, today announced it is the first advertising technology partner integrating with OpenAI's [advertising pilot in ChatGPT](#) Free and Go versions in the United States.

“This integration with OpenAI represents an exciting step forward in advancing advertising in an emerging AI experience,” said Michael Komasinski, Chief Executive Officer of Criteo. “Through this pilot, we are helping shape how advertising can support discovery and consideration within Large Language Model (LLM) platforms, grounded in experiences that are additive, relevant, and built on user trust.”

Aggregated insights observed across Criteo's U.S. clients show that users referred from LLM platforms like ChatGPT convert at approximately one and half times<sup>1</sup> the rate of other referral channels, reinforcing the high-intent nature of these AI experiences. As conversational discovery grows, this pilot represents an opportunity to thoughtfully evaluate how brands can participate in advertising within ChatGPT while also driving incremental demand back to retailer and brand destinations.

Criteo activates more than \$4 billion in annual media spend and works with 17,000 advertisers globally, connecting brands, retailers, and publishers through commerce intelligence and AI-driven decisioning technology to drive cross-channel outcomes. This unique combination enables Criteo to support commerce-focused advertising across a wide range of categories and environments, including emerging discovery surfaces like conversational AI.

The integration will begin rolling out in the coming weeks as part of the ongoing advertising pilot in ChatGPT.

To learn more about Criteo's vision for the future of agentic commerce, click [here](#).

<sup>1</sup> Observed on a sample of 500 Criteo retailers in the U.S., February 2026.

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### **About Criteo**

Criteo (NASDAQ: CRTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalized experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth. For more information, please visit [criteo.com](https://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 our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory, disruption of current plans and operations by our planned transfer of the company's legal domicile from France to Luxembourg via a cross-border conversion (the "Conversion"), failure to satisfy any of the conditions to and complete the Conversion, investments in new business opportunities and the timing of these investments, whether the projected benefits of acquisitions or strategic transactions, including the Conversion, materialize as expected, uncertainty regarding international operations and expansion, including related to changes in a specific country's or region's political or economic conditions (such as changes in or new tariffs), the impact of competition or client in-housing, 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, client flexibility to increase or decrease spend, 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, changes in general political, economic and competitive conditions and specific market conditions; adverse changes to the marketing industry, changes in applicable laws or accounting practices, 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, 2026, subsequent Quarterly Reports on Form 10-Q, and in the proxy statement/prospectus filed with the SEC under Rule 424(b)(3) on January 22, 2026 in connection with the Conversion, as well as future filings and reports by the Company. Importantly, at this time, macro-economic conditions including inflation and fluctuating interest rates in the U.S. have impacted and may continue to impact Criteo's business, financial condition, cash flow and results of operations. Accordingly, a forward-looking statement is neither a prediction nor a guarantee of future events or

circumstances and those future events or circumstances may not occur. You should not place undue reliance on the forward-looking statements, which speak only as of the date of this release.

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.