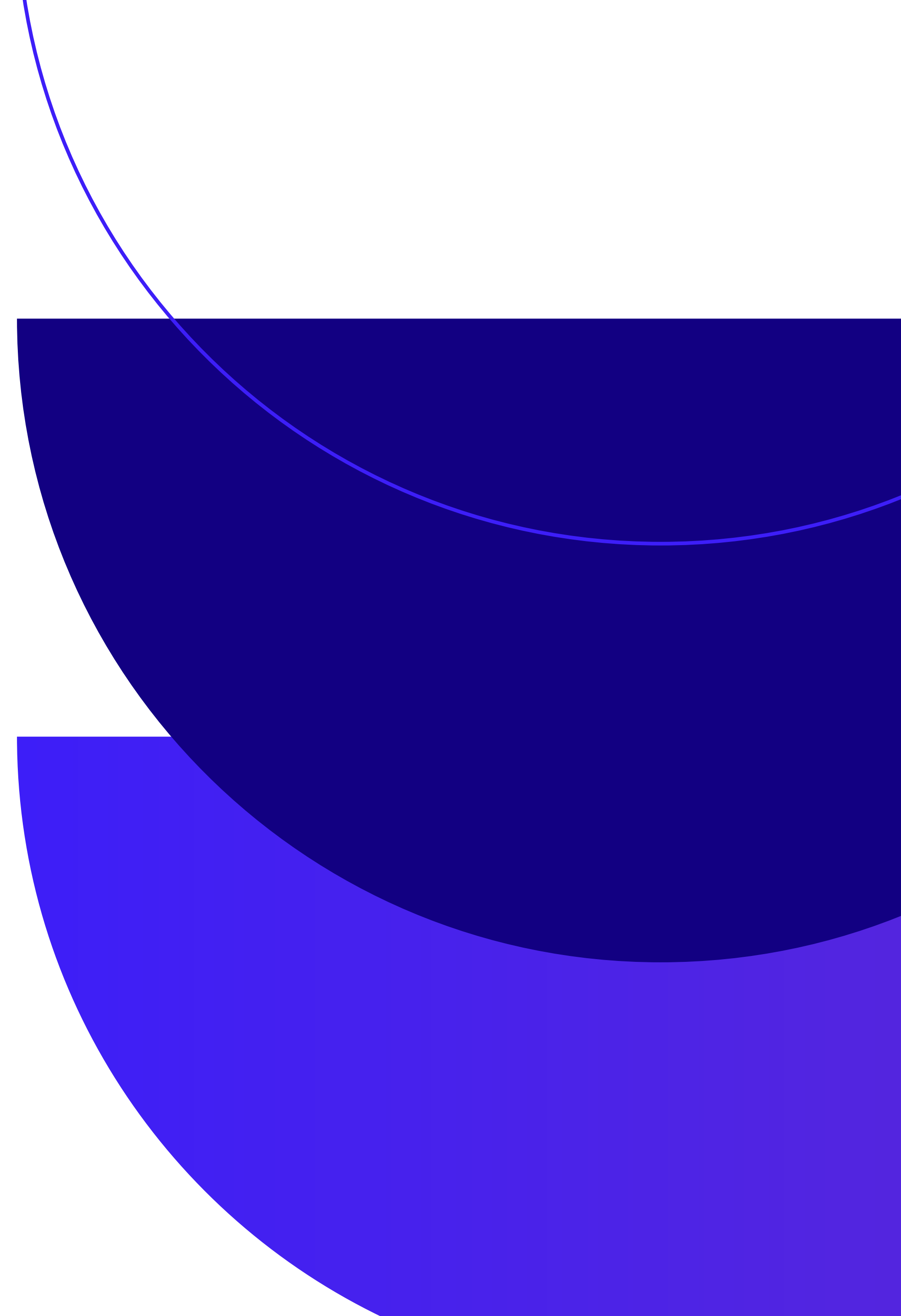# CRITEO

Sustainability at Criteo in 2023

JULY 2024

Criteo's Corporate Social Responsibility
Approach Overview

Message from...

the CEO and Chairwoman of the Board

At Criteo, we have a clear mission: to power the world's marketers and media owners with trusted and impactful advertising and to do that in a way that positively contributes to the world around us. We're racing towards our goals by focusing on a core set of key priorities and this Corporate Social Responsibility ("CSR") report shows two of those priorities in action: to reduce our environmental footprint and to champion Diversity, Equity, and Inclusion ("DEI") across our industry.

In 2023, we made great strides in our CSR initiatives. We formed a sustainability committee to strengthen our company-wide approach to CSR and align our business activities with our values. We also revised our Procurement Policy to engage our network and encourage our vendors to work with us toward a more sustainable future. These efforts have been recognized with the EcoVadis Silver Medal. We are incredibly proud to have this recognition reassert our firm CSR commitments to our clients and stakeholders.

We're also excited to further enhance our environmental disclosures with the completion of our first Climate Disclosure Project (CDP) questionnaire, which analyzes how our climate strategy measures up to industry standards. In addition, we conducted our annual Greenhouse Gas ("GHG") assessment (Scopes 1, 2 and 3) to determine more opportunities for improvement. We submitted our GHG emissions reduction targets to the Science Based Target Initiative (SBTi), which validated them, reflecting our commitment to curbing the carbon footprint of our products and corporate activities in line with the Paris Agreement goals.

Our people are what make Criteo distinctive. From the very beginning, it has been part of our DNA to create an inclusive environment where our employees can thrive. We do this by listening to our employees, running a regular listening program where — twice a year through surveys — we collect and respond to their feedback, focusing on boosting engagement, and supporting their well-being. We also launched our first global mentoring program which is all about sharing knowledge, experience, and skills to empower our people on their path to success.

Further, we worked to continuously improve our understanding of DEI, challenges, and the needs of our different communities. Thanks to the feedback from our BIPOC Community, we created the Elevate program which is dedicated to empowering high performers from underrepresented communities. In 2023, we also continued to progress towards attracting and retaining Women in Tech roles throughout the company and have already seen the early positive impact of this program across Criteo.

We're proud of the milestones that we've achieved thus far through our unwavering commitment and incredible teamwork. This enabled us to make steady progress on our journey, from defining ambitious CSR goals to making a positive impact through our Criteo Cares program.

During our two global volunteer weeks, we saw more than 400 employees across the globe take part in missions to support the local causes they care about.

As we reflect on our achievements, we recognize the journey ahead is one of continuous improvement. Our commitment to CSR values is unwavering and we are steadfast in our pursuit of setting new benchmarks for responsible business practices and creating positive global change.

Megan Clarken
Chief Executive Officer, Criteo

Rachel Picard
Chairwoman of the Board, Criteo

Contents

CRITEO

About Criteo

- **Founded in 2005**
- **Criteo S.A.**
- **French technology company**
- **Headquartered in Paris**
- **NASDAQ-listed**
- **Strong presence worldwide**
- **Western Europe, North America, and the Asia-Pacific Region**

Criteo is a global technology company that enables marketers and media owners to drive better commerce outcomes through our world-leading Commerce Media Platform. We are a leader in commerce media, the future of digital advertising, leveraging commerce data and artificial intelligence to connect ecommerce, digital marketing and media monetization, and to best engage consumers throughout their shopping journey.

Our vision is to bring richer experiences to every consumer by supporting a fair and open internet that enables discovery, innovation, and choice – powered by trusted and impactful advertising.

