

OUR COMMITMENT

Our commitment to Belonging and Inclusion is reflected in everything we do at Criteo, including how we work, how we treat each other, and the impact we have on our partners, clients and the consumers they serve. Our initiatives are driven across the organization, under the leadership of our People team, and supported by our Employee Resource Groups ("ERGs").

3,681

Employees globally

97

Nationalities are represented in Criteo's global workforce

KEY MILESTONES

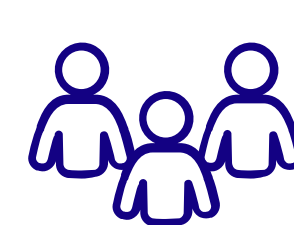
2025

- ✓ EcoVadis Bronze Medal (68/100 for Labor & Human Rights, 68/100 for Ethics)
- ✓ Continuation of Inclusion programs empowering specific populations such as Women in Tech and people with disability, sponsorship and mentoring programs focusing on career and skills development of women in R&D.
- ✓ Enhanced Manager Effectiveness Survey, [Success Makers program](#), and [Criteo's Future Makers program](#)²

0%
Gender pay gap since 2021

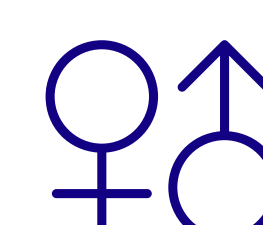
21.4%
Women in Tech roles

95.5%
Completion rate of the Code of Business Conduct and Ethics training



84/100

Global Inclusion Index



94/100

Women-Men Equality Index for France for 2024

WOMEN REPRESENTATION AT CRITEO

Women Employees Globally



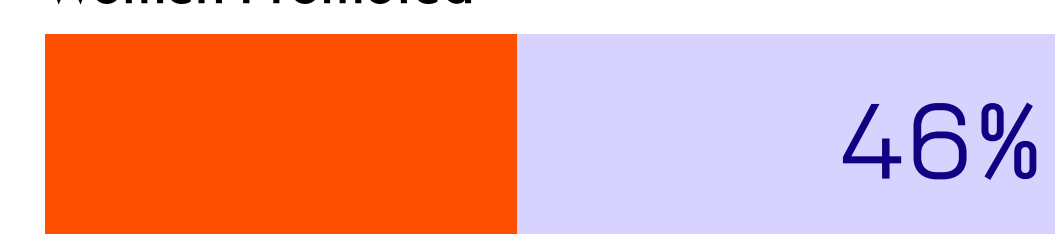
Women Directors and VPs



Women Managers

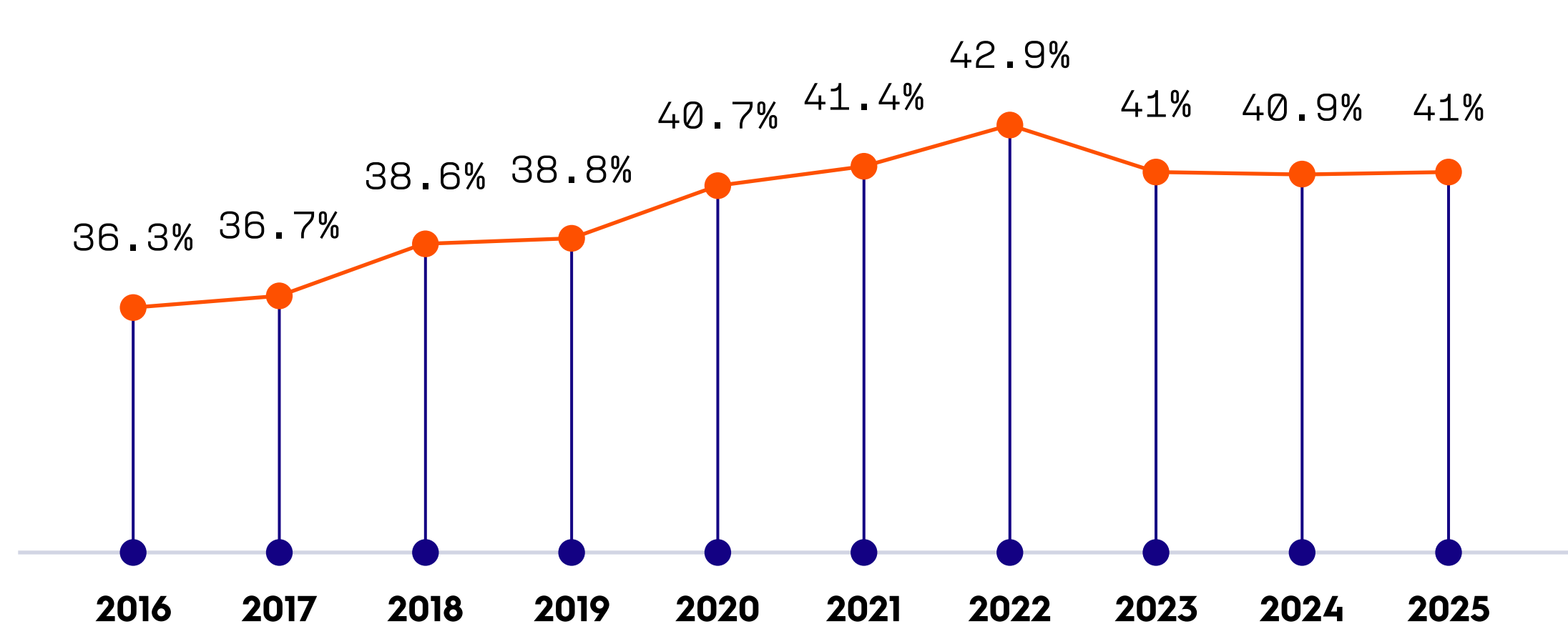


Women Promoted



PERCENTAGE OF WOMEN AT CRITEO YEAR-TO-YEAR

Criteo is committed to hiring talent without gender discrimination and ensuring fair opportunities for all, regardless of gender. In 2025, **46%** of promoted employees were women, aligning with the overall representation of women in the Company, which stands at **41%**.



