

Criteo's actions in addressing climate change in 2024



OUR COMMITMENT

We are reimagining our business practices to build a sustainable future for all while reducing our environmental footprint. Our commitment to environmental sustainability influences our decision-making, shapes our behaviors, and impacts the experiences of our stakeholders.

In 2024, we published carbon reduction targets and trajectories, which were approved by the SBTi and continued our greenhouse gas ("GHG") emissions reduction and adaptation efforts in alignment with the Paris Agreement.

KEY MILESTONES

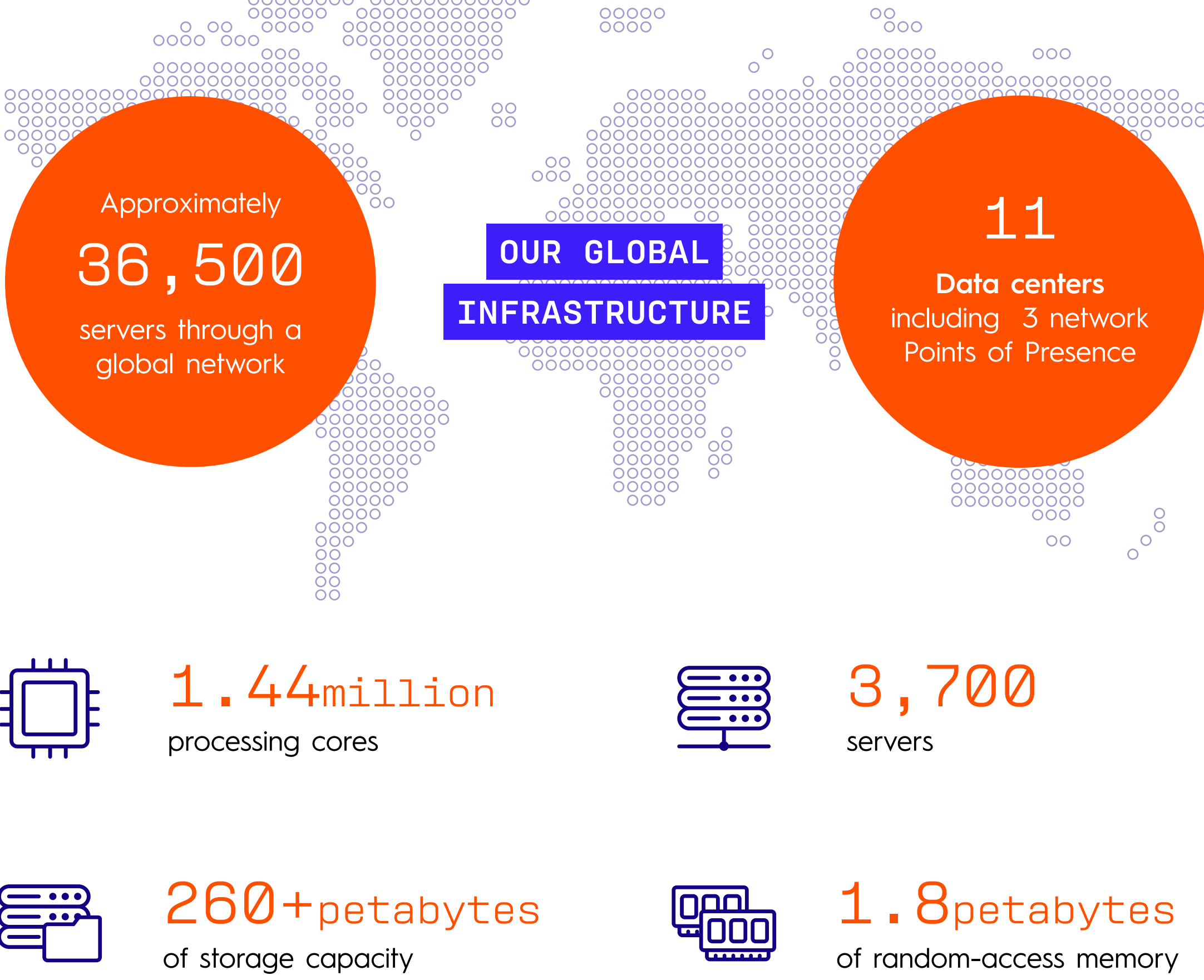
- ✓ EcoVadis Silver Medal (80/100 for Environment)
- ✓ New [Global Environmental Policy](#)
- ✓ Responded to the CDP Climate Change questionnaire (D rating for Climate Change and C rating for Water Security)
- ✓ Measurement of Criteo's annual carbon emission (Scopes 1, 2, 3) through our partnership with SWEEP
- ✓ First company in our industry to have our carbon emissions reduction targets approved by the Science Based Target Initiative ("SBTi")
- ✓ Aligned with recommendations from the Task Force on Climate-related Financial Disclosures (TCFD)

GHG ASSESSMENT

Criteo published its SBTi targets for 2030, aligned with the 1.5°C scenario of the Paris Agreement:

- **Scope 1:** reduce absolute Scope 1 GHG emissions by 42% by 2030 from a 2022 base year.
- **Scope 2:** continue active annual sourcing of 100% renewable electricity through 2030.
- **Scope 3:** commits to reduce absolute Scope 3 GHG emissions from purchased goods and services and business travel by 30% by 2030 from a 2022 base year.