Since 2018, and accelerating since 2020, we have deeply transformed our offering to a multi-solution platform, diversifying our business to address a broader range of marketing and monetization goals including commerce audience targeting and Retail Media. We enable brands', retailers', and media owners' growth by providing best-in-class marketing and monetization services on the open internet, driving approximately $30 billion in commerce outcomes for our clients in the form of product sales and leads for marketers and advertising revenues for media owners. During 2023, we operated in 109 countries.

[2] Our culture book is available here.

Criteo's values are "Open, Together, and Impactful" and define our culture[2] as the company evolves:

OPEN.

We believe open minds build open futures. So, we have gathered a community of genuinely open and authentic people who care to shape a future that includes everyone.

TOGETHER.

We look for inspiring leaders who can also be supportive team players. We care about, encourage, and celebrate each other so we can build greater things together.

IMPACTFUL.

We innovate and empower our Criteo's employees to make a more sustainable and positive impact across our industry for our partners, clients, and the consumers they serve.

Key Inputs and Assets for Criteo

Financial Results

$1,949 million
revenue for the year ended December 31, 2023

$302 million
adjusted EBITDA

$1,023 million
contribution ex-TAC

$55 million
net income

$863 million
gross profit

Infrastructure

39,000
servers in 14 data centers
incl. eleven processing data centers and three network POPs

1.5
petabyte of random-access memory

100%
of the CO_2 emissions linked to data centers use are offset

Privacy, Data Protection and Content Control

Privacy and data protection laws play a significant role in our business

Employees and Human Capital Management

3,610[3]
employees globally (total headcount)

29,700[4]
training hours delivered to our employees

0%
pay gap between women and men

41%
women employees

Clients

18,000
clients served

90%
client retention rate (approx.)

47%
direct client relationships

53%
advertising agencies or third-party relationships

30%
Criteo Retail Media revenue came from agencies

Exposure to
$1 trillion
in online sales transactions on our clients' digital properties

$1.9 trillion
targeted digital ads delivered

Research & Development

1,039
employees part of the Research & Development and Product teams

$242.3 million
Research & Development expenses, including expenses related to the Product group

[3] This figure differs from the total headcount KPI presented in our Annual Report on Form 10-K because in this CSR Report we do take into account "inactive" employees (41 employees) whereas inactive employees are excluded of the Annual Report on Form 10-K KPI.
[4] Compliance pieces of training excluded.

Our Sustainability Approach

At Criteo, sustainability means fostering a responsible future where positive impacts are an extension of business and prioritize the preservation of our planet, the well-being of our communities, and the integrity of the adtech industry.

Criteo strives for continuous improvement and positive impact in all areas of CSR, with a strong focus on the environment and Diversity, Equity, and Inclusion (DEI), while ethics have always remained a top priority. Together with our employees, partners, clients, and consumers, we can shape our future growth and define the value we want to create for society.

Environmental   View →

To inspire a more environmentally friendly adtech industry by pioneering initiatives that reduce our carbon footprint, promote eco-friendly practices, and foster a culture of stewardship.

As a leading Advertising Technology company, paving the way for best-in-class sustainability standards in the industry is our responsibility and the only way forward to create a more promising future for all. Sustainability is a core component of Criteo's strategy, and our environmental obligations are at the heart of everything we do – we strive to play our part in the global effort to curb climate change.

Social   View →

To nurture our communities through continuous adtech innovations that enhance accessibility, promote inclusivity, and create opportunities for collaboration that drive social progress.

We believe the future is wide open when it includes everyone – for us, that means our people, partners, clients, and the consumers they serve. A diverse and inclusive culture is the cornerstone for driving creative collaboration and sustainable change across the industry.

Governance   View →

To pioneer ethical practices where every digital interaction is powered by transparency, respect for privacy, and responsible data management – redefining adtech success for the benefit of businesses and the greater good.

We believe that having an engaged Executive Team is key to ensuring sustainability practices are bought-in by relevant stakeholders and stay streamlined across all teams within Criteo. By better aligning our business activities with our sustainability values, we can take the necessary actions and pave the way towards a more sustainable society and future.

Contribution to Sustainable Development Goals (SDGs)

Criteo's activities impact society and the environment through a wide range of programs for the company's employees, our products and services, the infrastructure needed to deliver our products and services to clients, and our relations with stakeholders and other organizations throughout the tech industry. Our impact translates into **direct and indirect contributions to the United Nations' 2030 Sustainable Development Goals (SDGs)**, an internationally recognized framework.

Criteo is committed to the United Nations' SDGs, particularly towards SDG 4, 5, 8, 9, 10, 12, 13, and 17. More information is available here.

4	Quality Education	10	Reduced Inequalities
5	Gender Equality	12	Responsible Consumption & Production
8	Decent Work & Economic Growth	13	Climate Action
9	Industry, Innovation & Infrastructure	17	Partnership for the Goals

Environmental

Environmental Key Results and Objectives

CSR TOPIC	AMBITION	TARGET	2023
Environmental Strategy	Define an environmental strategy and action plan	Identify and implement actions to reduce our environmental impact	Achieved
		Publish an Environment Statement and Policy	Published. Criteo's Environment Statement available here
Greenhouse Gas Assessment		Measure Criteo's annual carbon emission (scope 1, 2, 3)	Achieved through our partnership with SWEEP
		Define carbon reduction targets and have them approved by SBTi	Received approval on Criteo's climate strategy by the Leadership team and approval on targets by SBTi
Data Centers (Infrastructure) and Offices	Limit the carbon footprint of our data centers	Use 100% of renewable energy to power our data centers	Achieved
	Manage other environmental impacts related to our data centers and offices	Track Criteo's annual office and data center water consumption	Offices: 12,558m3 Data centers: 65millions L
Business Trips & Events	Limit the environmental impacts linked to our events	Offset all travel related to our annual internal company event (Summit)	Not applicable
	Limit the environmental impacts linked to our travels	Offset all carbon emissions related to business trips (air & train) and hotels	Achieved
Procurement	Assessing our company and our vendors	Set up a partnership with a Supplier Sustainability Rating Platform and assess key vendors on CSR by the end of 2023	Achieved. Completed Key Vendors CSR Assessment.

Our Environmental Approach in Addressing Climate Change

Our environmental strategy was defined in 2022, paving the way for **ambitious short-term and long-term action plans and energy-reduction goals**.

In 2023, we set up **Criteo's greenhouse gas (GHG) emission reduction targets for 2030, aligned with the 1.5°C scenario of the Paris Agreement**. These targets were defined with the support of a consulting firm with climate expertise, then sent to the **Science Based Target Initiative (SBTi)**, which validated them.

BUSINESS AMBITION FOR 1.5°C

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

We are committed to communicating with our stakeholders in a clear and transparent way, based on tangible elements that have been co-constructed and/or verified by external experts. We base our reporting on national and international frameworks to ensure the consistency, reliability, and comparability of the information we communicate.

For the first time in 2023, we responded to the <u>Carbon Disclosure Project (CDP)</u> Climate Change questionnaire, and we obtained a "C" rating. We also used the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) to build our environmental strategy and low-carbon trajectories.

CDP
DISCLOSURE INSIGHT ACTION

Criteo aims to work with a network of reliable and responsible suppliers. To do so, the Procurement team has established several tools and processes over the years which aim to improve supplier selection and better monitor their performance through the definition of purchasing strategies, management of supplier quality, measurement of supplier performance, and supplier risk analysis.

In 2017, Criteo rolled out its global procurement policy, that has been continuously updated since and was replaced with a **Sustainable Procurement Policy in 2023**. Similarly, our Travel policy was replaced by a new **Sustainable Travel Policy** to be effective as of 2024.

