

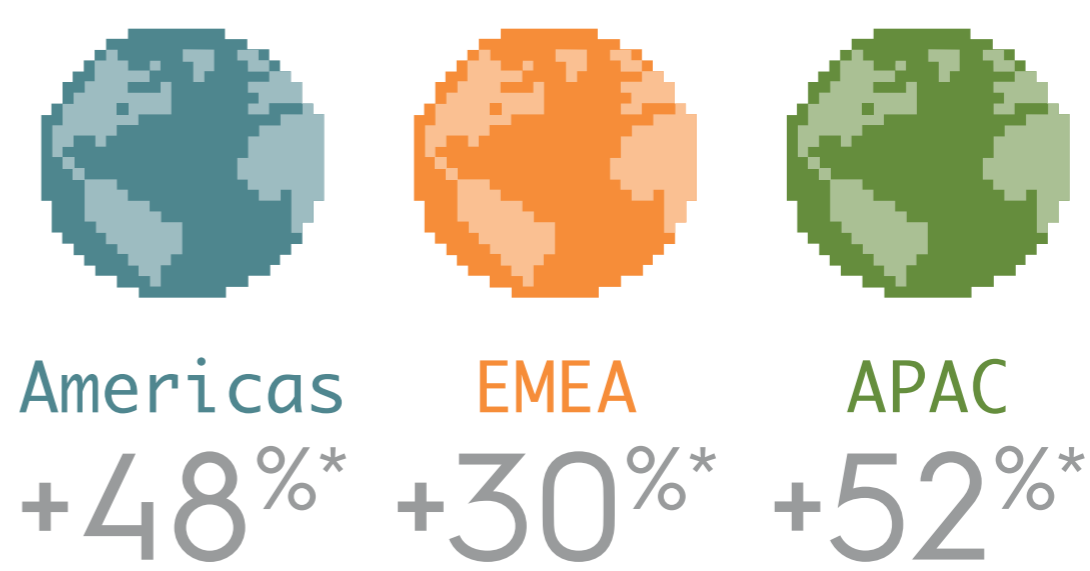
// cracking the performance marketing code (Q1.2016.Earnings):

< financial figures />

Revenue ex-TAC = **\$162M, +41%^{YOY}** ;

Adjusted EBITDA = **\$49M, +56%^{YOY}** ;

