

Criteo SSP Recognized by Frost & Sullivan for Commerce Media Innovation

Recognition highlights how Criteo's SSP connects commerce insights, activation, and measurement across channels



NEW YORK, NY – October 5, 2026 – Criteo (NASDAQ: CRTO), the global commerce intelligence platform, today announced that Criteo's SSP has earned Frost & Sullivan's 2026 Global New Product Innovation Recognition in the commerce media supply-side platform category. The recognition reflects Criteo's SSP ability to help brands, agencies, publishers, and media owners use purchase-verified commerce signals across open-web, online video, connected TV, and in-app environments while connecting media activity to measurable commerce outcomes.

Frost & Sullivan's evaluation highlighted Criteo SSP's ability to bring commerce insights, audience activation, curated supply and measurement together within a connected platform, supported by Criteo's commerce data and privacy-resilient identity capabilities.

"Commerce intelligence only matters if you can put it to work, said Ed Dinichert, Chief Customer Officer at Criteo. "Criteo sees the activity of 740 million daily shoppers, more than \$1 trillion in annual transactions and 5 billion products. Our SSP turns that scale into actionable intelligence across the open internet, helping marketers find the right audiences, activate them through the platforms they already use, and connect media investment to commerce outcomes. We're proud to see Frost & Sullivan recognize that approach."

Criteo's SSP uses commerce intelligence to inform how supply is curated and activated, bringing together purchase-validated signals, product-level intelligence, curated media packages, and Deal ID-based activation. This enables buyers to reach high-intent shoppers through their preferred demand-side platforms (DSPs), while maintaining flexibility in how and where they buy media.

The platform connects insights, audience activation and measurement in one workflow, helping buyers identify opportunities, activate relevant audiences and use performance outcomes to inform future planning and optimization.

“Criteo's SSP stands out for connecting commerce signals, insights, activation and measurement within a single platform. The result is a compounding intelligence loop: the Commerce Graph feeds Commerce Insights, which feeds Commerce Audiences, which produce measurable outcomes that in turn enrich the graph.”

Frost & Sullivan's evaluation recognized several areas of strength, including:

- Commerce-grade signals built from deterministic, first-party transaction data, including more than \$1 trillion in annual observed transactions, over 740 million unique users observed, more than 35 billion daily shopping events and more than 5 billion daily impressions.
- A normalized product catalog covering more than 5 billion product SKUs across approximately 4,000 product categories and 120+ intent signals, enabling product-level intelligence across merchants, retailers, and categories.
- An open-network activation model that connects commerce audiences to buyers through more than 60 DSPs and over 1,300 publishers, with support for open web, online video, connected TV, and in-app inventory.
- A connected insights-to-activation workflow that helps buyers identify relevant audiences, package curated supply, and deliver Deal IDs into their preferred buying platforms.

Criteo's SSP is designed for publishers, retailers, media owners, brands, and agencies looking to make commerce intelligence more actionable across digital environments. By connecting commerce signals, curated supply, flexible activation and measurement, the platform helps partners better understand how media activity contributes to business outcomes.

Contacts

Criteo Public Relations

Amanda Echavarri, a.echavarri@criteo.com

Criteo Investor Relations

Melanie Dambre, m.dambre@criteo.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 criteo.com.

About Frost & Sullivan

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Forward-Looking Statements

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.