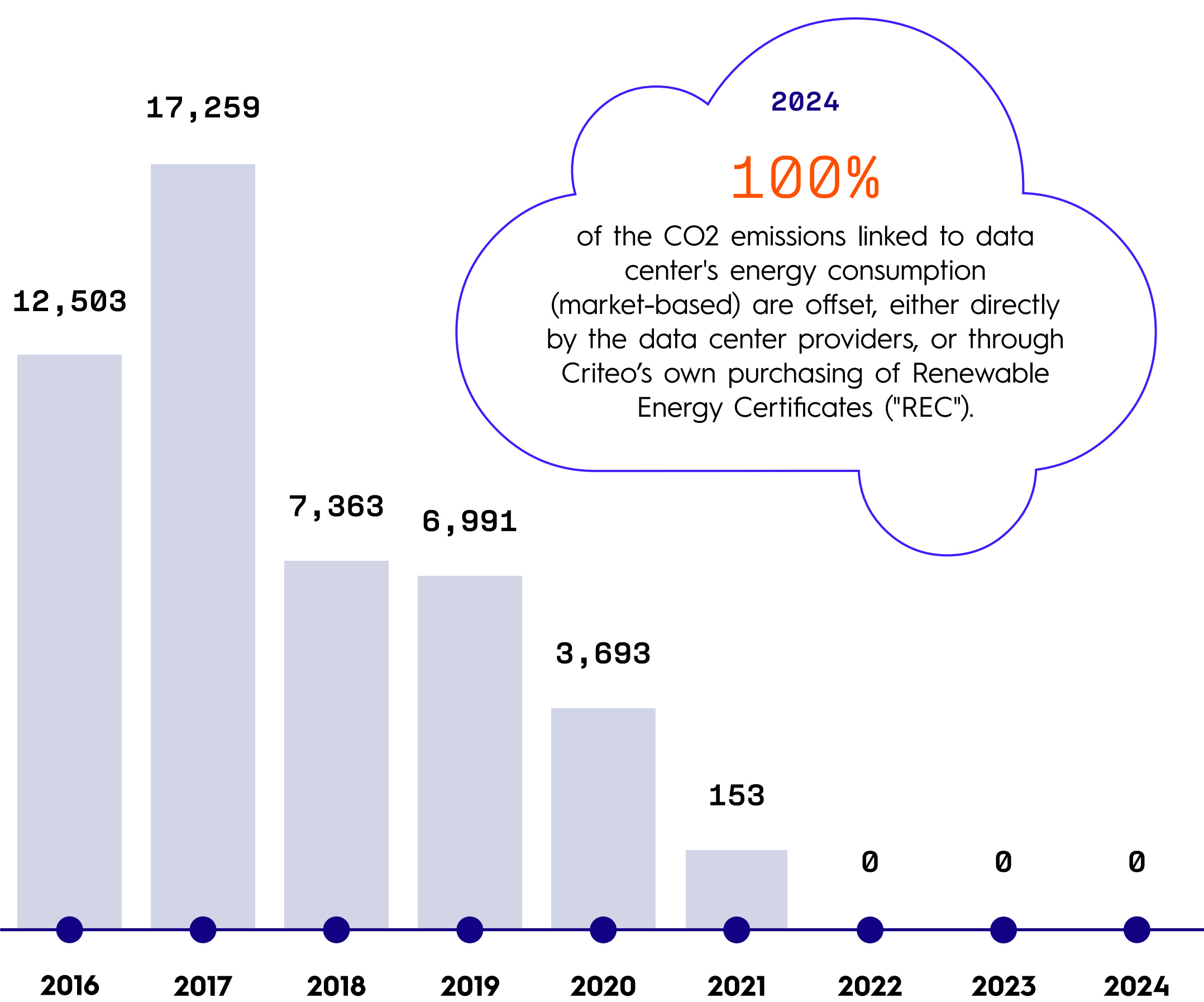
**BUSINESS AMBITION FOR 1.5°C**



ENVIRONMENTAL IMPACT OF DATA CENTERS AND HARDWARE