All new RFPs automatically and systematically include a CSR assessment developed by our Procurement teams. **Criteo signed a partnership with EcoVadis in 2022 to work on defining the basis of its sustainable Procurement approach.**

ecovadis

All these actions align with our new <u>Environmental Statement</u> adopted in 2023 (updated with our new <u>Environmental Policy</u> in 2024). This Statement, as well as our efforts to reduce our carbon footprint, demonstrates our commitment to operate responsibly and is a step forward to drive a positive change in the industry.

Our Carbon Footprint

Our first overall carbon footprint assessment covering Scopes 1, 2 and 3 was carried out in 2022 (for the year 2021) in accordance with the Greenhouse Gas Protocol (GHG Protocol), and with the support of external climate experts. It helped us identify the main sources of emissions in our value chain and pinpoint the most relevant decarbonization drivers.

With the SWEEP software deployment in 2023, we can now assess the carbon footprint for Scopes 1, 2 and 3.

136,664 tCO2eq

Total CO2 emissions
Location-based and all perimeters
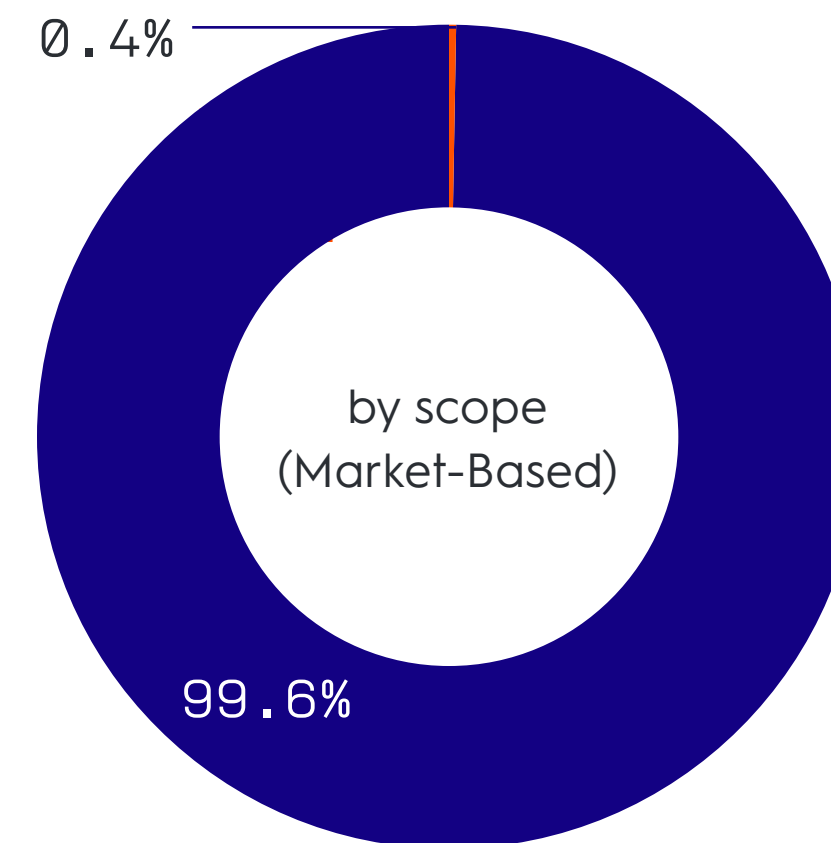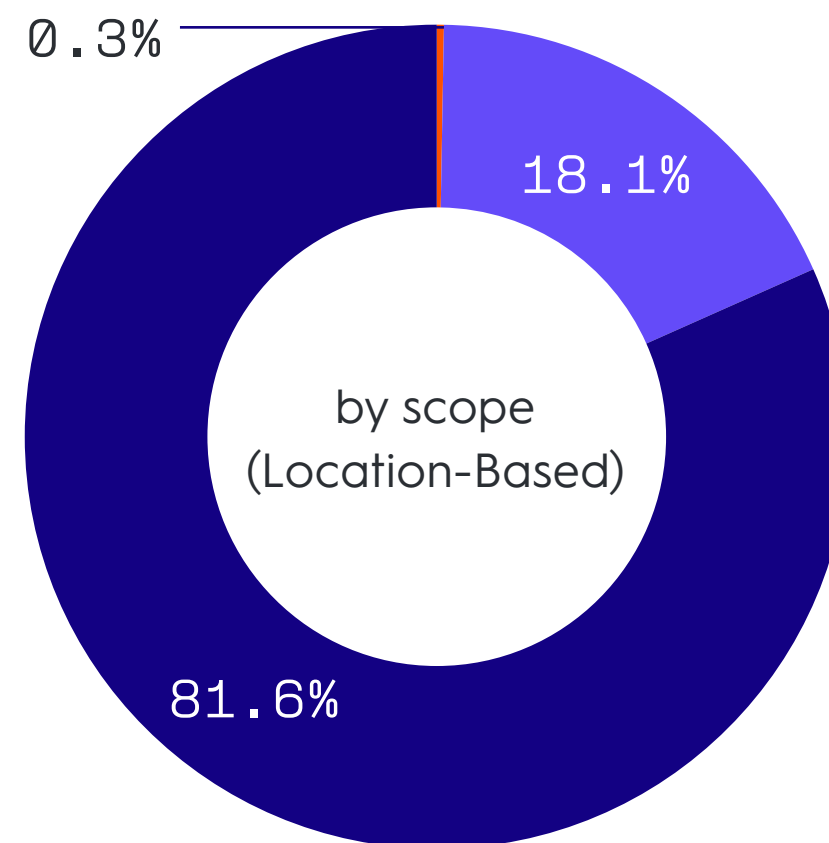
111,933 tCO2eq

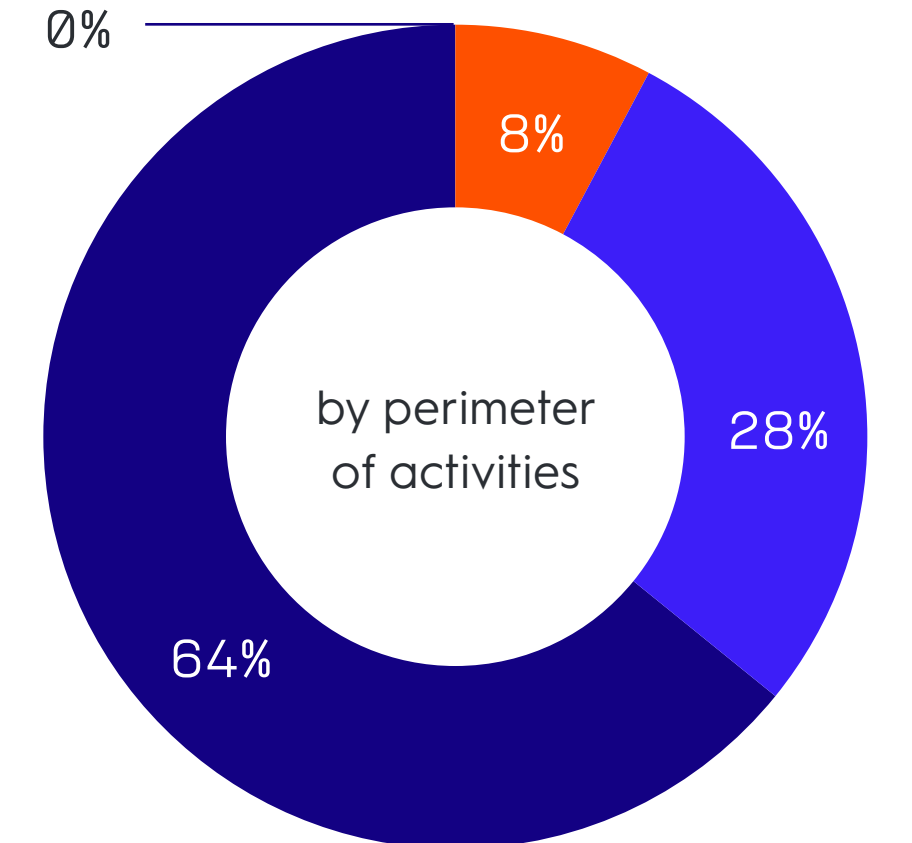**Total CO2 emissions**
Market-based

Approximately 92% of Criteo's 2023 GHG emissions were induced by the infrastructure and business perimeters (use of the Criteo solution), and almost all the emissions came from Scopes 2 and 3.

