

Social responsibility at Criteo in 2024



OUR COMMITMENT

Our commitment to Diversity, Equity, and Inclusion (“DEI”) is reflected in everything we do at Criteo, including how we work, how we treat each other, and the impact we have on our clients, partners, and the consumers we serve. Our initiatives are conducted by our DEI team and supported by seven of our Employee Resource Groups (“ERGs”)

3,540+ Employees globally

94 Nationalities are represented in Criteo's global workforce

→ **Diversity:** increase our efforts to attract, hire, develop, and retain diverse talent, as well as represent varied identities and backgrounds, collectively and as individuals

→ **Equity:** ensure equitable opportunities for learning, career, and compensation, as well as provide fair treatment, access, opportunity, and advancement for everyone at Criteo

→ **Inclusion:** strengthen a sense of belonging for all employees, partners, clients, and the consumers we serve, as well as a sense of value that is felt throughout Criteo

KEY MILESTONES

✓ EcoVadis Silver Medal (64/100 for Labor & Human Rights, 63/100 for Ethics)

✓ Launch of Multiweek Global Volunteer Program “Impact Weeks”

✓ Continuation of U.S.-specific Empower U Sponsorship program empowering BIPOC employees, Women in Tech Sponsorship program, and Pilot Mentoring program focusing on career and skills development of women in R&D

✓ Enhanced Manager Effectiveness Survey, Success Makers program¹, and Criteo's Future Makers program²

✓ New Criteo Global Mentoring program and expanded CoachMe Program-Internal Coaching Offer

✓ Creation of Product Ethics Committee (PEC) to ensure ethical product development

0%Gender pay gap since 2021

21%Women in Tech roles

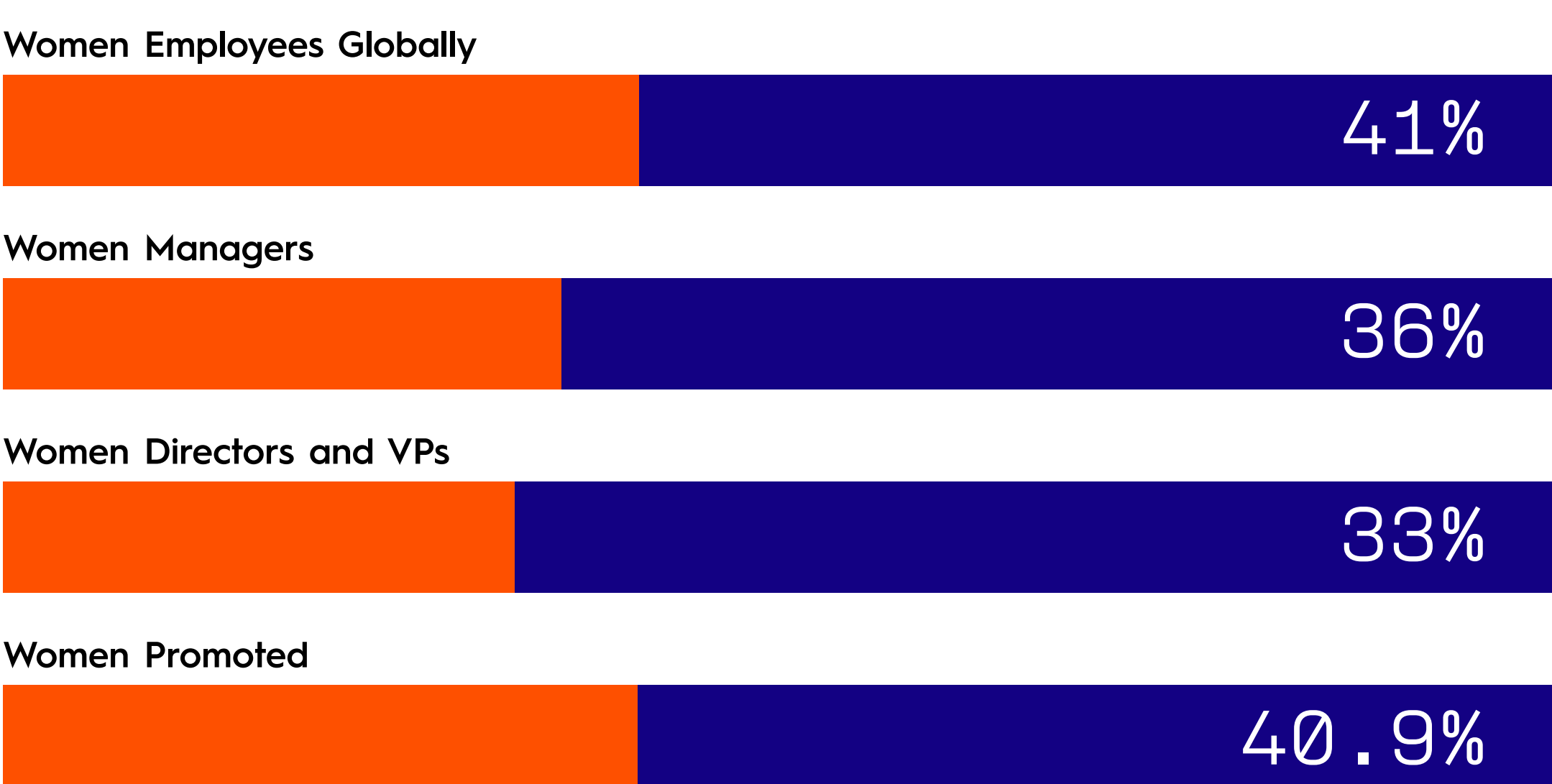
97%Completion rate of the Code of Business Conduct and Ethics training

