Criteo and Loblaw Advance™ Partner to Expand Advertiser Access to Premium Retail Media Network

As a preferred demand partner, Criteo expands advertiser access to millions of engaged Canadian shoppers

TORONTO, ON — August 5, 2026 — Criteo (NASDAQ: CRTO), the global commerce intelligence platform, and Loblaw Advance™, the retail media division of Loblaw Companies Limited, today announced a partnership that makes Criteo a preferred demand partner for Loblaw Advance™ in Canada. The agreement appoints Criteo as a direct sales agent for Loblaw Advance™ email display placements, expanding advertiser access to premium audiences across Shoppers Drug Mart, PC Optimum™ and PC Express™ newsletters.

The Loblaw Advance™ connected commerce ecosystem is backed by more than 18 million active PC Optimum™ loyalty members, 2500 store locations, a leading e-commerce business, and approximately 25 million opted-in emails deployed each week. By bringing Criteo's demand capabilities to this network, the partnership gives brands and agencies a new path to reach high-intent Canadian shoppers.

"Loblaw Advance™ has built a powerful retail media business, and their decision to select Criteo as a preferred demand partner reflects the strength of our capabilities and relationships in this market," said Janine Flaccavento, Senior Vice President, Retail Media, Americas. "Together, we're creating new opportunities for brands and agencies to reach Canadian shoppers with greater relevance and scale, while helping advance the retail media opportunity in Canada."

“Loblaw Advance™ is focused on building high-quality, measurable retail media solutions that help advertisers connect with Canadian shoppers in more relevant ways,” said Leanne Gibson, SVP, Loblaw Advance™. “Criteo brings established commerce media expertise, strong agency and brand relationships, and the demand capabilities to help more brands activate through our loyalty-linked email channels. This partnership allows us to extend our sales reach while maintaining the quality, control and trusted execution standards that define Loblaw Advance™.”

The partnership underscores both companies' commitment to advancing retail media in Canada and creating more effective ways for brands to connect with shoppers through trusted, high-intent environments.

For more information, contact Criteo here**.**

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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.

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 27, 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.