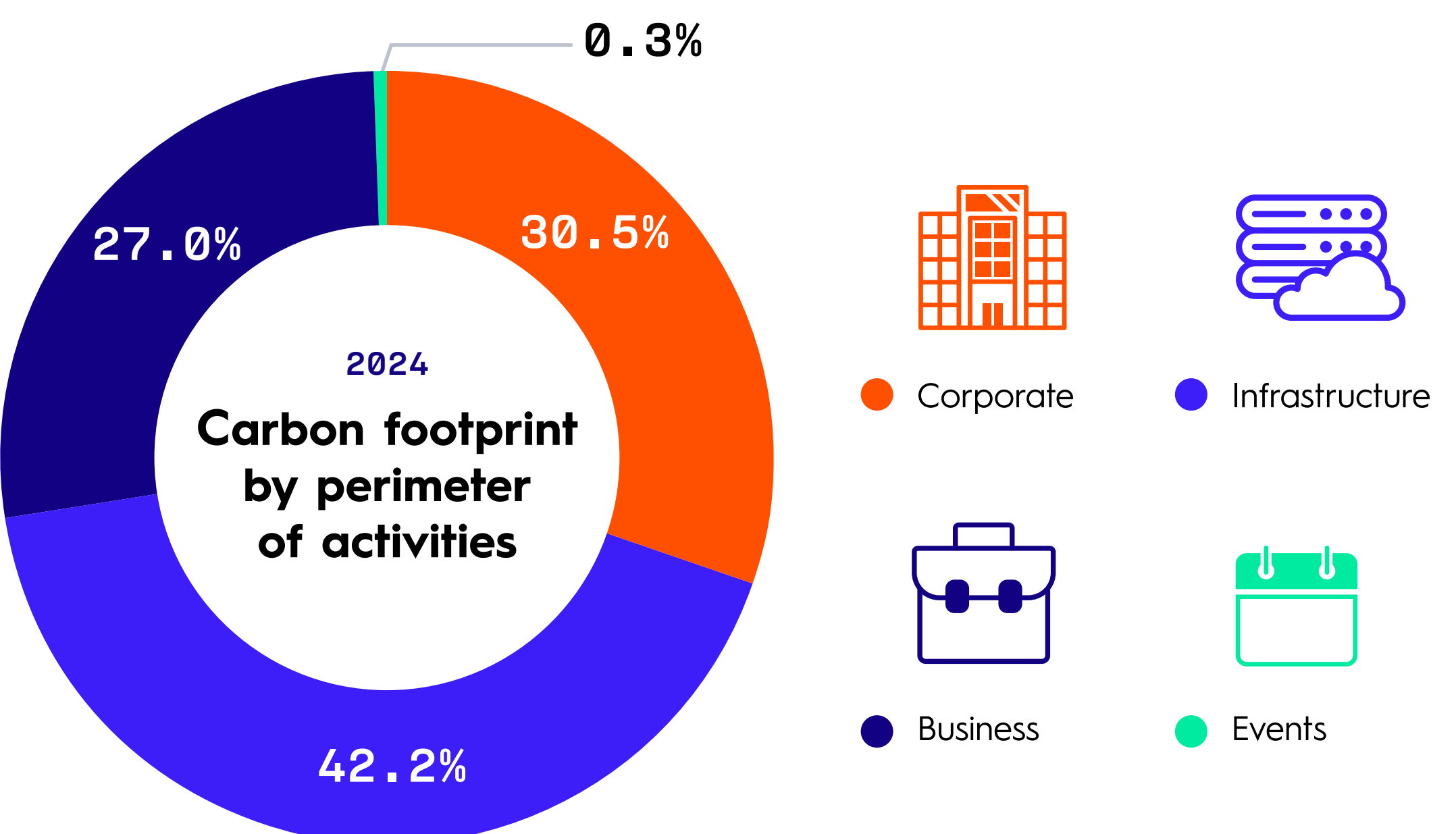
Criteo's carbon footprint

DATA CENTER'S CO2 EMISSIONS (TEQ CO2)