OUR CARBON FOOTPRINT RESULTS

● Scope 1   ● Scope 2   ● Scope 3

0.3%
18.1%
by scope
(Location-Based)
81.6%

0.4%
by scope
(Market-Based)
99.6%

● Business   ● Corporate
● Infrastructure   ● Events

0%
8%
by perimeter
of activities
28%
64%

Environmental Impact of Data Centers and Hardware

Criteo's operations rely on **large data center units and several smaller networking rooms**, also known as **Points of Presence (POPs)**. As of December 31, 2023, Criteo had servers installed in 14 data centers (DCs) worldwide, all belonging to external service suppliers. Among those 14 data centers, 11 are data processing centers, and the remaining 3 host network POPs.

Criteo's server infrastructure accounts for one of its largest environmental impacts (28% of Criteo's overall carbon footprint, and more than 98% of Criteo's total energy consumption).

Since 2022, we have been able to retrieve data directly from data centers. Data is collected automatically in real-time, with better accuracy, as it can now be tracked at the rack level (not only at the room level). This new process improves data reliability and real-time visibility on all data centers' energy consumption, and thus helps define action plans tailored to Criteo's actual consumption.

When we cannot supply data centers directly with decarbonized energy, we offset the carbon emissions by buying renewable energy certificates (RECs).

2023 **100%** **of the data centers' energy consumption (market-based) is supplied from decarbonized sources or offset through certificates.**[5]

Based on Criteo's specific assessment of the carbon footprint for the entire lifecycle of the IT Infrastructure, **it remains distributed between Scope 2 (power usage) and Scope 3 (manufacturing and end-of-life) with respectively 64% and 35% emissions in 2023**.
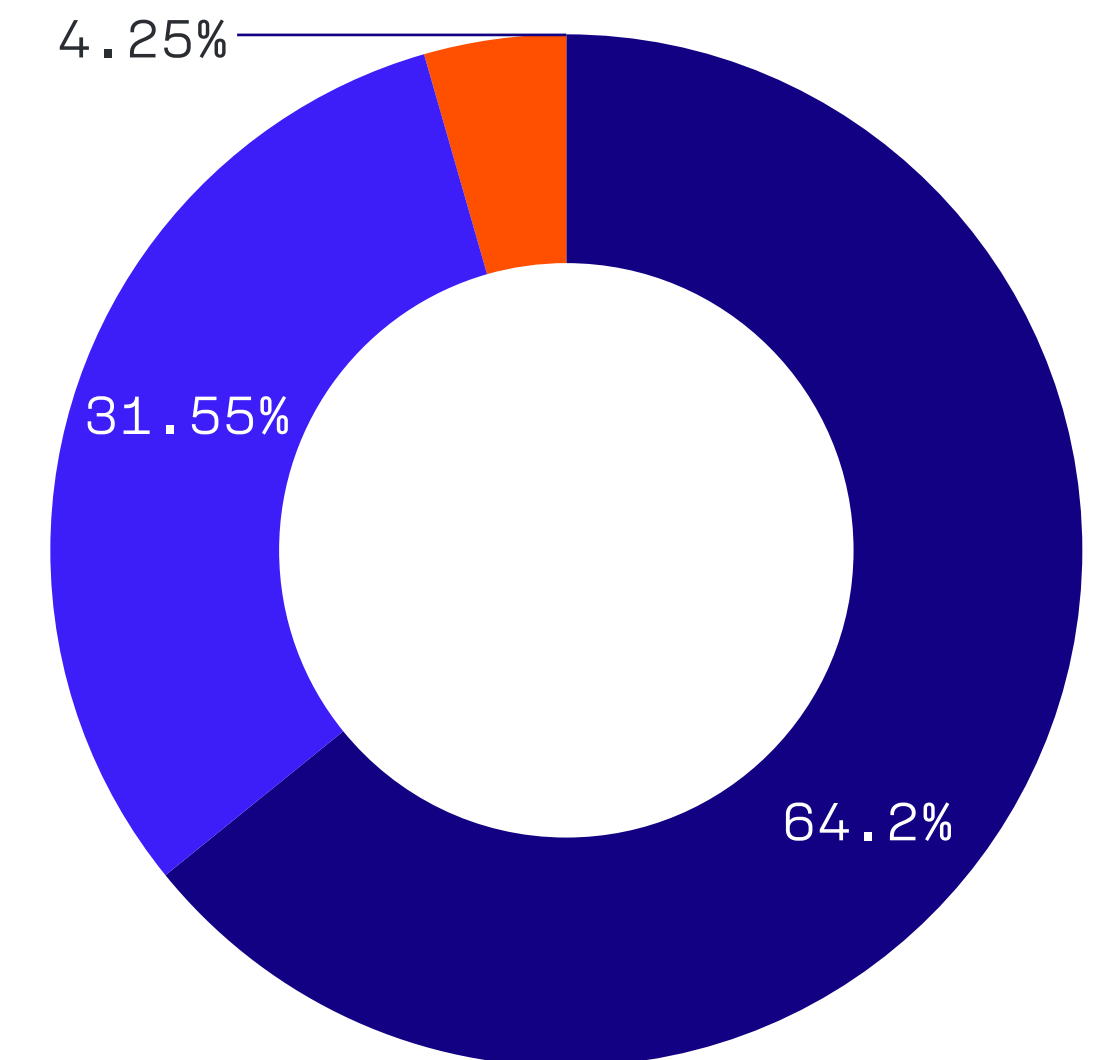
2023

57,646 MWh
Data centers' electricity consumption
(compared to 59,909MWh in 2022)

37,955 tons of CO2eq
Data centers' CO2 emissions
(compared to 40,000 tons of CO2eq in 2022)

CO2 EMISSIONS OF DATA CENTERS IN 2023

- ● Electrcity consumption
- ● Purchases of goods and services
- ● Others

4.25%
31.55%
64.2%

[5] Data on data center energy consumption is available between January and March 2024. To ensure their availability for the report, suppliers signed a temporary attestation in early 2024. Once available, the actual data for 2023 will be reviewed and validated by our teams in mid-2024.

Environmental Impact of Offices and Travel

While Criteo does not own the buildings it occupies, we have undertaken a company-wide commitment to limit their environmental impact.

Thanks to the widespread teleworking work habits linked to our Flexible Work Approach, office energy consumption has dropped since 2020 with a significant decrease in consumption in the EMEA offices.

Criteo limits GHG emissions by avoiding flights whenever possible, attending video conferences instead of in-person meetings, and not offering company cars as part of employees' compensation packages. We also look at ways to minimize the use of individually owned private cars. Many of Criteo's offices are easily accessible by public transportation and do not have a parking lot, therefore discouraging employees from commuting in their private cars. In many offices, public transportation is subsidized to promote public transportation usage.

