

## OUR COMMITMENT

Our environmental journey has been going strong for over 10+ years, driven by infrastructure teams and employee engagement. Today, we continue to accelerate progress toward a more environmentally responsible future. By reducing our GHG footprint, promoting sustainable practices, and fostering environmental stewardship, we aim to lead positive change across the AdTech industry.

Our greenhouse gas ("GHG") emissions reduction targets and trajectories were approved by the Science Based Targets initiative, and since then we have continued to strengthen and adapt our efforts to stay aligned with the Paris Agreement.

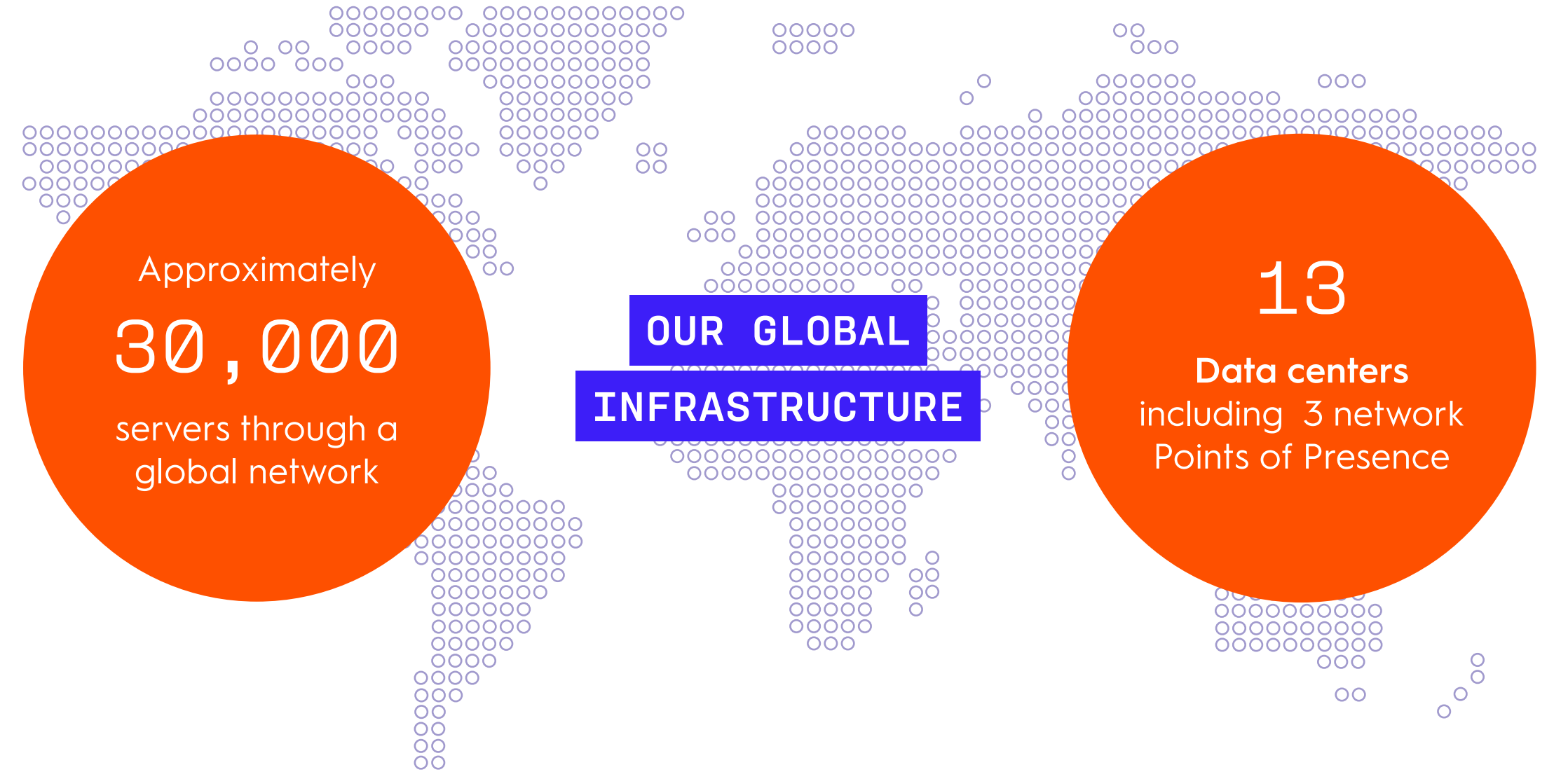
## KEY MILESTONES

- ✓ EcoVadis Bronze Medal (80/100 for Environment)
- ✓ Strengthened [Global Environmental Policy](#)
- ✓ Responded to the CDP Climate Change questionnaire (B- Rating)
- ✓ Measurement of Criteo's annual carbon emissions (Scopes 1, 2, 3) through our partnership with SWEEP
- ✓ First company in our industry to have our carbon emissions reduction targets approved by the Science Based Target Initiative ("SBTI")
- ✓ Climate strategy aligned with recommendations from the Task Force on Climate-related Financial Disclosures (TCFD)