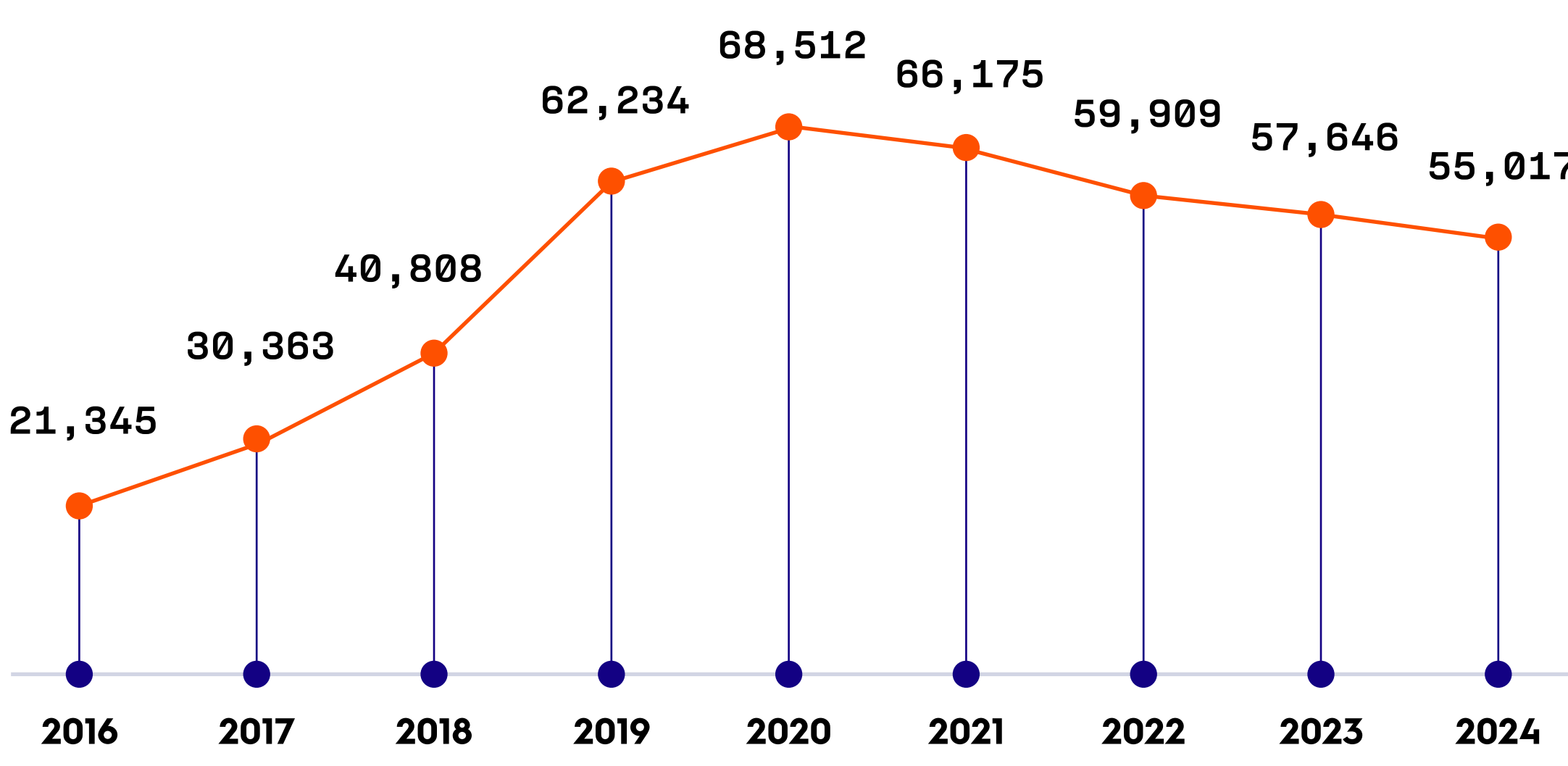


Criteo's carbon footprint results by scope

Scope	2023 (N-1 - in tCO2eq)	2024 (N - in tCO2eq)	N/N-1 evolution
Scope 1	472	1,024	+117%
Scope 2 - Location-based	24,730	17,688	-28%
Scope 2 - Market-based	0	0	N/A
Scope 3	111,462	59,555	-47%
Total CO2 emissions (scopes 1 + 2 + 3) - Location-based	136,664	78,268	-43%
Total CO2 emissions (scopes 1 + 2 + 3) - Market-based	111,933	60,579	-46%

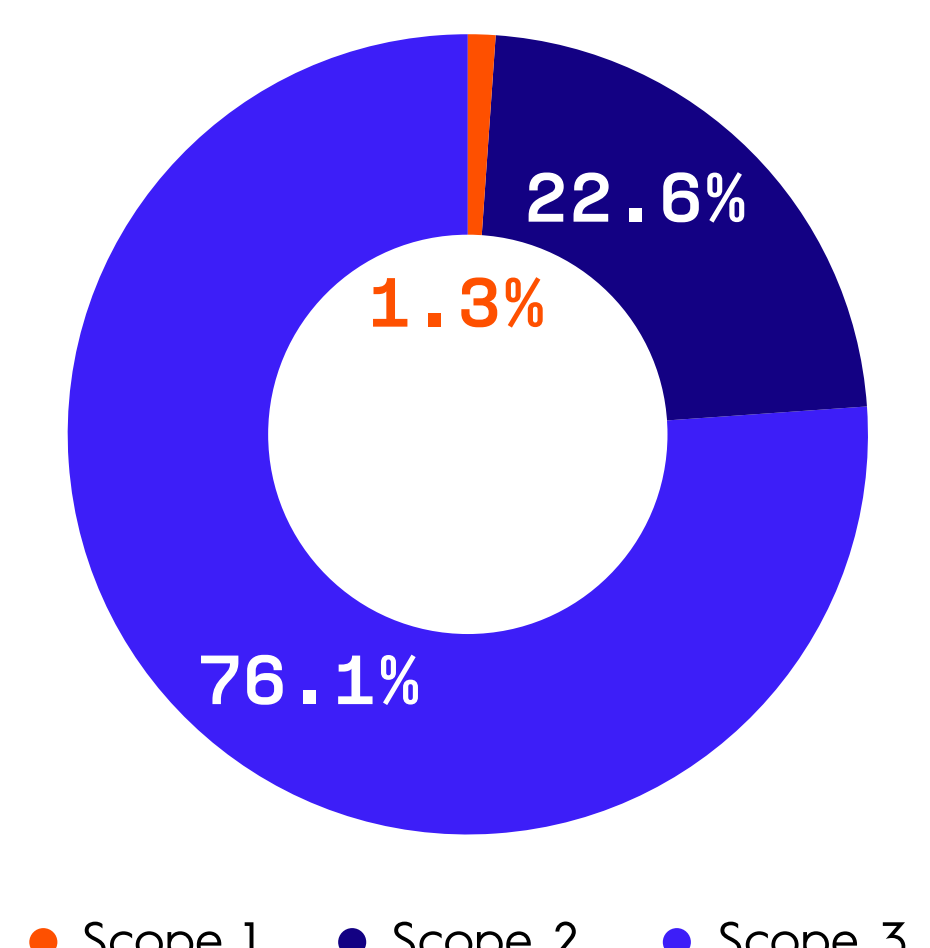


DATA CENTER'S ELECTRICITY CONSUMPTION (MWH)

