

STRONG GROWTH IN TURNOVER IN 2016: +54%

Paris, 13 February 2017 - **INVIBES ADVERTISING**, an advanced technology company specialized in digital in-feed advertising, has published its turnover for financial year 2016.

<i>Pre-audit consolidated figures (in thousands of euros)</i>	31/12/2015	31/12/2016	Change
TURNOVER	1,744	2,691	+54%

4 YEARS OF ROBUST ACTIVITY: 854% GROWTH BETWEEN 2013¹ AND 2016

Underpinned by its innovative advertising offer and the ongoing development of its different partnerships, INVIBES ADVERTISING enjoyed strong growth in 2016, reporting consolidated turnover of €2,691 thousand on 31 December 2016, up 54% on the figure for 2015.

2016 saw INVIBES ADVERTISING strengthen its position amongst agencies and major corporate accounts in France, drawing on its high-performance In-feed offering to continue developing its existing client base, and on its high-performance sales strategy to win over new premium advertisers such as Candia, Eristoff, Fox, Loop, Lotus, Nissan, Opel, Seat and Suisse Tourisme.

The year also saw INVIBES ADVERTISING continue to expand its network of publishing partners with the highest audience ratings, including Paris-Match and Europe1 (Lagardère Group), Femme Actuelle and Voici (Prisma), and 01net and Eurosport (NextRégie). As well as widening its distribution networks to include a range of regional daily press websites, the Group successfully placed its In-feed offering with the country's leading sites including Le Parisien, La Voix du Nord, Ouest-France, Le Dauphiné Libéré and Nice Matin & Var Matin.

This dynamic level of activity confirms the strong appeal of INVIBES' innovative advertising offer and reflects its strategic priorities on a buoyant market (+6% to €3 billion in turnover in France for 2015²).

Thanks to the wide-scale deployment of its offer on the French market, INVIBES ADVERTISING has seen its sales increase by 854% between 2013 and 2016.

ACCELERATION IN GLOBAL DEPLOYMENT

While activity in 2016 was primarily driven by growth in France (98% of consolidated turnover), INVIBES ADVERTISING also began its global deployment with new partnerships in Switzerland (February) and Spain (June).

Its In-feed offer has already attracted prestigious advertisers including newcomers Mini and Porsche in Switzerland.

¹ INVIBES ADVERTISING posted turnover of €282 thousand on 31 December 2013.

² Source: E-Ad Observatory of the SRI.

The first successes overseas have accelerated the Group's desire to offer advertisers the possibility of duplicating quality advertising campaigns in several countries through well-established local market players.

GROWTH CONFIRMED IN 2017

Financial year 2017 will see INVIBES ADVERTISING focus on the following growth drivers:

- greater collaboration with its existing customer base and the recruitment of new advertiser client profiles in order to expand its potential market;
- the launch of new innovative formats to consolidate its strategic lead;
- ongoing deployment to cement its presence overseas.

The Group is looking forward to sustained growth in turnover in financial year 2017.

Next publication: 2016 yearly results in the week of 12 April 2017

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 has a French Tech 2016 Pass. INVIBES ADVERTISING's ambition is to maintain strong growth.

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

For more information, go to www.invibes.com - www.invibes.ch

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