Criteo Expands Performance CTV Capabilities Across Global Markets

Expanding Performance CTV through differentiated commerce audiences, flexible activation, and connected measurement

NEW YORK, November 4, 2026 — Criteo (NASDAQ: CRTO), the global commerce intelligence platform, today announced the expansion of its Performance Connected TV (CTV) capabilities beyond the U.S. to additional markets. The rollout will begin in Brazil and Mexico by the end of 2026, followed by Canada, the UK, France, Germany, Italy, Spain, Australia, and select additional markets in 2027. As advertisers seek to tie CTV investment to business outcomes, this expansion harnesses Criteo's commerce audiences, flexible activation, and connected measurement to make CTV a more powerful performance channel.

Criteo forms real-time, deterministic commerce signals from more than $1 trillion in annual transactions, 740 million daily active users (DAUs) and more than 5 billion stock keeping units (SKUs). Its proprietary household graph then links these real shopping behaviors and purchase intent signals to personal connected TVs. Building on 20 years of performance optimization expertise, Criteo's bidding engine uses this intelligence to optimize bids, helping advertisers reach high-intent shoppers on the largest screen in the home and activate CTV as a performance channel.

Criteo's clients are already seeing strong results from their Performance CTV campaigns. A global travel platform generated a 61x return on ad spend while delivering a 9% lower cost per acquisition compared to their Display campaign serving to the same audience.

Criteo is also winning budgets in competitive evaluations, driven by the strong performance delivered through its differentiated commerce audiences. Looking ahead, the company continues to invest in its commercial resources and is on track for its CTV business to double in Q4 2026 compared with Q3 2026.

"As advertisers increasingly look to connect the impact of television with their broader digital advertising strategies, CTV represents a significant growth opportunity for Criteo," said Michael Komasinski, Chief Executive Officer of Criteo. "The early momentum we're seeing in the U.S. is fueling our global expansion as we bring our Performance CTV offering to a broader advertiser base and look to capture a greater share of this growing market."

CTV is part of a wider shopper journey that spans social media, the open internet, AI-powered discovery, and retail, and Criteo is uniquely positioned to drive results across those environments. The company's global expansion into CTV advances its cross-channel strategy, helping advertisers connect with consumers from initial discovery through purchase and beyond. Criteo provides closed-loop measurement capabilities to help advertisers connect CTV ad exposure to corresponding shopper visits, conversions and sales as consumers move across channels and devices.

Advertiser demand is increasing, with active campaigns now spanning several verticals, including apparel, travel, home and furnishing, consumer electronics, and automotive. Criteo's opportunity pipeline has doubled over the past three months, and clients are renewing with larger budgets after successful initial campaigns.

To deliver this growing demand, Criteo has broad and diversified access to CTV supply, combining direct relationships with media owners with access through leading supply technology partners, and expects to expand this footprint further over the coming quarters.

Customer perspectives bring the Performance CTV opportunity into focus:

"CTV is becoming an increasingly important part of our broader media strategy, but its real value comes from how it connects with the rest of the customer journey," said Jared Lee, Vice President of Ecommerce at Franklin Planner. "Criteo's cross-channel activation capabilities help us reach consumers with tailored ads while they stream TV at home and continue engaging them as they move closer to purchase. That connected approach creates exciting opportunities to drive stronger outcomes across our advertising efforts."

"We're always looking for ways to make our advertising investments more effective, and CTV represents a compelling opportunity to reach consumers within this emerging environment," said Christina Bylin, Chief Marketing Officer at CarParts.com. "With Criteo, we can harness real shopping behaviors and purchase intent to reach more relevant audiences on CTV and then connect our investment to meaningful business outcomes."

"The holiday season is one of the most important times of year for our business, and we're always looking for new ways to connect with shoppers as they discover and choose gifts," said Patrick Ahrendt, Senior Director of Marketing at Wine Country Gift Baskets. "By bringing CTV into our media mix with Criteo, we can reach high-intent audiences in a new environment and turn holiday shopping inspiration into measurable results."

"Criteo makes sequential campaigns easy to run by automatically linking living-room CTV impressions to personalized follow-up ads across mobile and desktop without complex manual setup," said Rudy Tan, CTO at TripMasters. "This seamlessly bridges high-impact brand awareness with measurable, mid/lower-funnel conversions in just a few clicks."

CTV activation is available through demand platform Commerce Growth. To learn more about Criteo's Performance CTV offerings, visit our website.

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.

Contacts

Investor Relations & Corporate Communications
Melanie Dambre, m.dambre@criteo.com

Public Relations
Amanda Echavarri, a.echavarri@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, including the expansion and growth of our CTV business, 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 and CTV advertising inventory and expand access to such inventory; investments in new business opportunities and the timing of these investments; our ability to expand and grow our CTV business as anticipated; 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, including in our CTV business, 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.