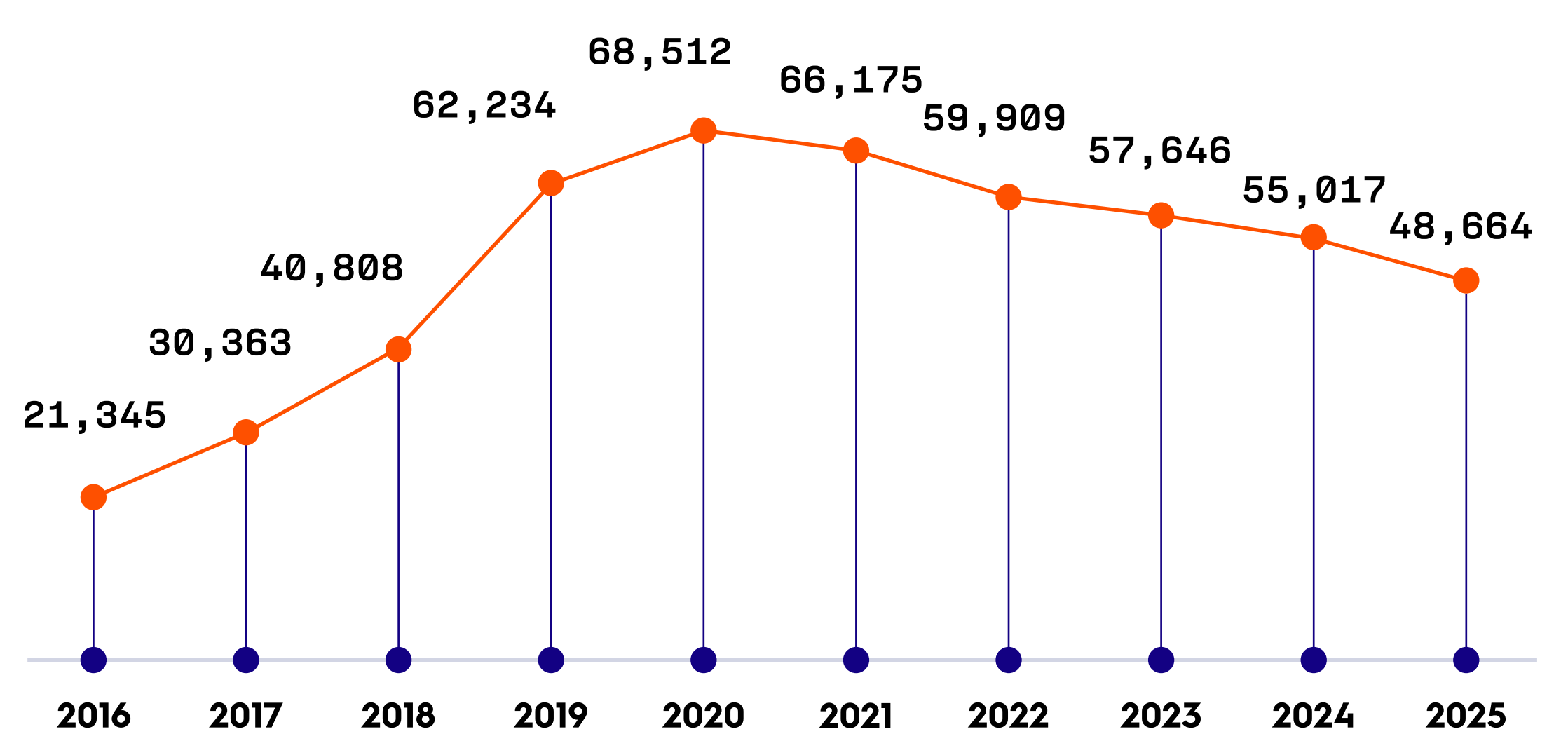
## GHG ASSESSMENT

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

- **Scope 1:** reduce absolute Scope 1 GHG emissions by 42% by 2030 from a 2022 base year.
- **Scope 2:** continue active annual sourcing of 100% renewable electricity through 2030.
- **Scope 3:** 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.



