Media Rating Council, Inc.

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March 15, 2024

Mr. Derek Zell
EPM Lead – Retail Media
Criteo
387 Park Avenue South
New York, NY 100016

Dear Mr. Zell,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Criteo's Retail Media Platform (RMP) ("the Service") for Display Impressions and Clicks reported Gross and Net of General Invalid Traffic (GIVT) within Desktop, Mobile Web and Mobile In-App. _Note:_ _This accreditation is specifically for On-site Sponsored Ads, Commerce Display Ads and Standard Banner Ads._

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the _Minimum Standards for Media Rating Research_ and the General Invalid Traffic provisions of the _Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)_ published by the MRC; the _Display Impression Guidelines_ and the _Click Measurement Guidelines_ published by the Interactive Advertising Bureau (IAB); and the _Mobile Web Impression Guidelines_ and _Mobile Application Impression Guidelines_ published by the MRC, IAB, and Mobile Marketing Association (MMA); and (2) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on attaining this important Industry standard of quality, and look forward to continuing our work with Criteo in the future.

Sincerely,

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee
           MRC Executive Committee
           Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)
           Johnson Wong, John Ferrara, Bill Neil (BDO)
           Luc Gruson, Brian McCarthy, Marty Rakin (BDO)

Encl: 1 (Specific Accredited Metrics)

Accredited Metrics: Criteo's RMP

Desktop, Mobile Web and Mobile In-App (Display, Gross and Net of GIVT):

Note: *This accreditation is specifically for On-site Sponsored Ads, Commerce Display Ads and Standard Banner Ads.*

- o Impressions
- o Clicks
- o Invalid Impressions
- o Invalid Clicks