



flaconi Drives Retail Media Growth and Extends Its Partnership with Criteo for Three Years

Extended for a further three years, the partnership combines flaconi's existing onsite Retail Media offering with Criteo C-Max Offsite Services, opening up additional opportunities for measurable campaigns for both existing and new brand partners.

Berlin/Munich, October 26, 2026 – Criteo, the global Commerce Intelligence platform, and flaconi, one of Germany's leading online beauty and fragrance retailers, today announced the extension and expansion of their Retail Media partnership. The partnership will be extended for a further three years, expanding beyond Germany, Austria and Switzerland to all other markets in which flaconi operates, including France. In addition, flaconi is expanding its offering to include Criteo's C-Max Offsite Services.

Growing demand for flaconi's Retail Media offering highlights the successful development of the partnership. Media spend activated on flaconi has grown by more than 50 percent year on year — significantly outpacing the overall market, for which the BVDW Trend Monitor forecasts growth of 12 percent in 2026. This growth is driven by an increasing number of campaigns and active advertisers, as well as a continuously expanding range of inventory and formats.

With Criteo's Retail Media services, brands and agencies can already reach consumers across the entire funnel on flaconi, from inspiration and product discovery through to the purchase decision. flaconi's existing offsite activation will now be delivered through Criteo C-Max in the Demand Side Platform, where it will be brought together with onsite. This will enable brands and agencies to implement a true full-funnel setup within a single platform, with simplified campaign management and unified reporting.

"flaconi is a longstanding and highly valued partner that, in a challenging market environment, continues to develop its Retail Media offering with a strong spirit of innovation and a clear focus on the needs of its advertisers," said Corinna Hohenleitner, Managing Director Retail Media for Germany, Austria and Switzerland at Criteo. "We are delighted to continue supporting the trust flaconi places in us in the years ahead with our extensive experience, leading technology and advertising sales expertise. Together, we are laying the foundations to expand the offering into additional markets and provide advertisers with reliable, measurable solutions for their brand and performance objectives."

"We are pleased to continue our collaboration with Criteo for another three years. By extending our partnership, we are setting the stage for the next phase of international growth for flaconi Media House," emphasized Martin Hoffmann, Vice President of Retail Media at flaconi.

"Together with a strong partner like Criteo, we're tapping into new markets and offering brands



a high-performing cross-channel setup. In this way, we're helping our partners achieve measurable and sustainable growth across borders with flaconi."

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About flaconi

With over 6 million active customers, flaconi is the leading online store for beauty and perfume in Germany. The online store's extensive portfolio includes around 1,000 national and international brands and 50,000 products. With categories including perfume, skincare, makeup, hair care, natural cosmetics, home spa, beauty tools, and accessories, the online store covers all product segments and offers a diverse selection of products for personalized daily beauty routines. Founded in 2011 as one of the first online perfume retailers, flaconi today successfully continues its legacy as one of the largest, comprehensive online beauty pure players in Germany. flaconi is proud to work with approximately 900 employees from 60 different countries at its headquarters in Berlin-Charlottenburg and at its logistics center in Halle. The online store has received numerous awards and operates in 18 other European markets in addition to Germany.

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.