## DATA CENTER'S ELECTRICITY CONSUMPTION (MWH)

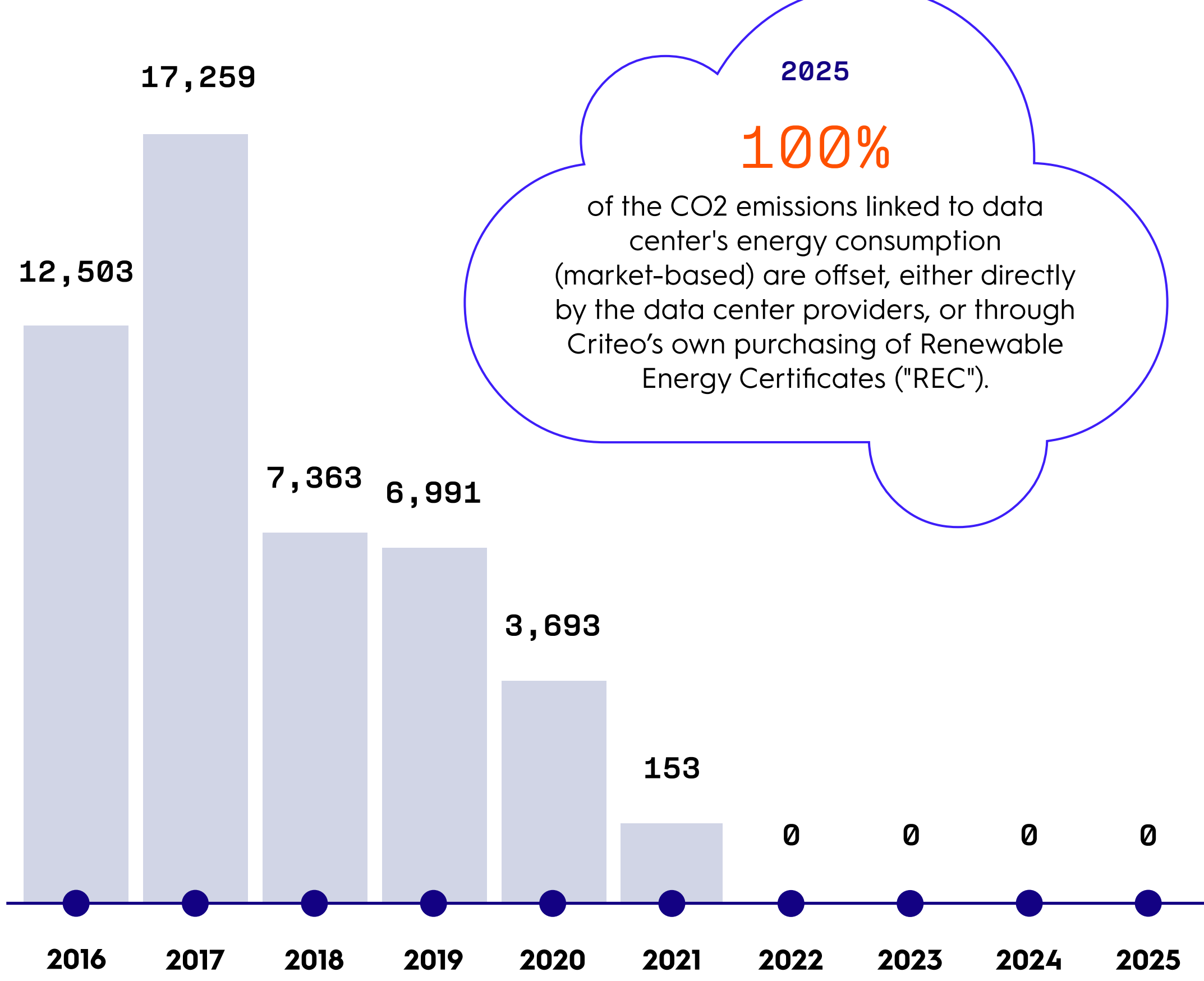


Criteo's infrastructure perimeter represents one of Criteo's largest environmental impacts, accounting for **40.6%** of total GHG footprint and **95.5%** of energy consumption. A dedicated capacity