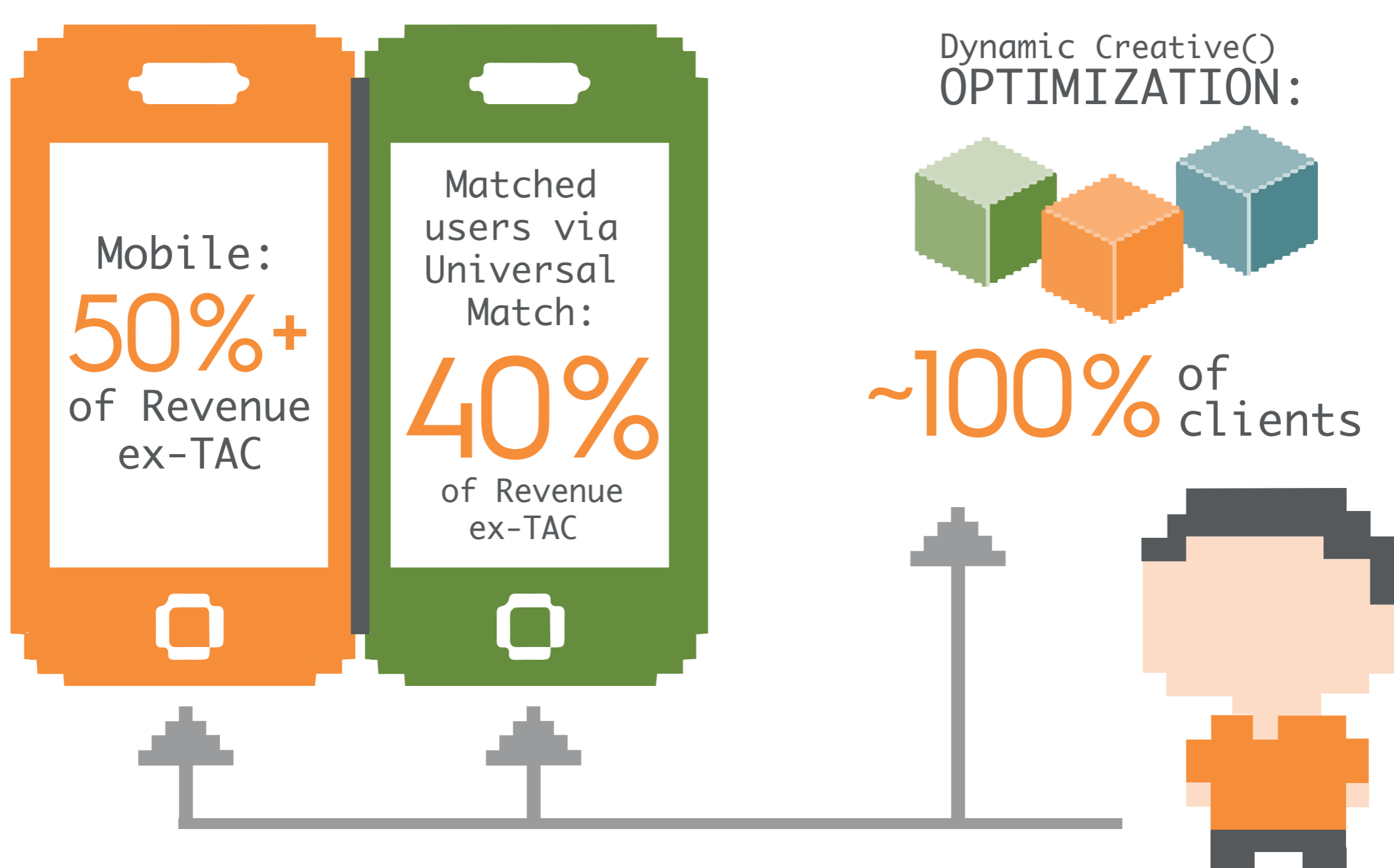
Regional performance =



< talent />

Talent globally = **1,970+ employees, +30%^{YOY}** ;

< performance drivers />



NATIVE ADVERTISING ();

16%+ of Revenue ex-TAC

RESULTS ();

+21% Revenue* ex-TAC from existing clients



< clients />

Clients total = **11,000** ;

New clients in Q1 = **760+** ;

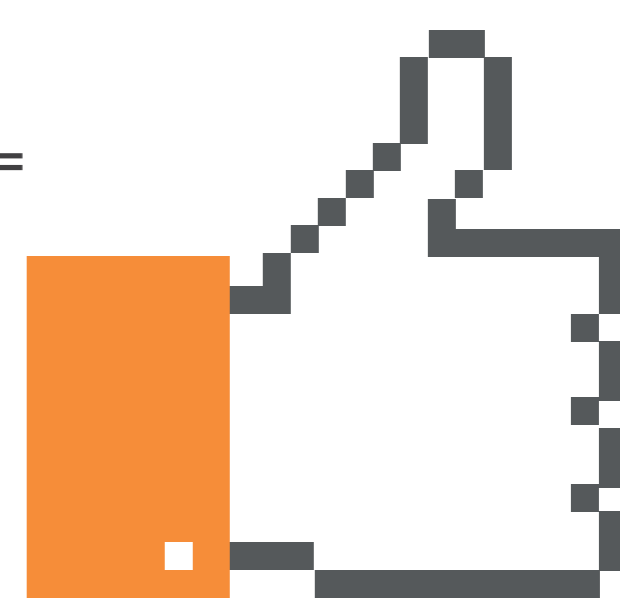
90% customer retention rate



< publishers />

Direct relationships with publishers = **16,000+** ;

Facebook DPA = **5,000 clients**; **



**as of today

// Criteo 2016 Q1 **Learn more**

for full financial data and non-GAAP reconciliations, please refer to criteo's q1 2016 earnings release issued on may 4, 2016, available at ir.criteo.com.