2023

The equivalent of
61%
of our leased offices are covered by a green certification based on office area in m²

1,590 MWh
Total office electricity consumption

29%
% from renewable energy source

1.46 tCO2eq/employee

Carbon footprint per employee
(offices consumption + business trips + commuting)

tree-nation

In 2023, all emissions related to business trips and hotels have been offset with VCS[6] certified credits through a partnership with the non-profit, Tree-nation (see more information here).

[6] Verified Carbon Standard CO2 Certification. Learn more here.

Natural Resources Consumption and Waste Management

Natural Resources Consumption for Offices and Data Centers

2023

For the first time, Criteo was able to assess the data centers' total water usage, which amounted to

65.5 million L

This information was either directly provided by the data centers or had to be estimated when it was not available, using the industry average value for the Water Usage Effectiveness (WUE) multiplied by the annual power consumption of the corresponding data centers.

In offices, Criteo's main direct use of natural resources besides energy relates to paper and water. Regarding water, Criteo implemented sustainable practices in most offices by using sensor-equipped faucets and two-level flushing toilets. Offices also sort and recycle waste whenever possible. In 2023, we also replaced all disposable cups with mugs in the Paris, Berlin, Limassol, and Yerevan offices.

E-waste Management

Data Centers

To reduce the amount of e-waste[7] generated in the data centers, Criteo is asking for a guaranteed extension for servers from five to six years.

Criteo works with a subcontractor to handle decommissioned equipment. Most of this equipment can be reused and is resold on a second-hand market, while the remainder is considered as waste, which can be partly reused or recycled. Globally, the amount of assets resold is 77%.

2023

79.4 tons
of assets related to infrastructure activities were decommissioned

Information Technology (IT)

Other e-waste from the workplace, such as employees' phones and computers, is not discarded at the end-of-life but instead given or sold back to a reseller. As a result, **Criteo's actions allowed for the refurbishment of 1,806 kgs and the recycling of 1,078 kgs of office e-waste** in 2023.

[7] Electronic waste, or commonly called "e-waste", describes discarded electrical components or electronic devices.

Social

CRITEO

Social Key Results and Objectives

CSR TOPIC	AMBITION	TARGET	2023
Global Diversity, Equity, and Inclusion (DEI) Strategy	Maintain Inclusion scores	Maintain our Inclusion scores from the Inclusion Index at 75% or above (Targeted culture questions focusing on authenticity, psychological safety, belonging, and inclusive leadership)	79% in 2023
	Increase the share of women in management	Increase the percentage of women being promoted (respecting proportionality principle)	42% in 2023
Gender Equality	Increase the share of women in Tech roles	Increase the percentage of women in Tech roles to reach 26% in 2030	20% in 2023
	Ensure gender pay parity for through our Pay Parity Action Plan	Maintain pay parity throughout Criteo, with a bi-annual review and intentional actions in hiring, promotion, and pay cycle management	Achieved. Average compa-ratio was 0.90% for men and 0.90% for women before calibration
Employee Engagement (Criteo Cares Program)	Increase employee engagement within the community groups	Increase the number of employees involved in (at least) one community group	41% in 2023
	Deploy the volunteering platform (Giving by Alaya/Benevity)	Increase the number of employees with an account	58% in 2023
Employee Skills	Provide access to training for our employees	Increase the percentage of employees trained (workshop & digital) - excl. all compliance pieces of training	75% in 2023
Benefits	Transparency on our remunerations	Disclose the overall remuneration of the CEO compared to the average employee	Achieved

Talent Initiatives and Employee Relations

Criteo operates in all corners of the globe and has 40 offices[8] across the Americas, Europe, the Middle East, and Africa (EMEA) as well as Asia Pacific (APAC).

2023

638	**768**
New Hires	Exits

Attracting top talent is key at Criteo, and we place great importance on the quality of our candidate experience. Our **Employer Value Proposition** is at the very core of Criteo's Culture Book.

The People team supports managers and employees through **dedicated training to give and receive feedback in a constructive way**. We also collect feedback on the employee experience, including **onboarding and exit feedback surveys** to get a good understanding of the onboarding experience and the reasons why people leave the company.

Criteo also regularly runs company-wide employee surveys to measure engagement over time.

In 2023, Criteo introduced the "Criteo Adventure Global Onboarding Program" to enhance new team members' experience. With the aim to create a seamless and impactful experience for each new hire, this program provides newcomers with the essential knowledge and resources needed to excel at Criteo.

[8] Offices, including coworking spaces:
(19) EMEA – Paris, Grenoble (Echirolles), Bordeaux, Barcelona, London, Munich, Düsseldorf, Milan, Amsterdam, Madrid, Istanbul, Dubai, Stockholm, Moscow, Limassol, Yerevan, Berlin, Nicosia, and Tel-Aviv
(8) APAC – Gurgaon, Tokyo, Osaka, Singapore, Seoul, Beijing, Melbourne, and Sydney
(13) Americas – New York, Boston, Ann Arbor, Los Angeles, Chicago, Miami, Seattle, San Francisco, Portland, Palo Alto, Sao Paulo, Toronto, and Vancouver
Please note that one office can be occupied by several legal entities within Criteo (Criteo France SAS, Iponweb..). This list is based on the data provided by our Workplace teams as of December 31st, 2023.

Talent Initiatives and Employee Relations

Criteo set up **Global Compensation Guidelines** to ensure that compensation offered is competitive depending on several criteria, including jobs and expertise levels, and geographical areas.

2023

€347,241,179.55
Annual base and variable salary compensation payouts[9]

We monitor any potential salary gaps across populations depending on gender, age, or location, while considering local practices according to job category and experience. Every year, **a comprehensive analysis of salary levels across Criteo is undertaken, and we conduct an annual corrective measure to bridge the gap between employee's alignment within teams** (woman vs. man, new joiners vs. tenured employees, or any other type of discrepancies that could be noticed). This measure designed to support the Pay Parity Action Plan was conducted successfully in 2023.

0% gender pay gap

The gender pay gap has been reduced to 0% in 2021 and maintained in 2022, and 2023 (average compa-ratio of 0.90% for men and 0.90% for women before calibration).

We also disclose a **breakdown of Criteo's Named Executive Officers' compensation**, which is available in the company's Proxy Statement here.

Our Pay Parity Action Plan is a long-term endeavor, as it goes beyond short-term measures and intends to solve the issue permanently. Criteo remains very mindful about potential pitfalls that could trigger a salary gap between women and men again in the future, such as top management recruitments or insufficient levels of wage verification and monitoring.

In addition to compensation, **employee benefits are also a pivotal point** in the very competitive Tech industry and a key component for talent recruitment. Some of the major topics addressed by the Compensation & Benefits roadmap are in line with Criteo's Diversity, Equity, and Inclusion (DEI), and Safety & Well-being strategies (e.g., the secondary care parental leave[10], the Carrot Fertility program & Family Forming Program).

Employee Recognition

CRITEO
Spotlight

"Spotlight" is Criteo's global recognition program, available for all employees. This platform launched in 2019 with the objective to reward every small or big thing employees are doing at Criteo.

[9] For all Criteo entities.
[10] Offered for four weeks across all locations globally, regardless of their gender or marital situations.

Safety and Well-being at Work

At Criteo, we are committed to creating a positive work environment and believe that well-being at work ultimately results from a wide array of initiatives. Following the working policy established in 2020 and subsequent employee feedback, Criteo's **Flexible Work Approach** was launched in 2022.

We regularly ask employees to provide feedback on their well-being, work-life balance, and workload through a questionnaire, and to have a follow-up one-to-one conversation with their manager to discuss their well-being at work and agree on actions if needed.