planning team ensures infrastructure is optimized for both cost and energy efficiency.

## ENVIRONMENTAL IMPACT OF DATA CENTERS AND HARDWARE

### Criteo's carbon footprint

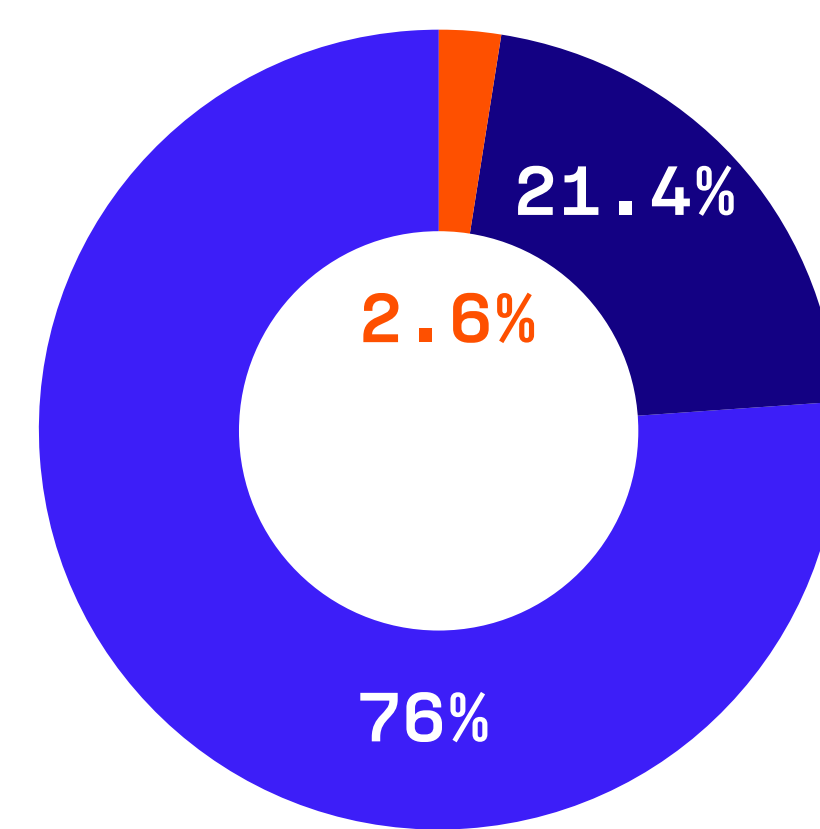
#### DATA CENTER'S CO<sub>2</sub>eq EMISSIONS (TEQ CO<sub>2</sub>)



