Criteo's Climate Resilience and Transition Plan

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APPROVER	SIGNATURE
Michael KOMASINSKI, Chief Executive Officer	Signé par : Michael Komasinski 9B9ABB98C76B43F...
Manuela MONTAGNANA, Chief People Officer	DocuSigned by: Manuela Montagnana E914BF3A5CBF453...
Justine TABARIN-COSNIER, Director Global Environmental Sustainability	DocuSigned by: Justine Tabarin 3FB6A9FEBCFC4F7...

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Document Name	Criteo's Climate Resilience and Transition Plan		
Version	1.0	**Effective Date**	2026-08-19
Prepared by	Sustainability Team		
Responsible Executive(s)	Chief People Office		
Responsible Area	People / Sustainability		
Purpose	Criteo is committed to achieving significant reductions in greenhouse gas (GHG) emissions across all scopes by 2030. This climate transition plan outlines our targets, actions, and initiatives to ensure a sustainable future while maintaining operational excellence.		
Scope	This Climate Resilience and Transition Plan applies to all Criteo entities, ensuring a unified and consistent approach to implementation		

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Criteo's Sustainability Vision

At Criteo, we are committed to reducing our environmental footprint to create a sustainable future for everyone.

Our approach is based on the following objectives:

1. Embed sustainability into our governance and decision-making across the Company,
2. Leverage our products, solutions, and services to build a sustainably conscious future,
3. Set reduction targets for our greenhouse gas (GHG) emissions, in line with the Paris Agreement, and,
4. Contribute to global neutrality via projects to offset part of our residual GHG emissions.

Drive a Sustainable Future

1. Measure & guide impact
Make sustainability measurable, understandable, and actionable at scale.

- **Transparency at scale**: Empower clients with clear insights into the environmental impact of their campaigns.
- **Actionable intelligence**: Provide meaningful data that enables smarter, greener decisions.
- **Data-driven action**: Use insights to identify high-impact opportunities and prioritize reduction strategies.
- **Carbon-aware decisions**: Aim to integrate sustainability into every step of the supply chain and decision-making process.

2. Manage our footprint through technology
Continue efforts to mitigate emissions across products, infrastructure, and AI.

- **Creative innovation**: Design and optimize assets to reduce environmental impact without compromising quality.
- **Infrastructure efficiency**: Transform systems and processes to minimize emissions and accelerate progress toward a low-carbon future.
- **Responsible AI**: Ensure that innovation and sustainability go hand in hand by managing AI workloads responsibly.

3. Activate sustainable growth & culture
Turn sustainability into a growth lever and a shared responsibility.

- **Purpose-driven impact**: Activate campaigns that combine business success with environmental responsibility.
- **Empowered teams**: Foster a culture of sustainability through knowledge-sharing and leadership across the organization.

Criteo's Climate Resilience and Transition Plan

Criteo is committed to aligning its climate strategy with the **1.5°C trajectory** of the Paris Agreement. Through **science-based targets validated by the SBTi**, Criteo aims to significantly reduce its greenhouse gas (GHG) emissions across all scopes by **2030**, while fostering innovation, operational efficiency, and sustainable growth.

2030 targets approved by SBTi and aligned with the 1.5°C scenario (from a 2022 baseline year):

- **Scope 1**: Reduce absolute GHG emissions by **42%** by 2030
- **Scope 2**: Maintain **100% renewable electricity sourcing** annually through 2030
- **Scope 3**: Reduce absolute GHG emissions by:
  - **30%** from *purchased goods and services*
  - **30%** from *business travel*

Scope 1 – Direct emissions

Target: Criteo commits to reduce absolute Scope 1 GHG emissions by 42% by 2030 from a 2022 base year.

Sources:
- Stationary combustion (natural gas for office heating)
- Fugitive emissions (refrigerant gases in data centers)

Decarbonization levers:
- **Energy efficiency**:
  - Implement green real estate guidelines, including renewable energy clauses in lease agreements
- **Refrigerant management**:
  - Apply insights from the liquid cooling performance study to optimize energy efficiency
  - Encourage suppliers to align with low-GWP refrigerant standards

Scope 2 – Indirect emissions from electricity

Target: Criteo commits to continue active annual sourcing of 100% renewable electricity through 2030, from a 2022 base year.

Source: Electricity consumption in offices and data centers

Decarbonization levers:
- Maintain 100% renewable electricity sourcing for all data centers
- Ensure full traceability and certification of renewable energy sources
- Live tracking of emissions for better monitoring

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Scope 3 – Indirect emissions from value chain

1. Purchased goods and services

Target: Criteo further 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.

Sources:
- Infrastructure purchases
- Events purchases
- Criteo's office operations (furniture,..)

