Criteo Announces Inclusion in MSCI Global Investable Market Indexes

First-time MSCI inclusion marks a new capital markets milestone following redomiciliation to Luxembourg

NEW YORK, November 12, 2026 — Criteo (NASDAQ: CRTO) ("Criteo" or the "Company"), the global commerce intelligence platform, today announced its inclusion in the MSCI Global Investable Market Indexes. As announced by MSCI, the inclusion will take effect as of the close of November 30, 2026.

Following the completion of the Company's redomiciliation to Luxembourg, this inclusion marks a significant capital markets milestone for Criteo and strengthens its public-market profile. Within the broader MSCI Global Investable Market Indexes series, Criteo is expected to be included in several global and U.S. indexes. This is expected to increase Criteo's visibility within the institutional investment community and create an opportunity to broaden its shareholder base over time.

"Criteo's first inclusion in MSCI indexes represents a significant step in our evolution as a public company, and we believe an early benefit of our redomiciliation process," said Connor McGogney, Chief Financial Officer of Criteo. "We remain focused on disciplined execution and advancing our global commerce intelligence platform strategy to drive long-term shareholder value."

MSCI is a global index leader, providing indexes widely tracked by global institutional investors and passive funds as investment benchmarks. Following Criteo's redomiciliation to Luxembourg, the subsequent transfer of its legal domicile from Luxembourg to the U.S. is expected to be completed on January 1, 2027, subject to shareholder approval and other customary conditions.

To learn more about Criteo's offerings and investment opportunities, visit our Investor Room.

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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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 the anticipated effects and benefits of our inclusion in the MSCI Global Investable Market Indexes, 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, 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; the possibility that our inclusion in the MSCI Global Investable Market Indexes does not result in the anticipated benefits, including increased investor demand, or a broader shareholder base or is delayed or reversed; 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, as amended, and the definitive proxy statement/prospectus filed with the SEC on November 5, 2026, each 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.