SKILLS MANAGEMENT AND DEVELOPMENT

Delivered approximately **16,000** training hours, averaging **5.2 hours** per employee, across instructor-led and online formats.

77% of employees trained, reinforcing our commitment to continuous learning (instructor-led and online).

Since 2021, Criteo has embedded **Belonging and Inclusion** into its culture through comprehensive online training accessible to all employees. These programs provide practical knowledge on inclusion and respect, and training on the **Anti-Harassment and Discrimination Policy** to ensure employees understand and uphold these principles.

To support managers, Criteo strengthened leadership development through tailored programs for new managers and senior leaders for peer learning and best-practice sharing. In parallel, expanded coaching and mentoring initiatives to support employee development, collaboration, and career growth.

WORKFORCE BREAKDOWN BY AGE

93 employees
under 25 years old

1415 employees
between 35 and 44 years old

1786 employees
between 25 and 34 years old

387 employees
above 45 years old

CULTURE OF FEEDBACK AND ENGAGEMENT

above 45 years old

Criteo is committed to fostering a positive and supportive work environment, with employee well-being at the core of our culture.

In 2025, **92%** of employees who answered the survey reported having a fair work-life balance.

ETHICS IN OUR ADS

We recognize that being a responsible company also means providing responsible services. Our **Product Ethics Committee** (PEC), chaired by Criteo's Chief Legal and Transformation Officer, gathers executives from relevant teams to ensure ethical product development.

Our supply partners and advertisers are also required to follow our **Supply Partner Guidelines and Advertising Guidelines** which establish a shared framework to promote ethical practices across Criteo's network of publishers in their use of our products and services.

POLICY

Criteo's Global Disability Policy underscores a strong commitment to inclusion, accessibility, and equal opportunities for employees with disabilities. In 2025, this was reinforced through strategic partnerships, more inclusive hiring practices, improved onboarding and support processes, and initiatives to promote diverse and disability-inclusive suppliers.

Criteo's Human Rights Policy affirms its commitment to respecting human rights in line with global standards and guiding principles. In 2025, the focus was on strengthening due diligence and aligning processes with evolving regulations and best practices to support responsible business conduct.

SAFETY AT CRITEO

Guided by a culture of care and innovation, we have taken a major step forward by appointing a dedicated safety professional to develop and implement a robust **Health, Safety, Environmental, and Physical Security ("HSEPS")** Management System.

ISO 45001
Occupational Health and Safety Management Systems

ISO 14001
Environmental Management Systems

ISO 9001
Quality Management Systems

Criteo has introduced **three foundational policies**: Health, Safety, and the Environment ("HSE") Policy, Cardinal Rules, and Physical Security Policy. These are supported by a comprehensive HSEPS Manual.

- HSE Policy
- Cardinal Rules
- Physical Security Policy

SEVEN COMMUNITY GROUPS³ AND ONE COMMITTEE



790+ members

Women@Criteo Community is an inclusive internal network that aims to transform and promote gender equality within the Company. Its mission is to be a catalyst for the advancement of women in the workplace at Criteo and in our industry to promote equal access to all opportunities across our organization.

270+ members

Criteo's Pride Community promotes initiatives to develop an open and inclusive work environment where Criteo employees can be themselves and feel supported.

210+ members

The BIPOC Community's mission is to create a culture that empowers employees of color by creating safe spaces, providing resources for career development, and offering educational opportunities to the Criteo community.

220+ members

The Criterable Community provides support for employees with disabilities. Its members are committed to ensuring that employees with disabilities have a positive experience at Criteo and are able to successfully grow in their careers and showcase their creativity, innovation, performance, and success.

460+ members

The Parents Community aims to support parents throughout their parenting journey, from the moment they discover their future parenthood to their return to work and beyond.

420+ members

The Green Community aims to raise awareness of climate change and support the Company's transformation to a more responsible future.

240+ members

The Education Community's goal is to support, guide, and encourage under-represented people in the employment market.

The Giving Committee develops donation and volunteering initiatives throughout the years to create opportunities for employees to drive positive impact in the communities where we live and work.

Through our **Criteo Giving** platform, employees can support causes that matter to them and use their 2 annual **Volunteer Paid Time Off (VPTO)** days with a wide range of nonprofit organizations.

¹ A six-month, in-house training program designed for new or recently promoted managers (i.e., with less than two years of managerial experience). The program combines live facilitation, digital training, mentoring and coaching.

² A six-month skills development journey tailored for senior managers, with the aim of developing Criteo's Leadership Behaviors and creating new leadership habits.

³ Also known as ERGs "Employee Resource Groups".

Come connect with Criteo.

CRITEO.COM

<https://www.criteo.com/sustainability/>

Source: CSR Report 2025 - Data from January 1, 2025, to December 31, 2025.