2024

80/100Global Inclusion Index

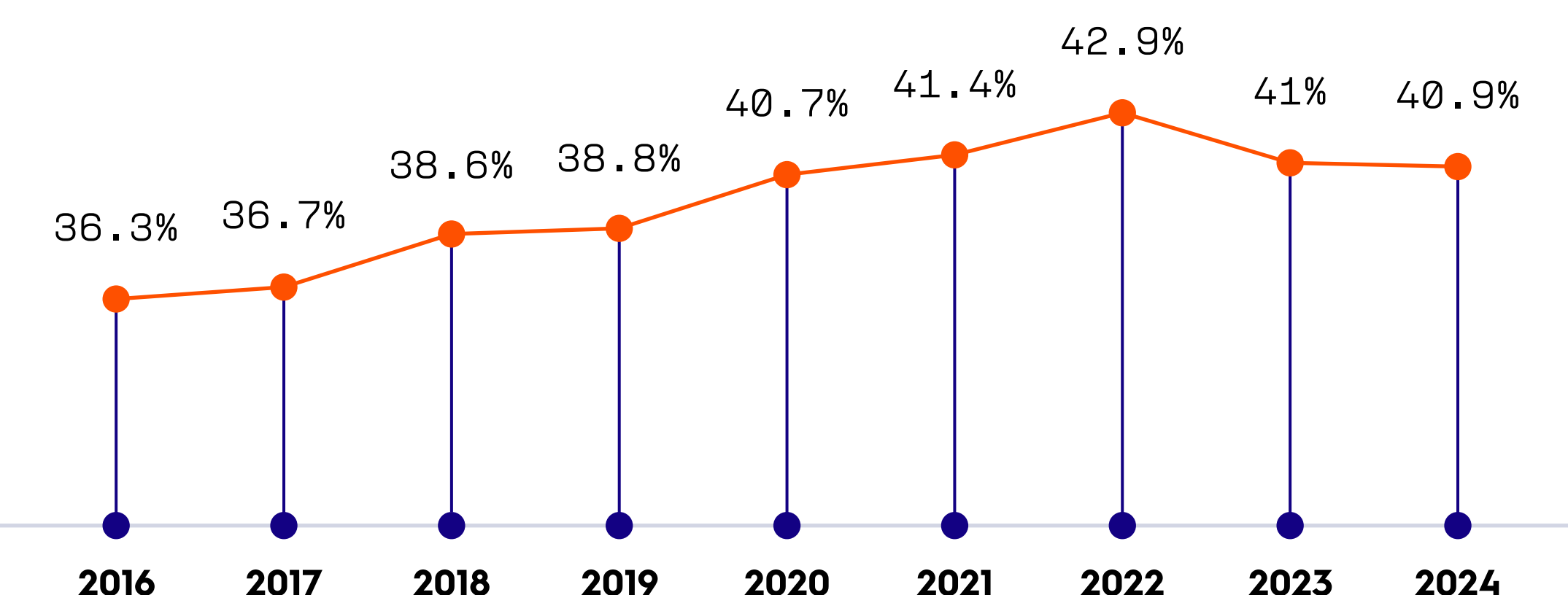
98/100Women-Men Equality Index for France for 2024

