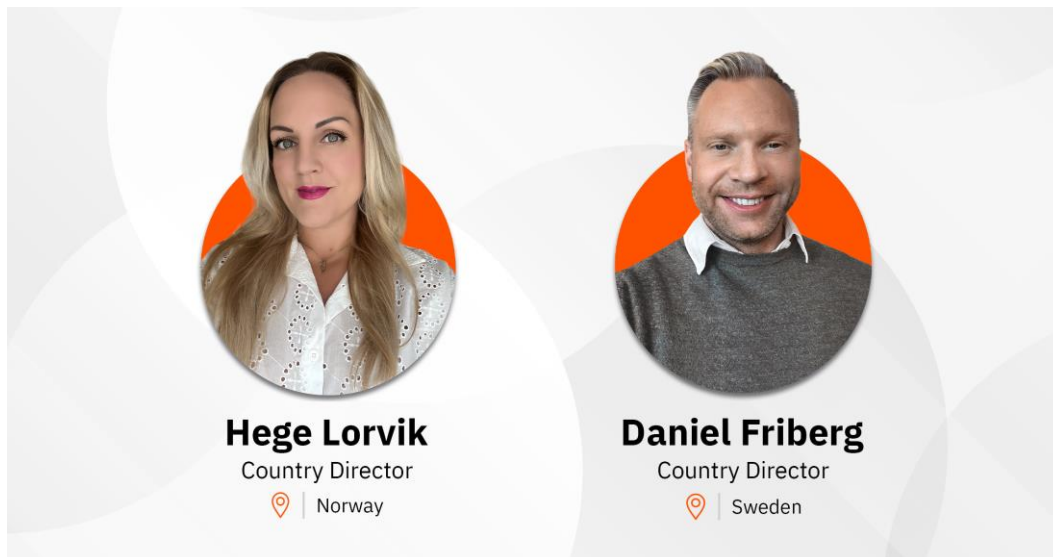


Press release

Invibes Advertising appoints Daniel Friberg and Hege Lorvik as Country Directors of Sweden and Norway to support sustained growth in the Nordics region

London, January 19, 2023 - Invibes Advertising, an advanced technology company specialising in digital advertising innovation, announces the appointment of Country Directors of Sweden and Norway, Daniel Friberg and Hege Lorvik.



Following the successful opening of the Nordic region (Sweden, Norway, and Denmark) in 2021, Invibes Advertising appoints Country Directors Hege Lorvik for Norway and Daniel Friberg for Sweden to support continued growth in the region.

Daniel Friberg has been promoted to Country Director Sweden. Daniel has already proved himself a great asset to the Invibes team in his previous role as Sales Manager where he was responsible for introducing Invibes Advertising to new clients and agencies empowering them to succeed in harnessing the true power of in-feed advertising. Daniel also brings an additional wealth of experience across advertising and sales including rich media display, programmatic, native, TV, radio and more to his new role.

Hege Lorvik is appointed as the Country Director Norway. Hege has over 10 years of experience in the media industry, predominantly in media and tech and including 3 years as Head of YouPlay, building the aforementioned online video platform for publishers. Prior to joining Invibes Advertising, Hege was Strategic KAM for Aller Media where she

was responsible for Aller Media's programmatic agencies including Omnicrom (PHD/OMD), Precis Digital and Red Dentsu X.

Daniel Friberg, Country Director Sweden says: "I'm very excited to be giving this opportunity to advance within Invibes Advertising with this pivotal role. And I'm very much looking forward to continuing the growth and building the future sales in Sweden and the Nordics as well as working alongside the great team we have here at Invibes."

Hege Lorvik, Country Director Norway, added: "I'm thrilled to be joining Invibes Advertising in this significant role, and eagerly anticipate the opportunity to collaborate with teams across Europe. I'm confident that we'll play a crucial role in shaping the future of advertising through our innovative and forward-thinking approach."

Nicolas Pollet and Kris Vlaemyck, co-CEOs of Invibes Advertising, add: "We're thrilled to welcome both Hege and Daniel to the team. Their impressive media experience will be invaluable in supporting and accelerating the growth we've seen in the Nordics region since its launch in 2021. We look forward to seeing how the region will further grow and develop."

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation. Founded in 2011 by co-CEOs Kris Vlaemyck and Nicolas Pollet, Invibes has developed an integrated technology platform designed to strengthen the relationship between brands and consumers through in-feed ads.

At Invibes we believe in the power of connections.

- The power of connecting brands directly with consumers to enable more meaningful interactions.
- The power of connecting big data, innovative in-feed formats, wide reach and extensive intelligence services in a single, holistic platform to bring brands and consumers together seamlessly and efficiently.
- The power of connecting a unique pool of passionate, dynamic and knowledgeable in-feed specialists from across the globe to make up the extraordinary team that is Invibes.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Volkswagen, Dell, IKEA and Toyota, we rely on even greater people to share our innovations with the world. Along with our unwavering belief in technological potential, more fundamentally, we believe in the potential of our people. At Invibes we actively strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

Read our latest press releases at:

<https://www.invibes.com/investors.html>

Follow the latest news about INVIBES ADVERTISING on:

LinkedIn @Invibes Advertising **Twitter** @Invibes_adv

Financial & Corporate Contacts:

Kris Vlaemynck

co-CEO, Invibes Advertising

kris.vlaemynck@invibes.com

Audrey Mela

VP Investor Relations, Invibes Advertising

audrey.mela@invibes.com