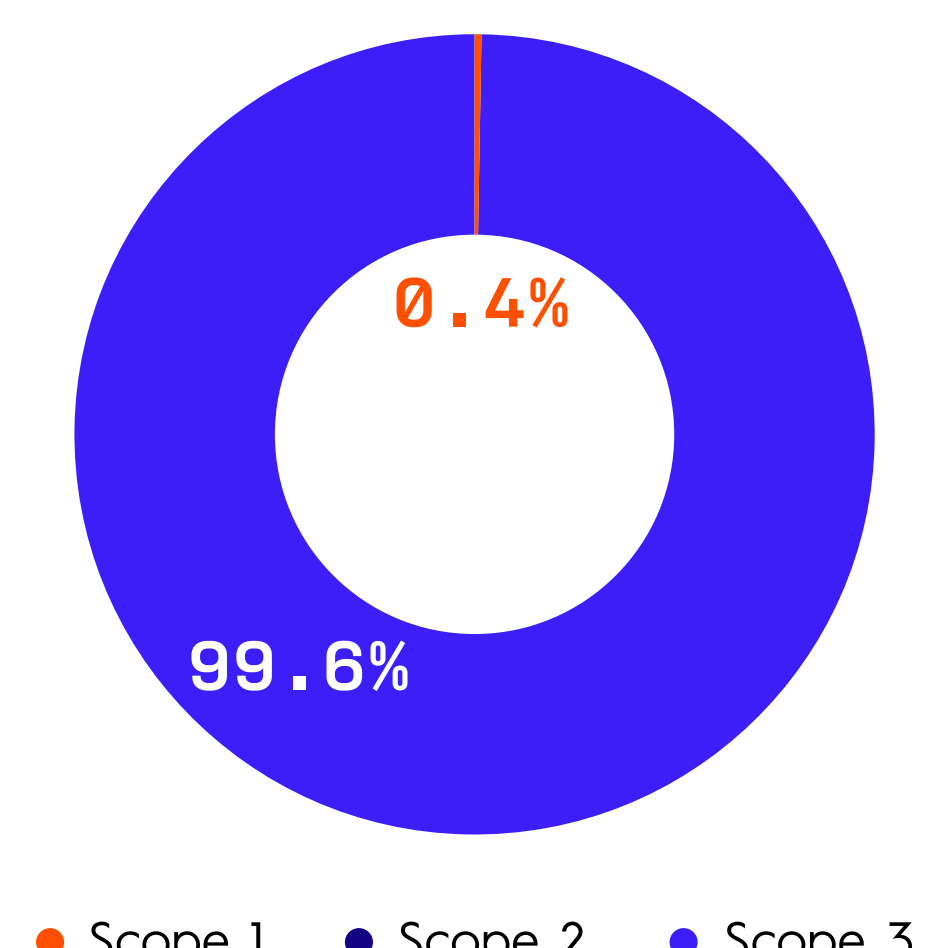


Criteo's server infrastructure accounts for one of its largest environmental impacts (42.2% of Criteo's overall carbon footprint, and more than 96.5% of Criteo's total energy consumption)

2024 CARBON FOOTPRINT BY SCOPE (LOCATION-BASED)



2024 CARBON FOOTPRINT BY SCOPE (MARKET-BASED)



**78,268tCO2eq** Total CO2 emissions (Scopes 1 + 2 + 3) Location-based

**60,579tCO2eq** Total CO2 emissions (Scopes 1 + 2 + 3) Market-based

Compared to revenue, the ratio of Criteo's carbon footprint for Scopes 1, 2 and 3 in 2024 thus amounted to **40 tCO2eq/million \$** (Location-based) and **31 tCO2eq/million \$** (Market-based)

**carbone4**

This year we have been collaborating closely with Carbone4, an ESG consulting firm, to redefine our Scope 3 carbon accounting methodology, with a focus on the "Use of Sold Products" category. This updated approach will provide more accurate and reliable carbon data.

