

## SUCCESS OF AN INNOVATIVE ADVERTISING OFFER

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- ▶ **H1 2017 turnover: €1,389 thousand**
- ▶ **Two new strategic investors in the shareholder structure**
- ▶ **Growth objective for 2017**

Paris, 6 September 2017 – **INVIBES ADVERTISING, an advanced technology company specialized in digital in-feed advertising, today published its turnover for first-half 2017.**

### **DYNAMIC GROWTH AND SUCCESSFUL INVIBES ADVERTISING OFFER**

INVIBES ADVERTISING posted consolidated turnover of €1,389 thousand in the six months to 30 June 2017, led by the many innovations launched since the start of the year.<sup>1</sup>

This excellent performance confirms the appeal of INVIBES ADVERTISING's innovative advertising offer, which has been significantly enhanced and deployed across leading target audience portals, winning numerous major clients such as Bacardi, Cisco, Danone, Nissan, Opel and Samsung.

### **STRATEGIC FINANCING ROUND TO SUPPORT INTERNATIONAL EXPANSION**

Since the start of 2017, the Group has stepped up its expansion in and especially outside France, notably through partnerships in Switzerland and Spain. Thanks to this assertive and targeted sales strategy, INVIBES ADVERTISING has attracted new investors including investment fund MICROCAPS, advised by SAINT LEGER CAPITAL, and holding company LES ENTREPRENEURS REUNIS (LER). The two funds acquired an equity interest in the Group in August 2017 as part of a €450 thousand financing round.

Florent Saint-Leger, a consultant for MICROCAPS, and Martin Genot, LER Chairman, said: *"We are extremely proud to be able to support INVIBES ADVERTISING because we firmly believe in the Group's sound fundamentals and significant growth potential. The technological innovations developed by INVIBES position the Group as a genuine challenger to US heavyweights Google and Facebook."*

Nicolas Pollet, CEO and co-founder of INVIBES ADVERTISING, said: *"We are delighted to have these two new investors among the Group's shareholders. The funds raised will enable us to invest in short-term international growth drivers and, in particular, extend our offer to new countries."*

### **BRIGHT PROSPECTS CONFIRMED IN 2017**

INVIBES ADVERTISING is seeing a significant increase in orders over the second half of 2017 compared with the same period in 2016, suggesting another year of virtuous growth in full-year 2017 following sales increases of 54% between 2015 and 2016 and 854% between 2013 and 2016.

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<sup>1</sup> Due to its listing on Euronext Access (formerly the Euronext Paris Marché Libre) on 18 July 2016, the Group does not have official comparative data for first-half 2016.

*Next publication: Provisional annual turnover in the week of 12 February 2018*

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**About MICROCAPS**

MICROCAPS is an investment fund (FIC) created exclusively by and for entrepreneurs who have successfully set up their own company. These investors contribute their industry expertise and insight into the value of the companies selected and studied by the fund manager. The fund invests in microcaps listed on Euronext Paris markets.

For more information, go to [www.pleiade-et-cie.com](http://www.pleiade-et-cie.com)

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**About LES ENTREPRENEURS REUNIS**

LES ENTREPRENEURS REUNIS (LER) is a group of entrepreneurs with extensive experience in a variety of fields, who boast a large number of successful endeavors and substantial expertise in online marketing, as well as an in-depth understanding of financing issues.

LER's mission is to help companies grow faster, particularly online, by taking part in their board and strategic committee meetings, implementing digital projects, acquiring equity interests, steering turnarounds and other such initiatives.

Bruno Massiet du Biest, founder of France's 118 218 directory assistance service, will be the group's key contact with INVIBES ADVERTISING.

For more information, go to [www.ler-associes.fr](http://www.ler-associes.fr)

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**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)

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