Criteo Appoints Adam Marki as VP, Performance Media, Agencies EMEA

Adam Marki joins Criteo to strengthen strategic partnerships with major agency groups and lead the company's agency strategy across the EMEA region.

LONDON, November 16, 2026 – Criteo (NASDAQ: CRTO), the global Commerce Intelligence platform, today announced the appointment of Adam Marki as VP, Performance Media, Agencies EMEA, effective November 16. Previously Deputy Managing Director, Digital at TF1 PUB, he will lead Criteo's agency strategy across the EMEA region, reporting to Marc Fischli, Executive Managing Director, International Markets at Criteo.

Through this appointment, Criteo aims to further enhance its position in agencies' media strategies and develop new growth opportunities for its Performance Media business. In his role, Adam Marki will accelerate Criteo's development with leading agency holding companies and independent agencies across EMEA, building long-term relationships, developing partnerships and shaping joint growth plans. He will address the evolving priorities of agencies and advertisers, aiming to deliver more measurable performance for their clients.

"We are delighted to welcome Adam to Criteo. His in-depth knowledge of the advertising ecosystem, programmatic challenges and agencies' expectations will be a real asset in supporting our ambitions across the EMEA region," said **Marc Fischli, Executive Managing Director, International Markets at Criteo.** *"His career gives him a dual perspective on our partners' challenges: that of leading technology platforms and that of a major media group. His experience will be invaluable in strengthening our strategic partnerships, helping agencies navigate a rapidly evolving media landscape and unlock the full potential of Criteo's Performance Media solutions."*

With more than 20 years of experience in advertising technology, Adam Marki has developed strong expertise in digital business strategies and agency relations across EMEA. Prior to joining Criteo, he served as Deputy Managing Director, Digital at TF1 PUB, where he led digital sales and contributed to the growth of digital advertising revenues. Previously, he was Head of Agencies at Google, after holding positions at Meta, Microsoft and Lagardère Publicité. He holds dual master's degrees in Innovation & Entrepreneurship from HEC and Marketing & Advertising from Paris School of Business.

"*I am thrilled to join Criteo at such an exciting turning point, as AI redefines advertising and the demand for measurable business outcomes has never been higher. Media agencies are the real catalysts behind every major transformation in our industry. Alongside Criteo, their mission is to give genuine meaning to data, turning rich commerce insights into high impact business signals for brands. By bridging agencies' strategic brand expertise with Criteo's technology, we're going to build ambitious partnerships that turn bold ideas into tangible growth across EMEA. I can't wait to get started with our teams and partners,"* said **Adam Marki**.

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.

Contact

Criteo Public Relations
Liz Dowsett, l.dowsett@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.