WOMEN REPRESENTATION AT CRITEO

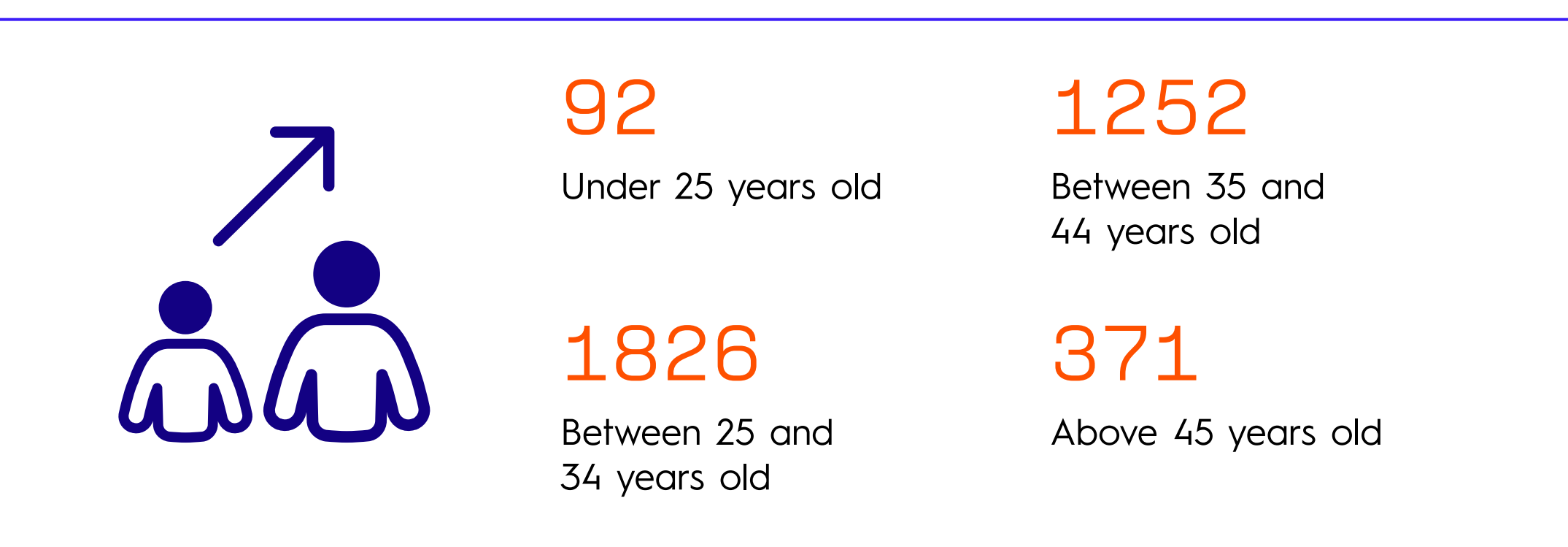


PERCENTAGE OF WOMEN AT CRITEO YEAR-TO-YEAR

Criteo is committed to hiring talent without gender discrimination and ensuring fair opportunities for all, regardless of gender. In 2024, 40.9% of promoted employees were women, aligning with the overall representation of women in the Company, which stands at 41%.



WORKFORCE BREAKDOWN BY AGE



CULTURE OF FEEDBACK AND ENGAGEMENT

Criteo VOICES is our recurring employee listening program that allows us to measure employees' engagement and understand where we need to focus our attention to drive our business and our culture forward.

Approximately **2,200** qualitative comments from employees.

In 2024, we enhanced the **Manager Effectiveness Survey**, which is an opportunity for Criteo employees to provide their direct managers with insights on the areas in which they feel well-supported, as well as opportunities for improvement.

ETHICS IN OUR ADS

Criteo has set up a working group comprised of its legal team and AI labs to reflect on the ethical nature of its service and products. A **Product Ethics Committee (PEC)** was also set up, chaired by Criteo's Chief Legal and Transformation 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 to provide our clients and partners with trusted advertising and maintain a sense of pride in Criteo about our Company's approach.

Criteo is also committed to delivering a trusted and safe advertising experience to marketers and media-owners alike. Our supply partners and advertisers are required to follow our **Supply Partner Guidelines and Advertising Guidelines**. These guidelines establish a shared framework to promote ethical practices across Criteo's network of publishers in their use of our products and services.

SKILLS MANAGEMENT AND DEVELOPMENT

In-class training KPIs & Online training KPIs

2024	In-class training	Online training
Training hours	3,311	18,909
Average training hours per employee	1	5
Average training hours per trained employee	2.9	6.1
% of trained employees	29%	78%

In addition to the core trainings mentioned above, employees completed extra online trainings representing roughly 8,423 hours, covering subjects such as Preventing Harassment in the Workplace (35%), the on-boarding modules «FlyCriteo» and «Welcome to Criteo» (12%), Security for us (15%), and Code of Business Conduct and Ethics (37%).