2023

57% of employees provided their feedback through the questionnaire

86% of them said their workload allowed them to have a fair work-life-balance

Criteo continues to provide an **Employee Assistance Program** 24/7[11] across all countries. In addition to this external support in 2022, Criteo introduced an internal support network of **Mental Health First Aiders** composed of a total of 74 Criteo employees.

Criteo's **Health & Safety Management System** (H&S MS) has been in place on a global scale since 2021, with the aim to establish a global standard across the company in terms of safety norms in offices (e.g., fire protection). This H&S management system retains the strictest criteria as the company's standard depending on local norms and practices in each country.

The H&S Team issued two **policies** that are presented in last year's Report here.

The safety of employees travelling for business is another important issue. Criteo relies on an **International SOS Assistance tool** to complement the existing employee emergency assistance with our healthcare insurer[12].

[11] The 24/7 helpline is always available for free with no limit for immediate support. There are limits though when it comes to an actual one-to-one therapy session. In this case employees can get up to 6 sessions with a specialist to work on stress reduction programs, up to 5 sessions with a counselor and up to 3 sessions with a professional life coach.
[12] The International SOS Traveler Tracker website allows us to identify our employees who are in a risk area. Depending on the level of risk, either ISOS takes the initiative to contact the concerned employees by email/text/phone to ensure they are safe or Criteo can send personalized messages from the ISOS platform.

Skills Management and Development

The various types of learning and development solutions we provide are referred to as:

- **Instructor-led trainings:** "Live trainings" and "virtual classrooms"

- **Online trainings:** Trainings autonomously followed by employees through digital learning platforms.

- **Coaching sessions:** 1-to-1 sessions with a coach on well-being, professional development, leadership and maximizing strengths.

In 2023, the satisfaction rate of instructor-led training is 4.6 out of 5.

Criteo provides all employees with four online training **platforms**[13] which provide access to over 100,000 training courses and allow free registration to workshops.

LEARNING QUEST

In 2023, Criteo also continued to deploy a **Learning Management System** (LMS) internally called **"Learning Quest"**. This platform allows for more flexibility in the creation and management of content, thus limiting the outsourcing of the creation process and allowing it to adapt in real-time to employees' training needs.

On top of the core online pieces of training above (skills development-driven), employees completed further online training that represents about 4.680 hours.

In 2023, we also developed different types of coaching offers to support every level's needs.

[13] Coursera, Speexx, LinkedIn Learning and Learning Quest.

Hackathon

At Criteo, we foster innovation and different ways of thinking. Our **Hackathon** aims to foster innovation and cross-collaboration around the globe, and is one of the oldest and greatest traditions at Criteo. Every year, hundreds of employees get together for the opportunity to innovate, collaborate, get out of their comfort zone, learn new skills, and bring their ideas to life.

2023

CRITEO Step Up!

Several sustainability and DEI oriented projects were submitted, and one of these projects, "Diversity Hiring", focused on creating a solution to help hiring managers write job descriptions and avoid non-inclusive language.

Hackathon 2023 was a remarkable edition with

430 participants

↑ **13%** increase compared to 2022

The collaborative spirit led to the development of

70 innovative projects

spanning across

30 offices worldwide

The Criteo Cares Program

The Criteo Cares Program, **led by active volunteers** from various teams and different geographical areas, was created in 2018 to bring together all local initiatives, coordinate existing solidarity and sustainability actions across the company, and maximize their impact.

Criteo Cares Program projects are **driven by seven community groups**[14]:

Women at Criteo

Critenable Community

Education Community

Pride Community

Parents Community

BIPOC Community

Green Community

CRITEO Giving

Through our **volunteering and giving** platform, launched in 2021 and called "Giving", Criteo's employees can support causes that are meaningful to them. Criteo's new Giving Committee will be in charge of developing actions linked to donations and volunteering throughout the year, in synergy with the Criteo Cares communities, the DEI and Sustainability teams.

CRITEO Cares IMPACT weeks

In response to employee demands in 2023, we also rolled out our first **Impact Weeks**, a two-week global volunteering opportunity for our employees. Over these two weeks, approximately **400 employees** volunteered with local non-profit organizations on a broad range of topics, such as environmental issues, education, food insecurity, disabilities, blood donation, and animal welfare in **23 locations**.

[14] Also known as ERGs "Employee Resource Groups".

Diversity, Inclusion, and Equal Opportunities

Diversity, Equity, and Inclusion (DEI) are at the heart of Criteo's values.

Diversity

Representation of varied identities and differences, collectively and as individuals.

Equity

Fair treatment, access, opportunity, and advancement for everyone at Criteo.

Inclusion

The sense of belonging and value that is felt throughout Criteo.

While this commitment is embodied by all employees, Criteo's dedicated **DEI team** is responsible for spreading a day-to-day DEI culture, developing a strong DNA within Criteo, and being the link between employees' community groups and the Leadership Team.

Established in 2021, our DEI strategy is communicated in Criteo's **Global DEI Vision and Commitments**[15], Criteo's **DEI Policy**, and Criteo's **Inclusion Index** – among other major initiatives.

In 2021, Criteo established its first **Inclusion Index**[16], focusing on assessing our culture of belonging, authenticity, psychological safety, and inclusive leadership.

Our Inclusion Score was reassessed in June 2023, revealing a score of

79/100

The 2023 Inclusion Index survey was completed by 80% of eligible employees, excluding individuals who had joined Criteo less than 2 months prior.

DEI Objectives 2023

Focusing on Hiring Programs

- ✓ Increasing Women in Tech roles[17] by 26% by 2030.
- ✓ Increasing under-representation in the US.
- ✓ Supporting inclusive hiring practices (disability, inclusion, inclusive hiring training).

Developing and Retaining Diverse Talent

- ✓ Career development and sponsorship for under-represented groups.
- ✓ Global mentoring program.

Strengthening our Inclusive Culture

- ✓ Maintaining our very high Inclusion Index.
- ✓ Preventing harassment training.
- ✓ Engaging Employees in the Criteo Cares program.

[15] More details on Criteo's website here.
[16] Global Inclusion Index: Measured through our Voices Survey based on four questions focusing on: Authenticity, Belonging, Psychological Safety, and inclusive leadership. Benchmarked externally against global organizations.
[17] Women in Tech roles includes women in R&D, Internal IT, Products, Analytics, RTB-Tam (Real Time Bidding-Tam, Global Supply and Business Development), S&O Developers (Global Automation Development), Technical Onboarding, and Technical Solutions- Client Focus & and Technical Solutions- Solution Focus.

Gender Equality at Criteo

Criteo set out clear commitments towards advancing gender parity and is proud to be driving meaningful change for women in Tech.

As of December 31, 2023:

41%

of our total workforce were women

33%

of our total managers were women

30%

of our directors and VP were women

42%

of promoted employees were women

93 /100

As per French regulations, we disclosed our **Women-Men Equality Index for France** again in 2023 (which reached **93 out of 100**).

As stated earlier, **the gender pay gap has been reduced to 0% in 2021 and maintained in 2022, and 2023 (average compa-ratio of 0.90% for men and 0.90% for women before calibration)**.

As a **signatory member of the Tech for Good[18] Call**, Criteo also made strong commitments to the improvement of women's representation in leadership positions specifically (more information available here).

We aim to have 20% of Women in Tech roles by 2024, and to increase by 1% every year from 2025 onwards to reach the worldwide average in 2030, which currently stands at **26%**.

To increase the retention of women in Tech roles, Criteo's **Women-in-Tech Network** aims to:

- multiply initiatives to attract more women into Criteo Tech roles;

- ensure that the women in our Tech functions feel connected and supported in their growth and engagement at Criteo;

- provide channels to listen to women in Tech roles' feedback and activate a positive experience for all women at Criteo.