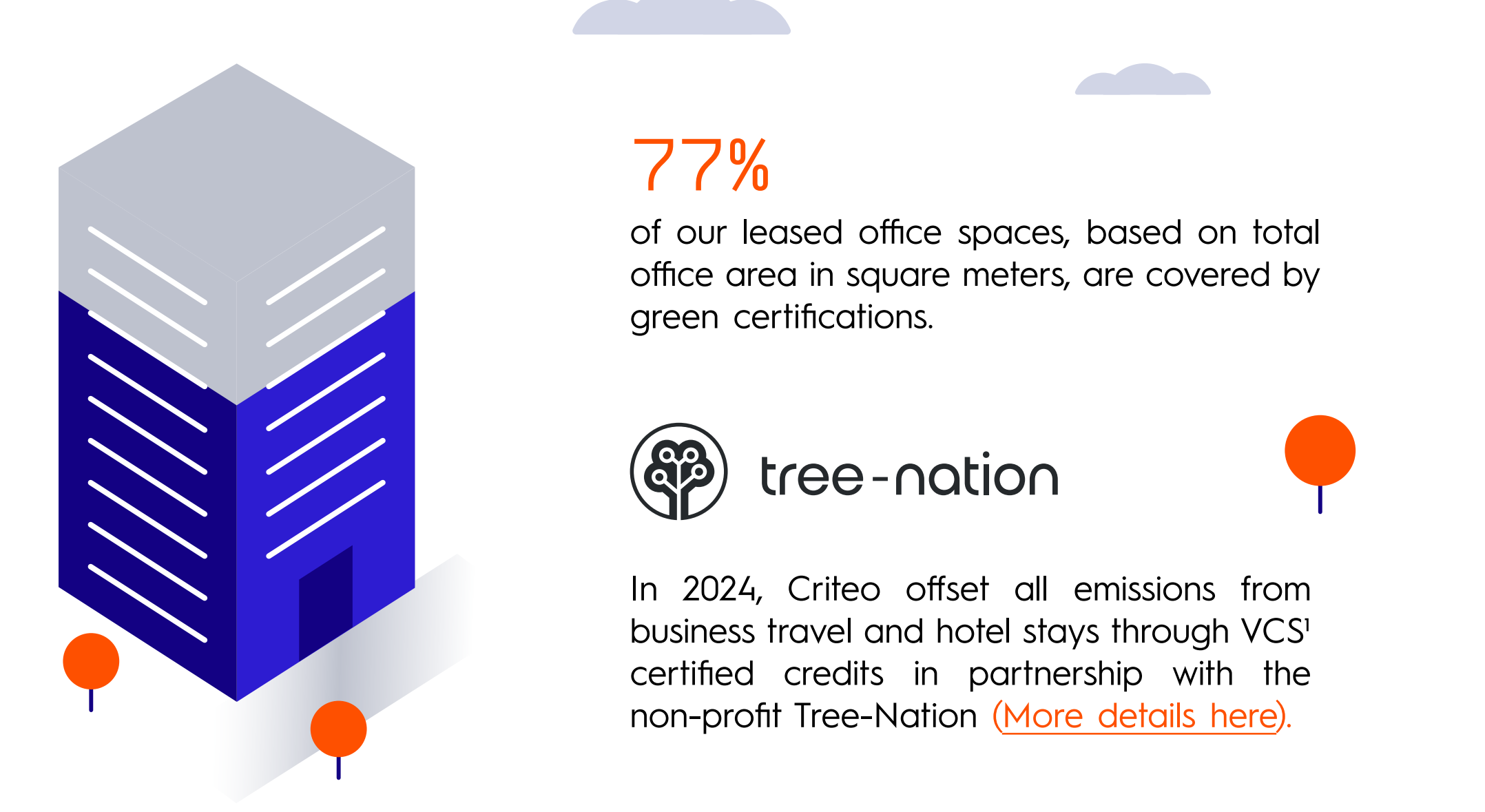
Criteo's carbon footprint results by perimeter of activities

Perimeters	2023 (N-1 - in tCO2eq)	2024 (N - in tCO2eq)	N/N-1 evolution
Corporate	10,344	23,909	+131%
Infrastructure	37,955	33,009	-13%
Business	88,152	21,110	-76%
Events	212	238	+12%
Total CO2 emissions (all perimeters)	136,664	78,266	-43%

Approximately **69.2%** of Criteo's 2024 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. The evolution of our emissions between 2023 and 2024 highlights the efforts and actions undertaken this past year to reduce Criteo's environmental footprint across our entire value chain.

ENVIRONMENTAL IMPACT OF OFFICES AND TRAVEL

Green offices



Energy consumption due to offices

2024	
Total office electricity consumption	<b>1,723MWh</b>
Total per employee	<b>0.5MWh/employee</b>
% from renewable energy sources	<b>31%</b>

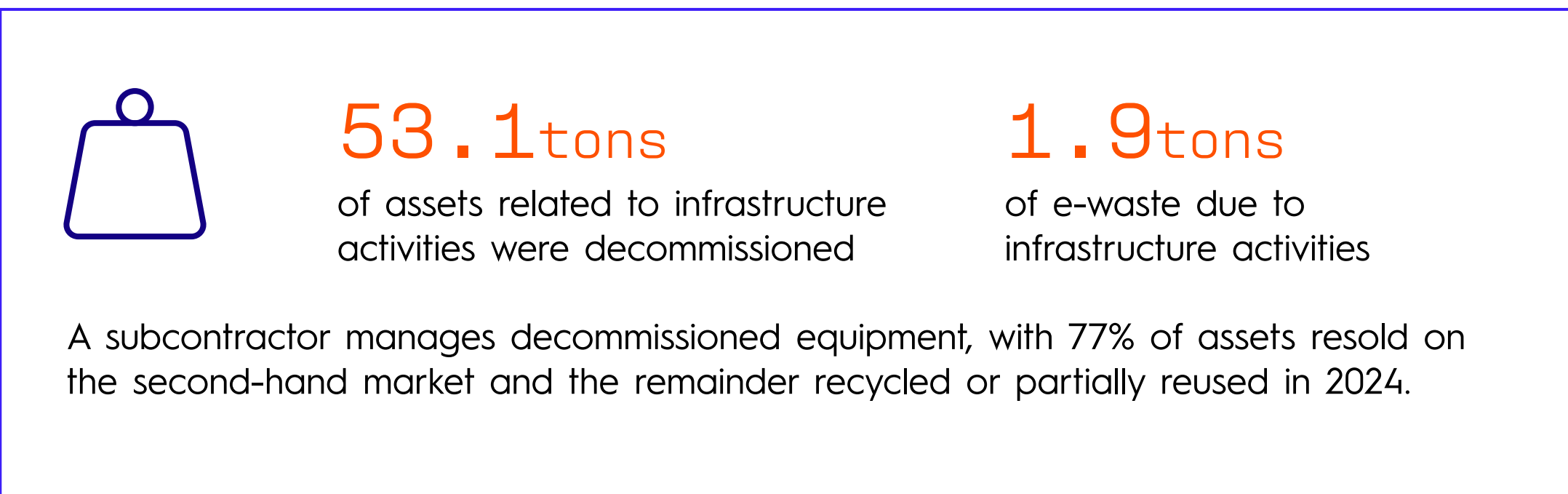
Natural resources consumption for offices and data centers