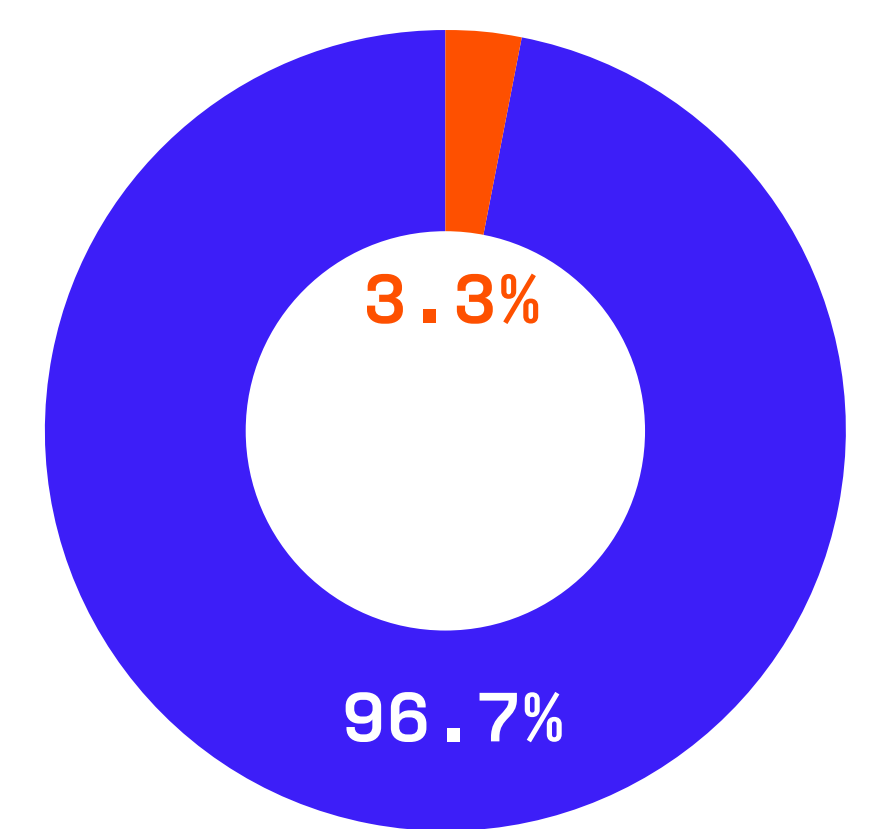
### Criteo's carbon footprint results by scope

Scope	2024 (N-1 - in tCO <sub>2</sub> eq)	2025 (N - in tCO <sub>2</sub> eq)	N/N-1 evolution
Scope 1	1,024	1,811	+76.86%
Scope 2 - Location-based	17,688	15,094	-14.67%
Scope 2 - Market-based	0	0	N/A
Scope 3	59,555	53,648	-9.92%
<b>Total CO<sub>2</sub> emissions (scopes 1 + 2 + 3) - Location-based</b>	<b>78,266</b>	<b>70,553</b>	<b>-9.85%</b>
<b>Total CO<sub>2</sub> emissions (scopes 1 + 2 + 3) - Market-based</b>	<b>60,579</b>	<b>56,144</b>	<b>-7.32%</b>

#### 2025 CARBON FOOTPRINT BY SCOPE (LOCATION-BASED)



#### 2025 CARBON FOOTPRINT BY SCOPE (MARKET-BASED)



**70,553tCO<sub>2</sub>eq** Total CO<sub>2</sub>eq emissions (Scopes 1 + 2 + 3) Location-based

**56,144tCO<sub>2</sub>eq** Total CO<sub>2</sub>eq emissions (Scopes 1 + 2 + 3) Market-based

Compared to revenue, the ratio of Criteo's GHG footprint for Scopes 1, 2 and 3 in 2025 thus amounted to **36 tCO<sub>2</sub>eq/million \$** (Location-based) and **29 tCO<sub>2</sub>eq/million \$** (Market-based).