[18] "Tech for Good" literally means "technology for good". This indicates a collective awareness that positive societal impact must be placed at the heart of tech and digital transformation.

Non-discrimination and Prevention of Harassment

In 2022, Criteo updated its **Code of Business Conduct & Ethics** (the "Code" available here). It includes the principle of **non-discrimination and anti-harassment**, which is applicable across all locations globally, and this was accompanied by the launch of a compulsory eLearning module. Alongside, Criteo developed a global e-learning with country-specific modules related to **Preventing Harassment and Discrimination in the Workplace**.

In addition, Criteo applies its **equal opportunity approach**[19] which specifies that no employee may be discriminated against based on gender, race, ethnicity, religious belief, disability, national origin, veteran status, marital status, or sexual orientation.

Today, 93 nationalities are represented in Criteo's global workforce.

While most of our workforce is less than 45 years old (90% of employees), we are focused on our commitment to provide equal opportunities to all without discrimination based on age.

- Criteo stands for an **open, inclusive, and safe work environment** and aims to provide visibility and a sense of belonging for LGBTQIA+ people and allies through various partnerships and charters (MyGwork, LGBTQIA+ Charter of L'Autre Cercle), initiatives, and events, as well as the work performed by Criteo's Pride community.

- In 2023, Criteo pursued its commitments to support Black, Indigenous, and People of Color (BIPOC). The DEI team alongside the BIPOC Community offers access to career advancement through **exclusive training, mentorship, and networking opportunities** (Partnership with the Boyd Initiative, EmpowerU Program).

- Criteo's Global Disability Policy establishes our commitment to fostering and supporting a diverse workforce, and to integrating equal opportunities for people with disabilities into Criteo policies, procedures, decisions, and operations. Criteo is committed to ensuring equal access and participation for people with all types of disabilities (either physical or mental, and visible or hidden), and to managing people with disabilities in a way that allows them to maintain dignity, respect, and independence.

Criteo also recognizes the importance of **freedom of speech** for employees, and no discrimination is directed at employee representatives. Criteo's Code of Business Conduct & Ethics points out the importance of respecting freedom of speech. Criteo's **Human Rights Policy** is available on the company's Investor Relations website here.

[19] Our Diversity, Equity, and Diversity (DEI) Policy is available here.

Ethics in Our Ads

We are aware at Criteo that being a responsible company also means offering responsible services.

Criteo has set up a **working group comprised of its Legal team and Artificial Intelligence labs** to reflect on the ethical nature of its service and products, as well as a **Product Ethics Committee (PEC)** chaired by Criteo's Chief Legal and Corporate Affairs Officer, and gathering executives from the Product, R&D, Legal, HR, Marketing and Commercial teams.

The objective of the PEC is to ensure ethical product development in order to provide our clients and partners with trusted advertising and maintain a sense of pride in Criteo about our company's approach. The PEC anticipates and proactively seeks to respond to any ethical concerns before they are raised by our stakeholders or materialized. The PEC steers internal standards regarding Criteo's products, while also acting as a multi-stakeholder and cross-continental forum to discuss and act upon regulatory and industry developments.

Criteo is committed to delivering a trusted and safe advertising experience to marketers and media-owners alike. Our supply partners and advertisers must always adhere to our **Supply Partner Guidelines and Advertising Guidelines** which are designed to set up a common framework encouraging ethical practices in Criteo's network of publishers when it comes to the use of our products and services.

Data Privacy and Information Security

Criteo takes privacy protection and compliance very seriously. Processes and policies are put in place to protect and process data **in compliance with applicable Privacy and Data Protection Laws**. This includes **in particular the European GDPR (General Data Protection Regulation)** and also the ePrivacy directive as implemented in the legislation of European Union member states. The legal team actively monitors the evolution of regulations in order to anticipate and prepare for future changes.

Since our first product offering in 2008, we have delivered the highest levels of security and data privacy across our portfolio of products, technologies, and services in line with stringent European data privacy standards that we have chosen to apply to our global operations and business practices.

Emphasizing the continued importance we place on data privacy, **a privacy policy that covers all Criteo's products is implemented and regularly updated by Criteo's Privacy Team**. Criteo's **Privacy Policy** was last updated in 2022, to improve transparency towards users. The current version of the Policy is available on Criteo's website here.

Both Criteo's **Supply Partner Guidelines** (available here) and Criteo's **Advertising Guidelines** (available here) contain specific sections on privacy. In addition, **Criteo's Privacy Guidelines for Clients and Publishers Partners** are available to our partners to ensure they have the right understanding of the data collection practices at Criteo. These guidelines are available on Criteo's website here and are updated regularly.

For more information on data privacy and information security at Criteo, please refer to our 2023 CSR Report.

Governance

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Governance Key Results and Objectives

CSR TOPIC	AMBITION	TARGET	2023
Sustainability Governance	Strengthening the governance of our sustainability strategy	Set up an Internal sustainability committee and publish a charter	Achieved
	Increase visibility and ownership of sustainability issues by all teams	Organize a quarterly meeting with the sustainability committee and disclose the participation rate	Organized 1 meeting in November 2023
Ethics	Train employees regarding compliance and ethics	Maintain the number of employees who completed the Code of Business Conduct and Ethics, and anti-harassment pieces of training	Achieved. 98% in 2023 for the Code of Business Conduct and Ethics, and 78% for the anti-harassment (+ 5% commenced/near completion)
Procurement	Assessing our company and our vendors	Obtain an EcoVadis rating by 2022, and improve it by the end of 2025	Earned the silver medal in 2023 (68/100 points)
Gender Diversity	Board of Directors Gender Balance	Have a minimum of 40% of each gender in our Board of Directors	Achieved. 50% women-men in the Board of Directors (4 women, 4 men)
	Named Executive Officers Gender Balance	Have a minimum of 40% of each gender in our Named Executive Officers	67% of our named executive officers are women (2 out of 3)

Our Governance and Dedicated Teams

Governed by **4 women and 3 men**, our Board of Directors is committed to diversity and gender equality by ensuring balanced representation in the governance structure.

Our Board of Directors, together with the audit committee, is primarily responsible for the oversight of our risk management activities. Our management is responsible for day-to-day risk management processes.

As part of our ongoing commitment to transparency and in line with investor expectations, we are focused on enhancing our Environmental Social Governance (ESG) reporting. We have already adopted the Sustainability Accounting Standards Board (SASB) reporting framework, responded to the CDP Climate Change questionnaire, and aligned with recommendations from the Task Force on Climate-related Financial Disclosures (TCFD).

In 2023, Criteo once again responded to the EcoVadis questionnaire, addressing growing demands from our clients for visibility and transparency regarding our CSR practices. **Thanks to the efforts made over the past year, Criteo progressed from a bronze to a silver EcoVadis medal.**

In 2023, we set up a **sustainability committee in charge of overseeing Criteo's sustainability strategy** that meets at least twice a year. This internal committee is chaired by our Chief People Officer and is made up of a mix of internal stakeholders, from various departments with relevant expertise and demonstrating a strong commitment to sustainability. **This committee reports to the governance, risk, and compliance committee (the "GRCC")**, which includes C-Suite members who oversee all topics related to governance, risk, and compliance.