Criteo's annual water consumption for offices and data centers

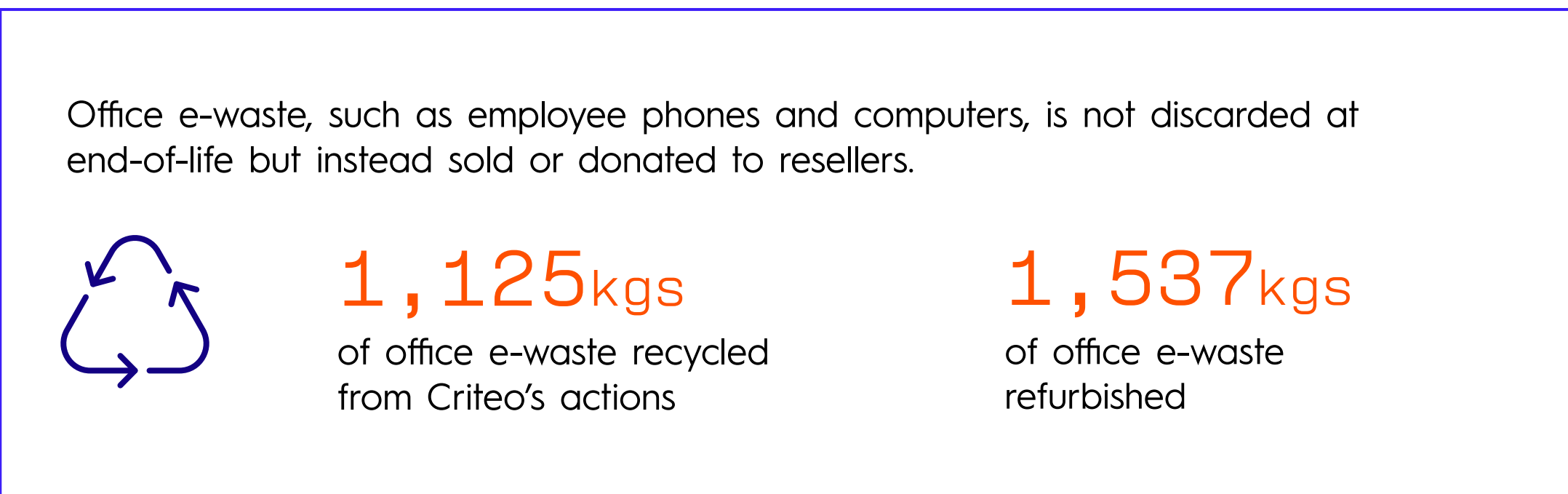


E-waste management

DATA CENTERS



INFORMATION TECHNOLOGY



GHG emissions due to offices and travel

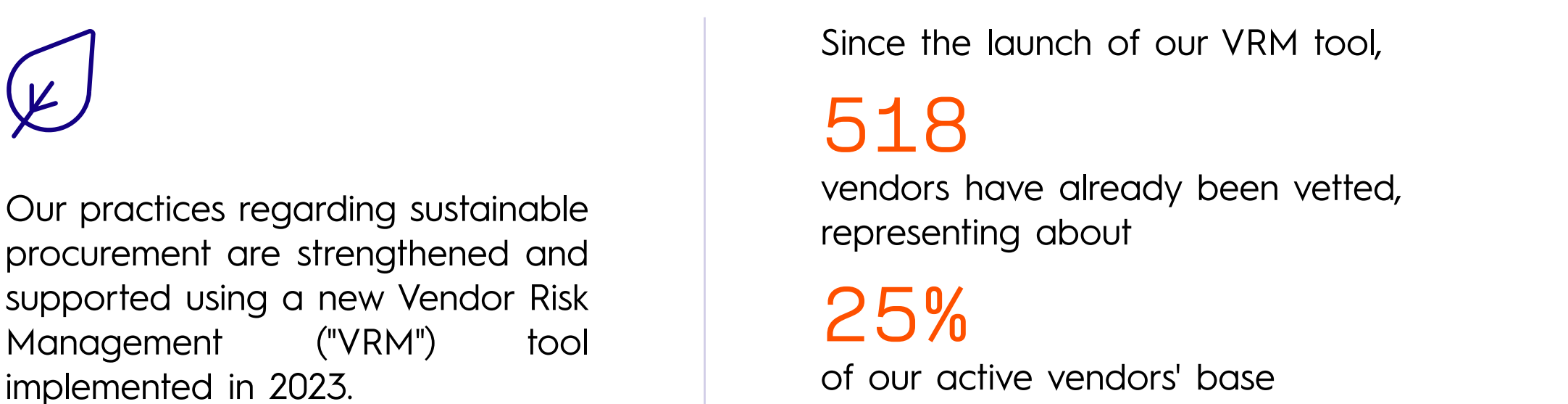
2024	
From electricity and natural gas consumption (offices)	<b>706tCO2eq</b>
From business trips	<b>7,026tCO2eq</b>
From commuting	<b>84tCO2eq</b>
Carbon footprint per employee (offices consumption + business trips + commuting)	<b>2.4tCO2eq/employee</b>

The increase in emissions from 2023 to 2024 is primarily due to two factors: a significant global event hosted by one of our departments and the resumption of in-person team events.

