

## 2016 9-MONTH TURNOVER

- ▶ **Success of an innovative advertising offer: +66.2% in turnover to €1,567 thousand**
- ▶ **Growth confirmed in 2016**
- ▶ **Ongoing strategy to conquer new markets around the world**

Paris, 9 November 2016 - **INVIBES ADVERTISING**, an advanced technology company specialized in digital in-feed advertising, has published its turnover for the first 9 months of activity in financial year 2016.

<i>Pre-audit consolidated figures (in thousands of euros)</i>	<b>30/09/2015</b>	<b>30/09/2016</b>	<b>Change</b>
<b>9-MONTH TURNOVER</b>	<b>943</b>	<b>1,567</b>	<b>+66.2%</b>

### **ROBUST ACTIVITY AND SUCCESS OF THE INVIBES ADVERTISING OFFER**

INVIBES ADVERTISING posted an excellent performance on 30 September 2016, with consolidated turnover up 66.2% year-on-year to stand at €1,567 thousand. Robust activity confirmed the appeal of the Group's innovative advertising offer deployed across leading target audience portals (CCM Benchmark, Lagardère, Le Monde, Team Media and Prisma in particular) for numerous clients including Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen.

### **GLOBAL DEPLOYMENT**

INVIBES ADVERTISING stepped up its global expansion in 2016 with the opening of new offices in Switzerland (February), Spain (June) and Brazil (September).

Given the nature of its clients and their international reach, the Group has opted for a roadmap that is built around local strategic partners who have a perfect understanding of the publisher markets and advertisers they serve - a business model that also gives the Group greater sales leverage whilst still keeping a lid on overheads. Today, advertisers around the world can duplicate the same quality campaigns in several countries through a single intermediary: INVIBES ADVERTISING.

This strategy has already borne its first fruits, with the Group already assigned a number of campaigns for prestigious clients such as H&M in Switzerland and Iberdrola and Volvo in Spain.

### **GROWTH CONFIRMED IN 2016**

INVIBES ADVERTISING is seeing an increase in orders over the last quarter of 2016 compared with the same period in 2015, confirming a dynamic trend in activity for the Group over the full financial year.

The Group is also able to draw upon the growing success and performance of its In-feed offer to cement its position amongst France's largest agencies and groups.

What is more, the successful opening of its first offices overseas suggests that the Group can look forward to another surge in activity and significant contribution to turnover from 2017. Accordingly, INVIBES ADVERTISING is continuing to conquer new markets, and intends to open new offices in Russia, Poland, the Netherlands and Italy by the end of 2017.

Next appointment: Publication of the provisional annual turnover, week of February 13, 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). Its clients are major brands (Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen). INVIBES ADVERTISING is a Pass French Tech accredited company with a turnover of over €1.75 million. Since inception, the company has enjoyed an average annual growth rate of close to 100%, a dynamic performance it fully intends to maintain over the long term.

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

Plus d'informations sur [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

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