

## **JB Hi-Fi launches Australia's first Consumer Electronics Retail Media Network with Criteo**

*~The partnership expands retail media choice and strengthens Criteo's leadership in Australia~*

**Sydney, Australia – 10 February, 2026** – [Criteo](#) (NASDAQ: CRTO), the global platform connecting the commerce ecosystem, today announced a new retail media technology partnership with JB Hi-Fi. The partnership will expand access to premium, high-intent consumer electronics audiences for brands and agencies.

JB Hi-Fi's onsite Sponsored Products will be powered by Criteo's retail media technology and activated via Criteo's Commerce Max platform. Brands and agencies will be able to run Sponsored Product campaigns directly on JB Hi-Fi's owned and operated digital environments, reaching consumers at key moments of consideration and purchase.

As one of Australia's largest retailers, JB Hi-Fi's entry into retail media represents a significant development for the local market, where scaled consumer electronics retail media opportunities have previously been limited. The partnership introduces a locally-led alternative, and reinforces the growing role of retail media as a priority for enterprise retailers in Australia.

**Gary Siewert, Director of Marketing and eCommerce, JB Hi-Fi**, said, "Advertiser managed retail media plays an increasingly important role in how brands engage customers during moments of active consideration. Partnering with Criteo allows us to deliver a high quality, onsite advertising experience that is relevant for shoppers and valuable for brand partners, supported by proven technology and demand expertise."

JB Hi-Fi selected Criteo for its onsite technology, leading demand platform, and proven retail media expertise across both global and local markets. The initial phase of the partnership will focus on Sponsored Products placements across Product Listing Pages and Product Detail Pages, with additional formats, including Display, under consideration for future phases.

For Criteo, the partnership represents a strong addition to its growing retail media footprint in Australia, expanding beyond traditional CPG categories into consumer electronics. It also signals continued momentum in Criteo's strategy to partner with large enterprise retailers and broaden the range of retail media opportunities available.

*"This partnership is a strong signal to the market that retail media in Australia continues to mature and diversify. By working with JB Hi-Fi, we are opening up premium consumer electronics retail media opportunities and giving brands and agencies new ways to drive performance at the point of purchase with a trusted Australian retailer,"* said **Guillaume Dupont, Head of Monetisation, Retail Media, Criteo**.

As Australia's retail media market continues to grow, the partnership between Criteo and JB Hi-Fi builds on Criteo's long-term commitment to the local market. Since launching in Australia in 2011, Criteo has become a trusted partner to many of the country's leading retailers and brands.

The JB Hi-Fi launch follows major local retail media partnerships for Criteo, including [David Jones](#) and [Endeavour Group](#), and reflects the company's broader vision for the future of commerce



media, supported by continued investment in AI-driven optimisation, measurement, and interoperability to drive effective and transparent retail media outcomes.

### **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 personalised 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).

### **About JB Hi-Fi**

JB Hi-Fi is one of Australia's most trusted and best-known retailers of consumer electronics, technology, entertainment and home appliances. The first JB Hi-Fi store opened in 1974 by John 'JB' Barbuto with a simple philosophy to deliver a specialist range of Hi-Fi at Australia's lowest prices. Today, JB Hi-Fi employs more than 10000 team members across our national network of more than 200 store locations, home distribution centres and support office. The business is known for its unique culture, passionate and knowledgeable team members and an unwavering focus on delivering value to customers by offering the biggest brands, the best products, at competitive prices.