Chief Executive Officer
Sponsor Sustainability across the company

Chief People Officer
Approve the strategy and Chair the Sustainability Commitee

Sustainability Commitee
Oversee the Sustainability agenda and priorities

SVP Talent, Development, DEI & Sustainability
Oversee the Sustainability and DEI Strategies

Sustainability Team
Develop and lead the Sustainability strategy and roadmap

DEI Team
Develop and lead the DEI strategy and roadmap

Environment Team
Develop and lead the Environmental strategy and roadmap

Criteo Cares Program
Enrich the DEI strategy, provide feedback and raise awareness

Operating Responsibly

"Our Code defines who we are and what we stand for. It is a guide to act with transparency and responsibly."

Megan Clarken

Criteo has adopted a **Code of Business Conduct & Ethics** (available here), setting out the policies and procedures that reflect its commitment to maintaining the highest standards of honesty, integrity, and ethics when conducting business.

Criteo is deeply committed to fighting corruption. Thus, controlling the risk of non-compliance is a priority to protect Criteo's reputation. To avoid corruption and ensure awareness of anti-corruption matters, Criteo implemented several policies available on the company's Investor Relations website here, and all employees are required to regularly complete online the Code of Business Conduct & Ethics piece of training.

In 2023, the completion rate for the Code of Business Conduct & Ethics training was 98%. We aim to maintain this score at 80% or more each year.

A dedicated compliance training course covering several compliance-related matters, including anti-corruption, was completed by employees identified as more exposed than others to corruption risks according to their activities within the company. **94% of the population at risk has been trained in 2023.**

Criteo regularly **assesses its corruption risks and its controls** to ensure ethical conduct by all Criteo's employees and to raise overall awareness.

Every Criteo's employee as well as every other third party working for Criteo has a **right and responsibility to report suspected violations of applicable laws, Criteo's Code of Business Conduct & Ethics and of any Criteo policies, or generally when facing a situation that does not feel right.**

Criteo welcomes employees as well as other third parties working for Criteo specifically selected to use the **available whistleblowing channels** made available.

Criteo's management is **committed to ensuring that all their entities meet their tax obligations and comply with the relevant tax laws in each jurisdiction** in line with the Code of Business Conduct & Ethics and OECD[20] guidelines.

[20] Organization for Economic Co-operation and Development (OECD).

Our Awards and Recognitions

More information regarding our CSR and Diversity, Equity, and Inclusion awards is available here.

2022

Ragan's CSR & Diversity Awards
"Global Diversity, Equity, and Inclusion Commitment" and "CSR / ESG Engagement Communication"

Top 50 Inspiring Workplaces (NOAM)
Ranked #12

2022 & 2023

Family Friendly Company label
France

2023

Glassdoor
"Best Employer"

Comparably
"Best Global Culture"

Comparably
"Best HR Team"

Bloomberg
Gender-Equality Index member

2023

Diversio Diversity, Equity, and Inclusion Certification Level 1
"Inclusive Employer"

TLC Lions Being Human Awards 2023
"Most Human HR Strategy"

The Sunday Times
"Best Places to Work"
Medium Size Workplace
(more information here)

Ragan's Workplace Wellness Awards
"Mental Health Initiatives" Winner & "Top Places to Work for Employee Well-being, Large Organization (More Than 1,000 Employees)" Honorable Mention

CDP Climate Change
C Rating

2024
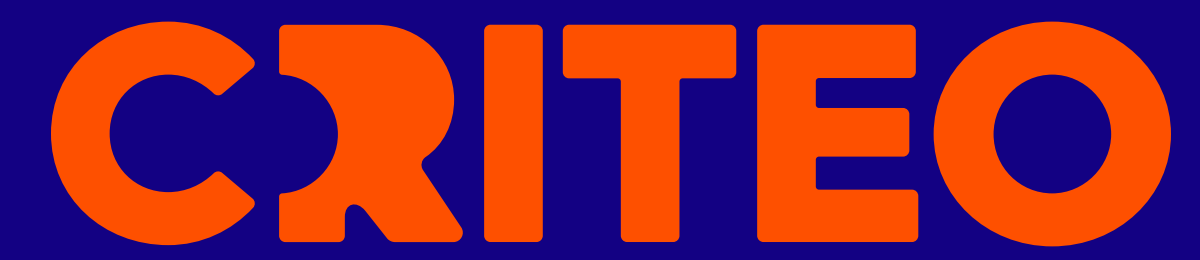
EcoVadis Silver Medal
68/100 Rating

Disclaimer

The purpose of this document is to provide an overview of Criteo's sustainability approach and is intended for informational purposes only. It shall be distinguished from the annual Corporate Social Responsibility Report of Criteo (the "CSR Report") prepared in accordance with the provisions of Article L.225-102-1 of the French Commercial Code and annexed to the management report of Criteo for the financial year 2023 (the "Management Report"). Information included in this document is issued of the CSR Report which is accessible here.

This document covers our business and does not address the performance or operations of our suppliers, our contractors, or our partners, unless otherwise noted. The goals and projects described in this document are aspirational; as such, no guarantees or promises are made that these goals and projects will be met or successfully executed.

This document uses certain terms including "material" and "materiality" to reflect the issues or priorities of Criteo and its stakeholders. Used in this context, however, these terms are distinct from, and should not be confused with, the terms "material" and "materiality" as defined by or construed in accordance with U.S securities laws or as used in the context of financial statements and reporting.

This document, which speaks only as of its date, is not comprehensive, and for that reason, this document should be read in conjunction with our most recent Annual Report on Form 10-K and subsequent quarterly reports on Form 10-Q filed with the U.S. Securities and Exchange Commission (SEC), particularly the "Special Note Regarding Forward-Looking Statements" and "Risk Factors" sections, and our most recent Proxy Statement, all of which can be found here.

Statements of future events or conditions in this document, including those that concern future circumstances and results and other statements that are not historical facts and are sometimes identified by the words "anticipate," "believe," "can," "could," "estimate," "expect," "intend," "is designed to," "may," "might," "objective," "plan," "potential," "predict," "project," "seek," "should," "target," "will," "would," or the negative of these and similar expressions, are forward-looking statements. Forward-looking statements are based upon current plans, estimates and expectations that are subject to risks, uncertainties, and assumptions. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated or anticipated by such forward-looking statements. The inclusion of such statements should not be regarded as a representation that such plans, estimates or expectations will be achieved. Important factors that could cause actual results to differ materially from such plans, estimates or expectations include, among others: volatile interest rates, including its macroeconomic effects, on our business, operations, cash flow and financial results; the ability of the Criteo Artificial Intelligence (AI) Engine to accurately predict engagement by a user; our ability to predict and adapt to changes in widely adopted industry platforms and other new technologies, including without limitation the proposed changes to and enhancements of the Chrome browser announced by Google; our ability to continue to collect and utilize data about user behavior and interaction with advertisers and publishers; our ability to acquire an adequate supply of advertising inventory from publishers on terms that are favorable to us; our ability to meet the challenges of a growing and international company in a rapidly developing and changing industry, including our ability to forecast accurately; our ability to maintain an adequate rate of revenue growth and sustain profitability; our ability to manage our international operations and expansion and the integration of our acquisitions; the effects of increased competition in our market; our ability to adapt to regulatory, legislative or self-regulatory developments regarding internet privacy matters; our ability to protect users' information and adequately address privacy concerns; our ability to enhance our brand; our ability to enter new marketing channels and new geographies; our ability to effectively scale our technology platform; our ability to attract and retain qualified employees and key personnel; our ability to maintain, protect and enhance our brand and intellectual property; failures in our systems or infrastructure; and the risk factors in the "Risk Factors" section of our most recent Annual Report on Form 10-K and those set forth from time-to-time in other filings by the company with the SEC, available through our website or through the SEC's Electronic Data Gathering and Analysis Retrieval (EDGAR) system.

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