

Criteo Expands ChatGPT Ads Integration Across Global Markets

LATEST UPDATE — September 25, 2026: *Since the original publication on August 24, Criteo has continued to expand its ChatGPT Ads integration. Following the addition of Saudi Arabia, the United Arab Emirates, Israel and Turkey, the integration is now available in six additional Southeast Asian markets—Malaysia, Indonesia, the Philippines, Singapore, Thailand and Vietnam—bringing Criteo’s global reach to 63 markets.*

Criteo today announced the continued expansion of its integration with ChatGPT Ads, with advertising now also **available in 31 markets across Europe**. Building on Criteo’s role as ChatGPT Ad’s first advertising technology partner, the integration gives advertisers a new way to reach consumers in moments of discovery and high intent within conversational AI experiences, while connecting that activity to Criteo’s broader cross-channel commerce platform.

The expansion into Europe marks an important step in bringing Criteo’s AI-assisted commerce strategy to more advertisers across the region. As consumers increasingly turn to conversational AI to discover, research and evaluate products, the path from product discovery to purchase is evolving.

By bringing ChatGPT Ads into Criteo’s broader platform, advertisers can tap into this new discovery channel through an environment and workflow they already know, reducing operational friction while gaining new insights into consumer intent and performance.

“With ChatGPT Ads now broadly available in Europe, brands can start exploring a new environment for product discovery through the Criteo platform they already know,” said Marc Fischli, Executive Managing Director, International Markets, Criteo. “It opens up a compelling opportunity to reach consumers at moments of genuine intent, while using Criteo’s commerce expertise in addition to our cross-channel capabilities that help us to understand what works and to scale with confidence.”

The rollout now spans the majority of Europe, including France, Germany, Spain, Italy, Poland and the United Kingdom, as well as the United States, Australia, Canada, New Zealand, Mexico, Brazil, Japan, and South Korea, underscoring growing demand for AI-native advertising experiences. The expansion follows strong early momentum across markets and categories, with Criteo seeing growing advertiser adoption, improved engagement, and measurable performance signals from ChatGPT Ads traffic.

Key highlights:

- More than **2,000 brands** are already advertising on ChatGPT through Criteo.

- Criteo's **Prompt Smart Ads** capability has shown approximately **4x higher spend after activation** in early testing, helping advertisers improve delivery and scale investment more efficiently.
- **Conversion rates continue to outperform other referral channels**, while click-through rates are **two to three times higher** than comparable formats in other environments.
- **More than 80%** of ad-driven ChatGPT Ads traffic comes from new customers, underscoring its role as a discovery channel for brands.
- Criteo will now support **31 countries across the European market**:
 - Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Iceland, Liechtenstein, Norway, and Switzerland.

Forward Looking Statements Disclosure

This press release contains certain forward-looking statements within the meaning of the U.S. federal securities laws. Forward-looking statements include statements regarding our financial condition, results of operations, cash flows, plans, objectives, future performance and business, 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, including our use and expected use of AI; uncertainty regarding our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory; investments in new business opportunities and the timing of these investments; whether the projected benefits of acquisitions or strategic transactions, including the completed redomiciliation from France to Luxembourg (the "Conversion") and the proposed transfer of our legal domicile from Luxembourg to the United States via the merger of the Company into a newly incorporated and wholly-owned U.S. subsidiary (the "U.S. Merger"), materialize as expected; uncertainty regarding our international operations and expansion, including related to changes in a specific country's or region's political or economic conditions or policies and related uncertainties (such as the imposition and enforceability of 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; our ability to obtain and utilize certain data as a result of consumer concerns regarding data collection and sharing, as well as potential limitations in accessing data from 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 in the advertising industry; changes in applicable laws or accounting practices; failure to obtain the required shareholder vote to adopt the proposals needed to complete the U.S. Merger; failure to satisfy any of the other conditions to the U.S. Merger; the U.S. Merger not being completed; the impact or outcome of any legal proceedings or regulatory actions that may be instituted against us in connection with the Conversion or the U.S. Merger; failure to maintain the listing of our shares on Nasdaq or failure to list our stock on the New York Stock Exchange following the U.S. Merger or maintain our listing thereafter; inability to take advantage of the potential strategic opportunities provided by, and realize the potential benefits of, the Conversion or the U.S. Merger; the disruption of current plans and operations by the Conversion or the U.S. Merger; the disruption to the Company's relationships, including with employees, landowners, suppliers, lenders, partners, governments and shareholders; the future financial performance of Criteo, including our anticipated growth rate and market opportunity; changes in shareholders' rights as a result of the Conversion or the U.S. Merger; difficulty in adapting to operating under the laws of Luxembourg or the United States; the delay or abandonment of the U.S. Merger; costs or taxes related to the Conversion or the U.S. Merger; 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 for the fiscal year ended December 31, 2025, filed with the SEC on February 26, 2026, as amended, and in subsequent Quarterly Reports on Form 10-Q and the Registration Statement on Form S-4 filed in connection with the U.S. Merger, as well as future filings and reports by the Company and any filings made in connection with the U.S. Merger. 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 is under no obligation, and expressly disclaims any obligation, to update or alter any forward-looking statements contained in this release, whether as a result of new information, future events, changes in expectations or otherwise.