

## INVIBES ADVERTISING digital advertising specialist goes public on 22 July

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Paris, 19 July 2016 – **INVIBES ADVERTISING, an advanced technology company specialised in digital in-feed advertising, announces its shares will be listed on the Euronext Paris stock exchange on 22 July. Accompanied by a capital raising of € 500,000, this operation marks an important first step towards its ambitious international development plan.**

### Relevant positioning and technology

Founded by Nicolas POLLET and Kris VLAEMYNCK, INVIBES ADVERTISING offers advertisers an advertising format on media sites similar to that of social networks: the in-feed format (integrated into the content). This format is better adjusted to the Internet user's reading experience of the media contents, makes advertising less intrusive and generates more interest among Internet users with regard to the ads offered to them.

INVIBES ADVERTISING has been developing in-house technology for 48 months and now offers a new innovative advertising format completely different from the existing formats, based on a contextual and behavioural semantic analysis managed in real time by a predictive algorithm. At the core of the technology is the ability to analyse the Internet user's areas of interest by means of the media contents read and to propose ads depending on their preferences.

To maximise the quality of its offer, INVIBES ADVERTISING has opted to collaborate in a closed network with renowned editors such as LE MONDE, LAGARDERE, CCM BENCHMARK GROUP and AMAURY MEDIA. At the other end of the chain, the company works for approximately fifty regular advertisers, including brands such as PSA, CARREFOUR, L'OREAL, MICROSOFT, SAMSUNG and AXA.

Taking into account the international scope of its clientele and the scalability of its model, INVIBES ADVERTISING has chosen to accelerate its entry into international markets in 2016 through local partners in Switzerland, Spain, Brazil and Poland, who have perfect knowledge of their domestic market.

### Market dynamics

The digital advertising market in France has been growing since 2010 and is currently the 8<sup>th</sup> largest in the world. It continued to grow in 2015 and reached € 3.2 billion. It is estimated to grow by over 20% in France by 2019 and by over 60% in the rest of the world (source: *eMarketer*).

*This listing on the Free Market takes place within the context of the provisions of 211-1 to 211-3 of book II of the French « Règlement Général de l'Autorité des Marchés Financiers (AMF) », outside the scope of a public offering. Therefore, there is no information document with the AMF visa. An information document is available on the website of the company <http://www.invibes.com/fr/fr/> and upon simple request with the Listing Sponsor.*

Digital expenditure currently accounts for 28% of media investments. Investments in digital advertising are catching up with TV investments and will exceed them by 2019. Thanks to its position, high-quality technology and expanding footprint, INVIBES ADVERTISING capitalises on these market evolutions.

## Explosive growth

INVIBES ADVERTISING achieved a turnover of € 1.75 million and a positive EBIT in 2015. Since the start of its activities, the company has grown at an annual average rate of nearly 100%. In the first half of 2016, INVIBES ADVERTISING grew by 113% and the company aims to maintain strong growth throughout the year supported by a favourable context in France and by the success of the first international overtures.

## Stock-market flotation

INVIBES ADVERTISING announces its shares will be listed shortly on the Euronext Paris stock exchange by direct quotation following a capital raising of € 500,000. This operation is aimed at increasing INVIBES ADVERTISING's brand awareness particularly within the scope of its international development plan and possible going to the market to fund its growth. Once the eligibility criteria have been met, INVIBES ADVERTISING will request that its shares be admitted for trading on Euronext Paris' Alternext market.

Proposed number of shares:	120,000 shares representing 5.7% of the capital
Price per share:	€ 5.00 or a maximum amount of € 600,000
Total number of shares	2,088,180 shares
Market capitalisation	€ 10.4 M
First quotation	22 July 2016
First trading	25 July 2016
ISIN code – Ticker code	BE0974299316 – MLINV
PEA / PEA-PME eligibility	Yes / Yes

**Nicolas POLLET, CEO of INVIBES ADVERTISING, states:** *“We have decided to float INVIBES ADVERTISING on the stock market so as to obtain the best possible conditions for the international development of our activities. This operation will allow us to increase brand awareness in order to expand our development model abroad and continue to attract talented people who will contribute to our development and growth.”*



**Listing Sponsor and Adviser**

**About INVIBES ADVERTISING**

Created in 2011, INVIBES ADVERTISING is an advanced technology company specialised in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media contents) inspired by social networks and optimised for diffusion in a closed network of media sites (LAGAREDERE, LEMONDE.FR, CCM BENCHMARK GROUP etc.). Its clients are major brands (PSA, VOLKSWAGEN, L'OREAL, MICROSOFT etc.). INVIBES ADVERTISING has a *Pass French Tech*.

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

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