

Criteo Expands Regional Reach Through New Reseller Partnership with Tyroo

Strategic reseller agreement strengthens Criteo's presence and advertiser support in Thailand, Malaysia and the Philippines

Singapore, 16 September 2026 - Criteo (NASDAQ: CRTO), the global commerce intelligence platform, today announced a strategic reseller partnership with Tyroo Technologies, a leading ad tech company. Under the agreement, Tyroo will promote Criteo's performance media solutions to advertisers in Thailand, Malaysia and the Philippines, extending Criteo's on-the-ground presence and support for advertisers across these markets.

The partnership reflects Criteo's continued investment in Southeast Asia, with Tyroo's established regional presence and market expertise expected to strengthen Criteo's ability to support advertisers in Thailand, Malaysia and the Philippines. The appointment gives advertisers in these markets more direct, in-market access to Criteo's proprietary commerce intelligence platform as they look to scale their AI-assisted commerce strategies.

Criteo is scaling into Southeast Asian markets through established regional partners with deep market expertise and existing advertiser relationships. While Criteo has worked with Tyroo in India since 2021, expanding the partnership into Thailand, Malaysia and the Philippines marks the next step and sets a strong foundation for Criteo's regional growth.



Expressing his views on the partnership, **Sukesh Singh, Managing Director, SEA, Criteo** said, "We are delighted to announce our partnership with Tyroo in our efforts to grow and expand our coverage in Thailand, Malaysia and the Philippines, making a real difference in AI-assisted commerce campaign activation.

As commerce continues to grow across Southeast Asia, we're confident this partnership will help advertisers in these markets reach high-intent audiences more effectively across channels and drive full-funnel outcomes through our commerce intelligence platform."



Bharat Arora, Country Head, India, Tyroo, commented "At Tyroo, we've always believed that global innovation delivers its greatest impact when combined with deep regional expertise. We're excited to extend this collaboration with Criteo into Southeast Asia using our local teams and infrastructures to help advertisers and global brands unlock the full potential of Criteo's commerce intelligence across Southeast Asia's dynamic digital economy."



About Tyroo

Tyroo, headquartered in Singapore, is a leading APAC-based ad tech platform driving brand growth across the Asia Pacific. Tyroo aids businesses in scaling through versatile advertising channels, formats, and audience targeting, utilizing efficient no-code and low-code solutions. Tyroo's data-driven, partner-focused approach has successfully facilitated market entry and growth for brands and global media enterprises throughout APAC. With regional offices strategically placed across the region, Tyroo remains dedicated to propelling the ad tech industry and empowering brand expansion. For more information, please visit www.tyroo.com.

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 www.criteo.com.

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