Coaching offer KPIs

2024	
Coaching hours	2,249
Average number of coaching hours per coached employee	3.1
% of coached employees	18%

SAFETY AT CRITEO

Guided by a culture of care and innovation, we have taken a major step forward by appointing a dedicated safety professional to develop and implement a robust **Health, Safety, Environmental, and Physical Security (“HSEPS”)** Management System.

ISO 45001Occupational Health and Safety Management Systems

ISO 14001Environmental Management Systems

ISO 9001Quality Management Systems

Criteo has introduced **three foundational policies**: Health, Safety, and the Environment (“HSE”) Policy, Cardinal Rules, and Physical Security Policy. These are supported by a comprehensive HSEPS Manual.

→ HSE Policy

→ Cardinal Rules

→ Physical Security Policy

SEVEN COMMUNITY GROUPS³ AND ONE COMMITTEE

Women at Criteo

770+ members

Women@Criteo Community is an inclusive internal network that aims to transform and promote gender equality within the Company. Its mission is to be a catalyst for the advancement of women in the workplace at Criteo and in our industry to promote equal access to all opportunities across our organization.

Pride Community

280+ members

Criteo's **Pride Community** promotes initiatives to develop an open and inclusive work environment where Criteo employees can be themselves and feel supported.

BIPOC Community

200+ members

The **BIPOC Community's** mission is to create a culture that empowers employees of color by creating safe spaces, providing resources for career development, and offering educational opportunities to the Criteo community.

Criterable Community

200+ members

The **Criterable Community** provides support for employees with disabilities. Its members are committed to ensuring that employees with disabilities have a positive experience at Criteo and are able to successfully grow in their careers and showcase their creativity, innovation, performance, and success.

Parents Community

380+ members

The **Parents Community** aims to support parents throughout their parenting journey, from the moment they discover their future parenthood to their return to work and beyond.

Green Community

450+ members

The **Green Community** aims to raise awareness of climate change and support the Company's transformation to a more responsible future.

Education Community

240+ members

The **Education Community's** goal is to support, guide, and encourage under-represented people in the employment market.

Criteo Giving

The **Giving Committee** is tasked with developing actions linked to donations and volunteering throughout the year, in synergy with the Criteo Cares communities, as well as the DEI and sustainability teams.

Through our volunteering and giving platform, launched in 2021 and called **“Giving by Alaya/Benevity”**⁴, Criteo employees can support causes that are meaningful to them. This platform includes a wide variety of non-profit organizations to give our employees the freedom to use their two Volunteer Paid Time Off (“VPTO”) days.

IMPACT WEEKS

Showcase of our global commitment to making a difference, with dedicated periods in June for EMEA/Americas and August for APAC.



This year marked several firsts such as the introduction of region-specific Giving Committee leaders and a dedicated APAC Impact Weeks.

CRITEO CARES PROGRAM KPIs

Criteo Cares program KPIs	
Number of Criteo employees who used their VPTO days (at least 0,5 day) ⁵	424 employees (Approximately 12%)
Number of Criteo employees in the Criteo Cares program	1,876 employees (Approximately 53%)
Number of donations made by the employees through the “Give Back” program on Spotlight ⁷	\$4,185 USD donated (59 donations)
Number of Criteo employees with an account on GIVING platform	2,574 employees (Approximately 73%)
Number of Criteo employees who took at least one action on the GIVING platform (do good + challenge) during the year	483 employees (Approximately 14%)

¹ A six-month, in-house training program designed for new or recently promoted managers (i.e., with less than two years of managerial experience). The program combines live facilitation, digital training, mentoring and coaching.

² A six-month skills development journey tailored for senior managers, with the aim of developing Criteo's Leadership Behaviors and creating new leadership habits.

³ Also known as ERGs “Employee Resource Groups”.

⁴ The Alaya platform (our vendor) was acquired by Benevity in 2022.

⁵ Volunteer Paid Time Off is a paid leave allowing employees to support company-approved charitable organizations.

⁶ Criteo provides all employees with a maximum of two working days per year to participate in volunteering activities with local charities.

⁷ Spotlight is Criteo's global recognition platform, launched in 2019, to celebrate achievements, milestones, and contributions—including those through the Criteo Cares program.