### Criteo's carbon footprint results by perimeter of activities

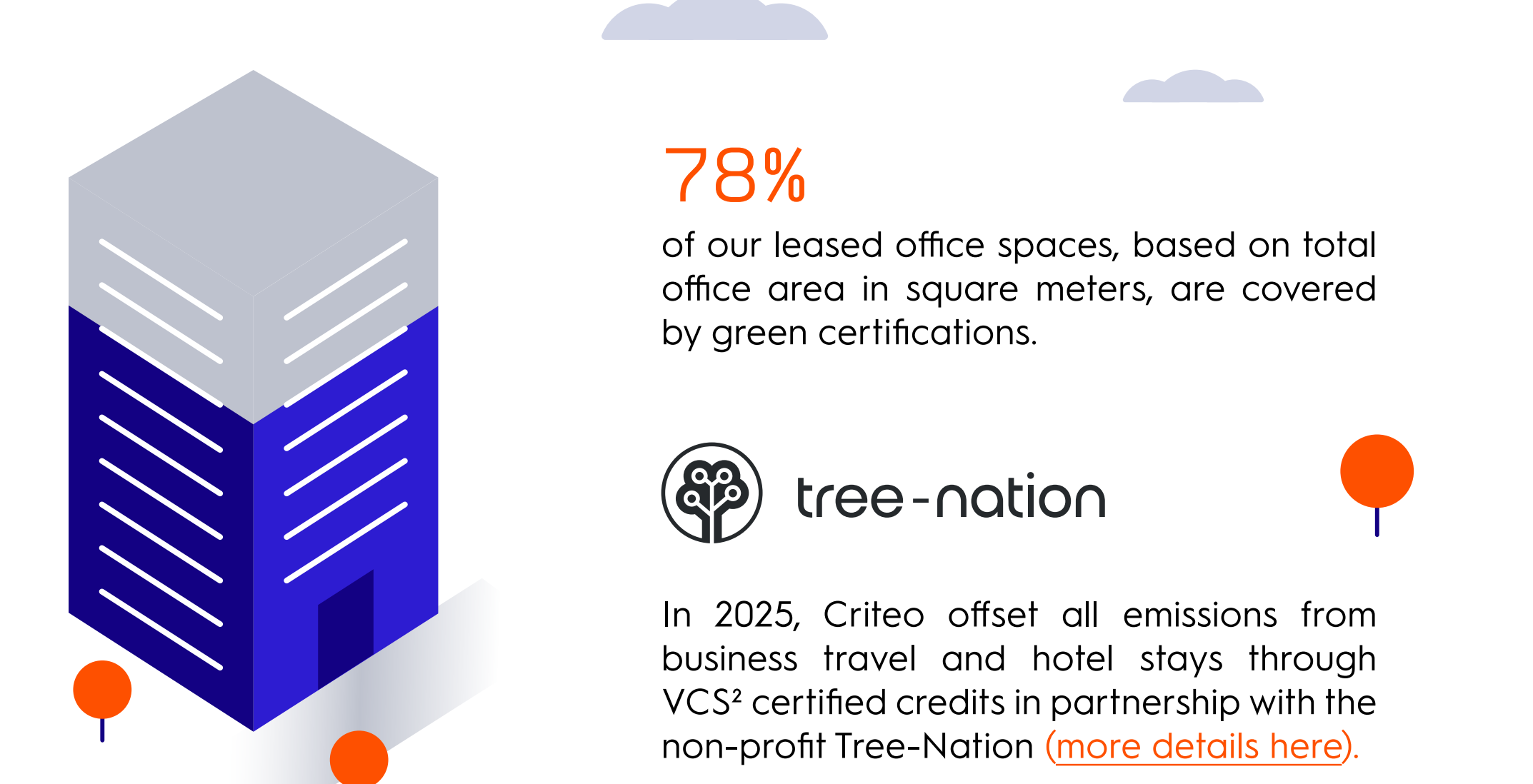
Perimeters	2024 (N-1 - in tCO <sub>2</sub> eq)	2025 (N - in tCO <sub>2</sub> eq)	N/N-1 evolution
Corporate	23,909	18,343	-23.28%
Infrastructure	33,009	28,673	-13.14%
Business	21,110	21,507	+1.88%
Events	238	2,030	+752.94%
<b>Total tCO<sub>2</sub>eq (all perimeters)</b>	<b>78,266</b>	<b>70,553</b>	<b>-9.85%</b>

