Criteo and Notino Join Forces to Advance Retail Media in European Beauty

A strategic partnership designed to help beauty brands scale across Notino's unique pan-European reach in 27 markets through relevant shopper engagement and transparent, measurable and effective Retail Media

London, November 2, 2026 – Criteo (NASDAQ: CRTO), the global commerce intelligence platform, and Notino, Europe's number one online beauty retailer*, today announced a strategic partnership to help advance the next phase of Retail Media in beauty. As Notino transitions its Retail Media activities to Criteo's platform, the partnership will enable the retailer to offer brands new marketing opportunities across all 27 European markets where Notino operates, including Germany, France, Italy, the UK, the Czech Republic, Poland, Romania, Hungary and Croatia.

Criteo's technology powers Notino's Sponsored Products Ads, Onsite Display and Onsite Video capabilities to drive incremental growth and sales. The solutions help brands surface relevant products as shoppers move from discovery to consideration and purchase, including when they're exploring a need without a specific product in mind. Advertisers can match formats to different campaign objectives and use transparent performance reporting and media insights to assess results and optimize their campaigns, all powered by Notino's rich first-party data.

Over time, the companies intend to expand their collaboration to offsite and to support offline sales data onboarding for omnichannel targeting and measurement. The partnership also reflects a commitment to ongoing innovation and to supporting greater standardization across Retail Media – which are important foundations for the category's next stage of growth.

Quotes:

"Retail Media is evolving quickly, and beauty is a category where discovery and commerce are closely connected. Notino brings deep category expertise and a distinctive pan-European presence; Criteo brings retail media technology and in-depth experience to support its continued development. We're excited to partner with Notino to put those strengths into action, starting with onsite."

- ***Alex Crowe, Managing Director, Retail Media, EMEA at Criteo***

"For beauty brands, expanding across Europe has always been a complex challenge, but this partnership transforms it into an unprecedented strategic opportunity. By combining Criteo's technology with our proprietary channels and an ecosystem of 40 million customers, we are redefining how brands build their marketing power. Our vision is absolute: Notino is the definitive gateway to Europe. We provide a single, highly measurable growth engine across 27 markets, empowering brands to seamlessly turn our vast pan-European reach into their own competitive advantage."

- ***Bartosz Kliś, Co-CEO & Chief Growth Officer at Notino***

"Brands want simple access, transparent reporting and results they can measure. With Criteo's technology behind our Sponsored Products, Onsite Display and Onsite Video formats, built on Notino's first-party data, we can offer exactly that. Onsite is the first step. Our focus now is to make it easy for brands to plan, run, and evaluate their campaigns with us. Together with Criteo, we want to build on this with our partners, with offsite and offline data as the areas we intend to explore next."

- ***Šárka Černá, Retail Media Director at Notino***

**Source: Cross-Border Commerce Europe, "TOP 500 B2C Cross-Border Retail Europe", 8th Edition, April 2026.*

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About Notino:

Founded in the Czech Republic in 2004, Notino has grown into Europe's largest online beauty retailer, bringing beauty and personal care products to millions of customers across Europe. Today, Notino offers up to 115,000 products from more than 1,800 international and local brands, operates in 27 European markets and has 30 physical stores.

Notino ranks among Europe's top ten cross-border online retailers in the TOP 500 B2C Cross-Border Retail Europe ranking by Cross-Border Commerce Europe and holds the number one position in its beauty sector ranking. With a strong focus on customer experience, the company continues to invest in making beauty shopping easier, more convenient and accessible. Fast and reliable delivery is supported by its logistics centers in the Czech Republic, Poland, Italy and Romania.

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.

Forward Looking Statement 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.