



Press Release

Criteo Partners with Hyundai Department Store to Strengthen Retail Media Business

*Criteo to Provide Hyundai Department Store with AI-Powered Targeting and
Advanced Advertising Solutions to Enhance Personalized Advertising Experiences*

*Hyundai Department Store to Expand Retail Media Across Online and Offline Channels
to Create New Growth Engines*



SEOUL, April 8, 2026 - [Criteo](#) (NASDAQ: CRTO), the global commerce intelligence platform, has extended its partnership with Hyundai Department Store to strengthen the group's retail media business.

The signing ceremony was attended by representatives from both companies, including Kim Jeong-hee, Managing Director of Hyundai Department Store's eCommerce BU, and Doyoun Kim, Managing Director of Criteo Korea. Through this partnership, the two companies plan to evolve Hyundai Department Store's commerce platforms, including "The Hyundai Hi," from retail touchpoints into performance-driven retail media platforms, while leveraging Criteo's AI-powered advertising technology to enhance data-driven marketing and media monetization.

Retail media enables retailers to offer brands advertising and marketing opportunities across their digital and physical properties. According to Statista, global digital retail media ad spend is projected to exceed \$176 billion by 2028, while dentsu forecasts retail media will remain the fastest-growing digital channel in 2026, with 14.1% growth.

To support Hyundai Department Store's retail media business, Criteo will provide its AI-powered targeting engine and advanced advertising technologies to enhance personalized advertising experiences using customer data. In addition, Criteo will enable advertisers to run brand-safe, premium ad placements, helping diversify and



strengthen the platform's monetization models.

Through this partnership, Hyundai Department Store plans to further strengthen its discovery-driven shopping platforms, including the premium curated mall "The Hyundai Hi," while advancing its vision for the future of premium e-commerce. In collaboration with Criteo, the company also plans to leverage first-party data for media monetization and expand retail media across online and offline channels, creating new growth engines. By strengthening data-driven marketing and advanced monetization models, Hyundai Department Store aims to provide end-to-end media solutions across the entire customer journey and build a collaborative ecosystem for brands, advertisers, and the platform—marking a key milestone in the evolution of its commerce platforms into high-value media assets.

Kim Jeong-hee, Managing Director of Hyundai Department Store's eCommerce BU, said, "We expect the combination of Criteo's extensive commerce data and our retail assets and operational capabilities to deliver more sophisticated and effective retail media performance for advertisers."

Doyoun Kim, Managing Director of Criteo Korea, said, "We are pleased to build a foundation through this collaboration with Hyundai Department Store, where domestic brands, agencies, and retailers can grow together. Criteo's vision is to help consumers discover the products they need through personalized advertising, while enabling brands and retailers to thrive in a next-generation, AI-powered commerce environment. We will continue to support the growth of the retail industry by leveraging Criteo's AI and commerce data."

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.