In 2024, we adopted a new **Sustainable Travel Policy**, which outlines situations when air travel is prohibited and provides guidance on booking environmentally friendly hotels through our travel partner.

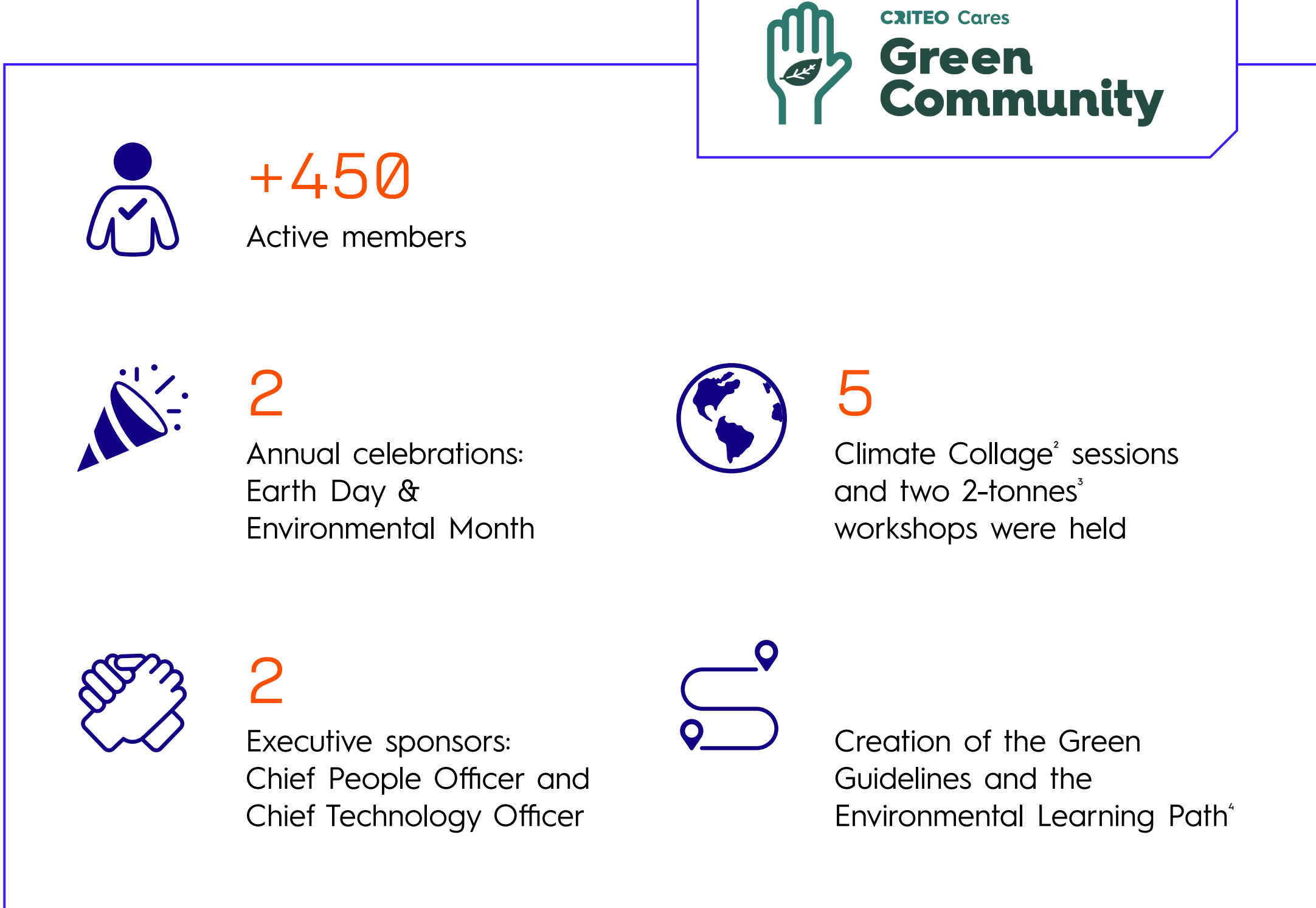
In addition to outlining tangible actions for more sustainable travel, this policy also focuses on raising employee awareness about their responsibility to travel less frequently and adopt more sustainable practices.

Environmental impact of subcontractors and suppliers



In 2023, we implemented the **Sustainable Procurement Policy**, which reflects Criteo's and the procurement team's dedication to embedding sustainability into supplier selection, fostering a more eco-conscious supply chain. It emphasizes integrating Corporate Social Responsibility ("CSR") considerations into procurement practices, strengthening risk management, clarifying procurement roles and responsibilities, and aligning suppliers with Criteo's sustainability goals. The policy now includes an appendix focused on infrastructure sustainability procurement, further reinforcing Criteo's commitment to sustainable practices throughout its supply chains.

Employees' green initiatives



<sup>1</sup> Verified Carbon Standard CO2 Certification. [Learn more here](#).

<sup>2</sup> <https://climatefresk.org/world/>

<sup>3</sup> <https://www.2tonnes.org/>

<sup>4</sup> Environmental Learning Path includes a concise 5-minute training course designed for newcomers, introducing them to Criteo's environmental strategy, eco-friendly best practices, and opportunities to get involved in Criteo's initiatives. This module is part of the onboarding process, with plans to expand its content further.