

## **Criteo and DoorDash Expand Partnership to Canada as On-Demand Delivery of Grocery and Retail Items Accelerates**

*Criteo brings additional brand and agency demand to DoorDash's fast-growing marketplace, connecting advertisers with a new channel to reach consumers across grocery and retail categories in Canada*

**Toronto, Canada – April 16, 2026** – [Criteo](#) (NASDAQ: CRTO), the global commerce intelligence platform, and DoorDash (NASDAQ: DASH), a global leader in local commerce, today announced the expansion of their existing partnership into Canada. Building on their partnership in the United States, Criteo will serve as an extension of DoorDash's ad sales efforts in Canada, bringing additional brand and agency demand to its platform in North America.

As on-demand delivery becomes an increasingly important part of how Canadians shop, local commerce is expanding rapidly across the country. DoorDash consumer data<sup>1</sup> reflects this shift, with nearly one in five consumers (19%) ordering restaurant delivery more often in 2025 than they did in 2024. More than half (56%) of consumers prefer ordering through third-party apps or websites because of their ease and convenience, highlighting the growing role delivery platforms play in everyday purchasing.

“The expansion of our partnership with DoorDash into Canada reflects continued strong client demand and growth of on-demand commerce,” said Janine Flaccavento, Managing Director, Canada at Criteo. “As consumers prioritize convenience and immediacy when shopping online, brands benefit from meaningful presence at the point of purchase. By partnering with DoorDash, we're helping advertisers engage with new audiences during high-intent moments within one of Canada's leading local commerce platforms.”

“Canadians come to DoorDash for immediate on-demand access to their favourite stores, spanning restaurants, grocers, and retailers,” said John Roswech, Head of Business for Symbiosys at DoorDash. “In the United States, DoorDash campaigns activated through Criteo have already demonstrated strong early momentum. We're excited to expand our partnership with Criteo to enable more brands to participate in that momentum. Advertisers, agencies, and brands can now engage with high-intent consumers at targeted moments in their shopping journey, providing measurable growth opportunities.”

Criteo will connect advertisers to Sponsored Products and Sponsored Brands with DoorDash Ads, plus advertisers can unlock direct access to other DoorDash ad formats including on-site video, display surfaces, as well as off-site activation across display, video, search, and social.

For more information, contact Criteo [here](#).

### **Contacts**

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<sup>1</sup> \*Source: DoorDash Canada Delivery Trends Report, Consumer survey conducted by Dynata, February 25, 2025 –March 3, 2025, among Canadian respondents across a range of ages, professions, and income levels.

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## **About Criteo**

Criteo (NASDAQ: CRTO) is the global commerce intelligence platform that drives performance for brands, agencies, retailers, and publishers. Built on proprietary commerce data from more than \$1 trillion in annual sales and two decades of AI innovation, Criteo helps companies across the ecosystem make smarter decisions and achieve better outcomes, while delivering more relevant experiences for shoppers. With thousands of clients and deep partnerships across global retail and digital commerce, Criteo provides the technology and insights businesses need to compete and grow. For more information, please visit [criteo.com](http://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.