Approximately **71.1%** of Criteo's 2025 GHG emissions were induced by the infrastructure and business perimeters (use of the Criteo solution), and almost all the emissions came from Scopes 2 and 3.

Criteo monitors and manages GHG emissions annually in line with its SBTi targets. Emissions are calculated, compared against forecasts and reduction goals, and reviewed annually during the Sustainability report audit. Progress and updated forecasts are then shared with leadership, and when increases are anticipated, teams outline mitigation actions for the coming year.

## ENVIRONMENTAL IMPACT OF OFFICES AND TRAVEL

### Green offices



### Energy consumption due to offices

2025	
Total office electricity consumption	<b>1,821MWh</b>
Total per employee	<b>0.5MWh/employee</b>
% from renewable energy sources	<b>33%</b>

### GHG emissions due to offices and travel

2025	
From electricity and natural gas consumption (offices)	<b>756tCO<sub>2</sub>eq</b>
From business trips	<b>6,324tCO<sub>2</sub>eq</b>
From commuting	<b>127tCO<sub>2</sub>eq</b>
Carbon footprint per employee (offices consumption + business trips + commuting)	<b>2tCO<sub>2</sub>eq/employee</b>

Updated in 2024, [Criteo's Sustainable Travel Policy](#) reinforces employees' responsibility to reduce travel and adopt more sustainable practices, including choosing lower-emission options.

In addition to outlining tangible actions for more sustainable travel, this policy also focuses on raising employee awareness about their responsibility to travel less frequently and adopt more sustainable practices.

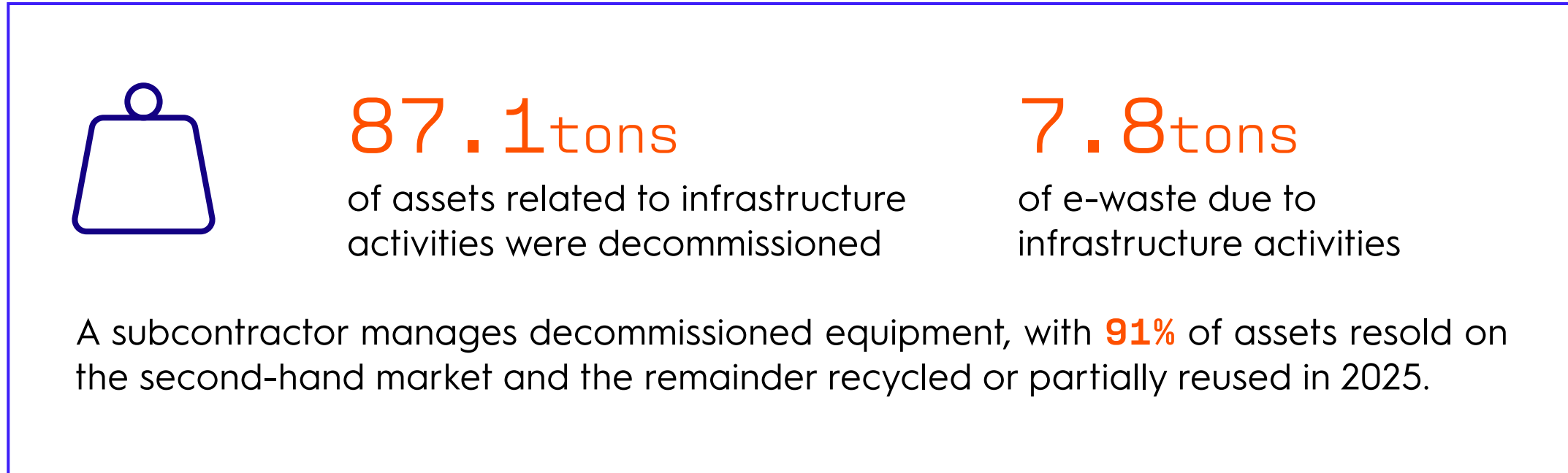
### Natural resources consumption for offices and data centers

