

## INVIBES ADVERTISING LAUNCHES ANOTHER INNOVATION AND BECOMES THE PIONEER IN DYNAMIC INVOICING

---

Paris, 11 May 2017 – **INVIBES ADVERTISING, an advanced technology company specialized in digital in-feed advertising, has launched a new innovation: customized invoicing. This offering, which has no equivalent on the market, has been designed to guarantee optimal purchasing conditions for agencies and advertisers.**

INVIBES ADVERTISING now gives customers the option to choose an invoicing model precisely tailored to the guarantees needed for their campaigns. All configurations in terms of viewability and viewtimes are available on display and video formats. The Company was able to develop this offering by leveraging its technological expertise.

In concrete terms, advertisers can decide to be invoiced exclusively on the basis of viewability and viewtimes. For example, they can decide to be invoiced only for an advert that is 55% viewable for two seconds or for an advert that is 70% viewable for one second. The INVIBES technology will automatically adapt viewability according to the invoicing criteria defined by advertisers and the maximum price that they are willing to pay.

After *Invibes Locator* and *Invibes Play*, the new offering is INVIBES ADVERTISING's third major innovation of 2017 in interactive advertising and a new milestone in its strategy for active development.

Thanks to this strategy and the gradual expansion of its partnerships, INVIBES' outstanding performance has seen turnover soar 845%<sup>1</sup> in four years and by over 54% between 2015 and 2016.

*Next publication:*

*Provisional turnover for the first half of the year in the week of 28 August 2017.*

### **About INVIBES ADVERTISING**

Created in 2011, Invibes Advertising is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Le Monde, Team Media and Prisma). Clients include major brands Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen. INVIBES ADVERTISING is a Pass French Tech 2016 accredited company with the ambition and capacity to pursue its strong growth.

It is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

Follow the latest news about INVIBES ADVERTISING on Twitter: [@Invibes\\_Ads\\_FR](https://twitter.com/Invibes_Ads_FR)

---

<sup>1</sup> INVIBES ADVERTISING reported turnover of €282,000 at 31 December 2013 and €2,691,000 at 31 December 2016.

**Contacts**

---

**INVIBES ADVERTISING**

Nicolas Pollet  
CEO  
nicolas.pollet@invibes.com  
+33(1) 84 17 62 82

**ACTUS Finance & Communication**

Natacha Morandi  
Investor Relations  
nmorandi@actus.fr  
+33(1) 53 67 36 94

Vivien Ferran  
Media relations  
vferran@actus.fr  
+33(1) 53 67 36 34