Decarbonization levers:
- Collaborate with suppliers to reduce emissions intensity (e.g., promotional items)
- Invest in low-carbon server technology to support climate goals
- Live tracking of emissions for better monitoring
- Integrate sustainability criteria into procurement processes
- Promote circular economy practices through reuse, recycling, and eco-design
- Extend server lifespan to a minimum of six years
- Enable live tracking of emissions for improved monitoring and accountability

2. Business travel

Target: Criteo further 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.

Source: Business travel for Criteo’s employees to attend meetings or events

Decarbonization levers:

- Promote virtual collaboration tools to reduce travel-related emissions
- Prioritize low-carbon travel options, such as train over air travel
- Implement carbon budgeting and sustainable travel policies

Strategic Decarbonization Levers

<u>Scope 1 target</u>: Criteo commits to reduce absolute Scope 1 greenhouse gas emissions by 42% by 2030 from a 2022 base year.

Year	CO2eq emissions (Scope 1)	CO2eq forecast (Scope 1)	Decarbonization levers
2022	91 tCO2eq	N/A	• Assessment of environmentally sustainable options for reducing our Scope 1 emissions
2023	472 tCO2eq	N/A	• Assessment of environmentally sustainable options for reducing our Scope 1 emissions
2024	1,024 tCO2eq	N/A	• Renewal of energy-efficient office lease *(e,g, energy star-certified building* • Selection of new offices with electric heating instead of gas.
2025	1,811 tCO2eq	N/A	• Direct liquid cooling tests • Relocate office from gas-based heating to an electrically heated facility
2026 - 2030	The transition trajectory assumes an average annual emissions reduction of around 50% from 2026.		
2030	N/A	**53.09 tCO2eq**	• Opt for office locations heated with electricity when possible

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Scope 2 target: Criteo commits to continue active annual sourcing of 100% renewable electricity through 2030

Year	CO2eq emissions (Scope 2 - market-based)	CO2eq forecast (Scope 2 – market-based)	Decarbonization levers
2022	0 tCO2eq	N/A	• 100% of data center energy covered by REC[1]s • Servers' relocation (reusage from one location to another)
2023	0 tCO2eq	N/A	• 100% of data center energy covered by RECs • Shutdown unused servers (instead of leaving them idle) • Cluster relocation in France
2024	0tCO2eq	N/A	• 100% of data center energy covered by RECs
2025	0 tCO2eq	N/A	• 100% of data center energy covered by RECs
2026 - 2030	100% of data center energy covered by RECs		
2030	N/A	**0 tCO2eq**	• 100% of data center energy covered by RECs

[1] Renewable Energy Certificates (RECs).

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Scope 3 target: Criteo commits to reduce absolute scope 3 GHG emissions from purchased goods & services by 30% by 2030 from a 2022 base year.

Year	CO2eq emissions (Scope 3)	CO2eq forecast (Scope 3 - Purchased goods & services)	Decarbonization levers
2022	13,074 tCO2eq	N/A	• Relocate servers • Purchase less goodies for events • Reuse equipment for events
2023	15,322 tCO2eq	N/A	• Relocate servers • Renew the server's catalog - densification • Purchase less goodies for events • Reuse equipment for events • Mobilize our supply partners on carbon priorities
2024	18,125 tCO2eq	N/A	• Relocate servers • Purchase less goodies for events • Reuse equipment for events • Mobilize our supply partners on carbon priorities
2025	16,900 tCO2eq	N/A	• Relocate servers • Purchase less goodies for events • Reuse equipment for events • Mobilize our supply partners on carbon priorities
2026 - 2030	The transition trajectory assumes an average annual emissions reduction of around 11.5% from 2026.		
2030	N/A	**9,152 tCO2eq**	• Purchase less goodies for events • Reuse equipment for events • Mobilize our supply partners on carbon priorities

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Scope 3 target: Criteo commits to reduce absolute scope 3 GHG emissions from business travel by 30% by 2030 from a 2022 base year.

Year	CO_2eq emissions (Scope 3)	CO_2eq forecast (Scope 3 – Business Travel)	Decarbonization levers
2022	7,038 tCO_2eq	N/A	• Assessment of environmentally sustainable options to reduce Criteo's business travel emissions
2023	4,698 tCO_2eq	N/A	• Review of Criteo's travel policy
2024	6,982 tCO_2eq	N/A	• Travel by train when feasible instead of by plane
2025	7,626 tCO_2eq	N/A	• Choose global event location accessible mostly by train • Travel by train when feasible instead of by plane • Promote Criteo's sustainable travel policy to minimize travel
2026-2030	The transition trajectory assumes an average annual emissions reduction of around 8.4% from 2026.		
2030	N/A	**4,927 tCO_2eq**	• Travel by train when feasible instead of by plane • Promote Criteo's sustainable travel policy to minimize travel