Criteo to Power Adore Beauty's Retail Media Offering in Australia

The partnership expands Criteo's retail media footprint across the beauty section in Australia and New Zealand

Sydney, Australia – 10 November 2026 – Criteo (NASDAQ: CRTO), the global commerce intelligence platform, today announced a new retail media partnership with Adore Beauty, one of Australia's leading online beauty retailers, to power its retail media offering across Australia and New Zealand.

Through the partnership, Adore Beauty will introduce onsite Sponsored Products advertising across its digital environments, powered by Criteo's retail media technology. The offering will enable brand partners to reach Adore Beauty customers at key moments of product discovery, consideration and purchase.

The initial launch will see sponsored products introduced across Adore Beauty's search and category pages, beginning on web before extending to the app. A second phase is expected to explore product detail page and onsite display ads, creating additional opportunities for beauty brands to connect with shoppers throughout the purchase journey.

Criteo will support the integration, advertiser demand, campaign activation, reporting and closed loop measurement through its Commerce Yield and Commerce Max platforms.The partnership comes amid continued growth for Criteo's retail media business across the region. Media spend on its retail media platform in Australia and New Zealand has grown more than fivefold over the past 12 months.

The partnership builds on Criteo's existing relationship with Adore Beauty, where Criteo supports customer acquisition and measurable growth through performance campaigns. Adore Beauty's data-driven attribution enables the retailer to evaluate Criteo's contribution across the broader customer journey, rather than relying solely on last click measurement.

Katrina Rose, Chief Digital Officer, Adore Beauty, said, "Our customers come to Adore Beauty to discover, explore and shop from a wide range of beauty brands, so there is a natural opportunity to bring brands closer to customers throughout that experience. Working with Criteo will allow us to build out our retail media offering and give our brand partners new ways to connect with customers at relevant moments in their shopping journey."

The retail media partnership extends this collaboration onto Adore Beauty's own digital properties, bringing together Criteo's expertise in performance optimisation, audience activation and attribution with Adore Beauty's first-party data and high intent shopping environment.

Guillaume Dupont, Country Head, Australia and New Zealand, Criteo, said, "Adore Beauty's decision to expand its relationship with Criteo marks an important milestone in the continued evolution of retail media in Australia, particularly in the health and beauty category. Consumers move fluidly between discovery, consideration and purchase, and retailers are increasingly looking for ways to translate these high-intent moments into measurable value for brands, agencies and shoppers. As more retailers adopt connected retail media solutions, retail media becomes easier to navigate, easier to measure and more valuable for all participants.

This gives brands and agencies greater access to relevant audiences, while enabling retailers to unlock new growth opportunities through their commerce data and customer relationships. Adore Beauty's partnership demonstrates the potential for the beauty sector to lead the next phase of retail media maturity."

Growing Criteo's retail media footprint in Australia
Criteo's retail media platform is currently live with Australian retailers across major industries, including Uber Eats, Chemist Warehouse, David Jones, JB Hi Fi, Dan Murphy's and BWS.

Beyond retail media, Criteo works with brands and retailers across channels and throughout the full funnel, connecting commerce data, media activation and measurement to engage consumers across the customer journey from discovery through to purchase, while providing greater transparency into the media and experiences driving measurable outcomes.

About Criteo
http://www.criteo.com/http://criteo.com/ 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.

Forward Looking Statements Disclosure

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.