Criteo's annual water consumption for offices and data centers

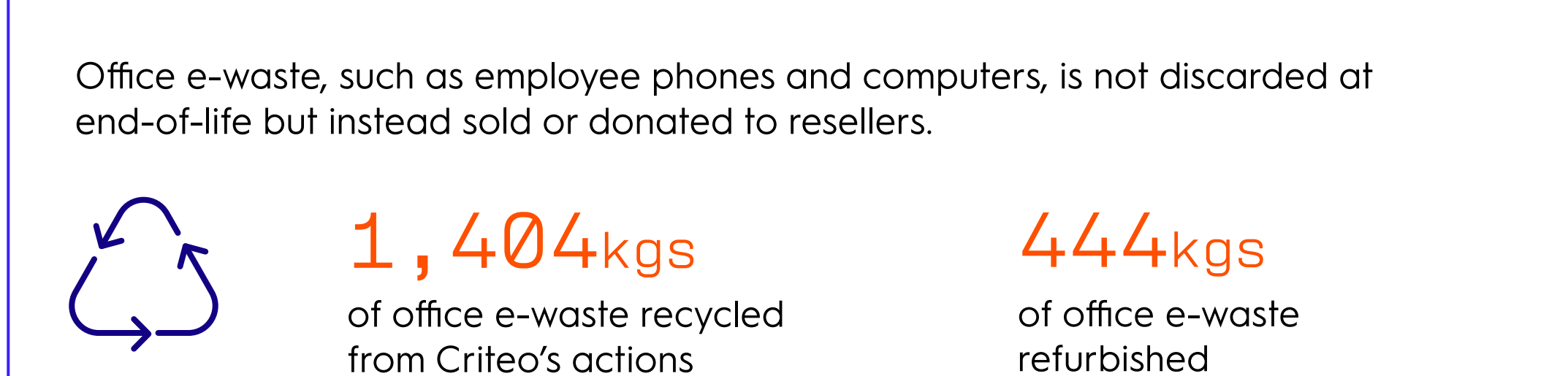


### E-waste management

#### DATA CENTERS



#### INFORMATION TECHNOLOGY



### Environmental impact of subcontractors and suppliers

Our practices regarding sustainable procurement are strengthened and supported using a new Vendor Risk Management ("VRM") tool launched in 2023.

**62%** of active vendors and **95%** of critical and preferred vendors were assessed

In 2023, Criteo introduced its [Sustainable Procurement Policy](#), embedding sustainability into supplier selection by integrating sustainability considerations into procurement practices, strengthening risk management, clarifying procurement roles and responsibilities, and aligning suppliers with Criteo's sustainability goals to foster a more eco-conscious supply chain.

### Employees' green initiatives



<sup>1</sup> This means that the location-based figure reflects the emissions linked to the electricity grids where we operate, while the market-based figure reflects the lower emissions resulting from our renewable energy purchases.  
<sup>2</sup> Verified Carbon Standard CO<sub>2</sub> Certification. [Learn more here](#).  
<sup>3</sup> <https://www.2tonnes.org/>  
<sup>4</sup> Environmental Learning Path includes a concise 5-minute training course designed for newcomers, introducing them to Criteo's environmental strategy, eco-friendly best practices, and opportunities to get involved in Criteo's initiatives. This module is part of the onboarding process, with plans to expand its content further.