

Press release

Invibes receives exceptional scores across all certification criteria for its carbon footprint calculation

London, March 13, 2023 - Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising innovation, receives exceptional scores across all certification criteria for measuring the carbon footprint of its digital advertising campaigns; a major step in providing truly sustainable advertising to the industry.

In an industry-first move to offering high-impact, in-feed advertising with a real, measurable impact on the planet, Invibes has received a glowing score for its carbon emissions calculation by independent ESG auditors, ESG Score. Thanks to Invibes' technological independence and proprietary technology, ESG Score was able to carry out an extensive audit (inc. data analysis, benchmarking, interviews and verification) of Invibes' environmental information system, measuring Invibes against:

1. Completeness criteria: the perimeter of the environmental information system (inc. sustainability)
2. Relevance criteria: the calculation process aligned with the company's service production process
3. Reliability criteria: carbon measurement indicators and information source
4. Compliance criteria: the adequacy of the measures to the expectations of the various European regulations and soft law

Based on this audit, the ESG Score agency certified the quality of Invibes' environmental information system and has awarded Invibes with an overall score of **9.4/10**.

“The scope of Invibes Advertising's environmental information system covers all of its activities, the relevance of the methodological choices is guaranteed, the indicators for calculating carbon footprints are solid and reliable, compliance with the main regulations in force is ensured, and the information system is under control.”

Pascal Bello, CEO - ESG Score¹

In particular, Invibes' carbon footprint calculation tool received optimal scores of 9.5/10 within the Completeness criteria and 9.7/10 for Compliance with the main international directives. This confirms that Invibes is able to precisely calculate how much GHG each client's digital campaign has emitted in order to effectively offset the corresponding emissions through their sustainable advertising initiative, the [Invibes Carbon-Neutral label](#).

¹ ESG Certification, Audit of the environment information system of Invibes Advertising - ESG Score

Moreover, the audit represents a validation of the methodology developed by Invibes to assess its overall carbon emissions. With a carbon footprint of 26g CO₂/1,000 ad impressions in September 2022, Invibes campaigns produce 96% less CO₂ on average than the industry benchmark², which currently sits at 670g CO₂/1,000 ad impressions.

“The sustainability of the segmentation model adopted is guaranteed and will allow comparisons over time of CO₂ emissions, for better monitoring and understanding of the impacts of the company's activities. The concept of sustainability is important for an environmental information system as it allows for the comparison of recorded performance over time.” - **Pascal Bello, CEO - ESG Score**³

As advertisers and agencies take significant steps towards their own sustainability goals, Invibes are quickly becoming a firm-favourite when it comes to a sustainability partner, offering some of the lowest campaign emissions in the industry with the additional opportunity to go 100% carbon-neutral.

“The environmental certification awarded by ESG Score, marks significant progress in Invibes sustainability goals for 2023 and beyond, and takes Invibes one step closer to transforming the advertising industry for the better. We're firm believers in the importance of digital advertising efficiency at every level and seeing how big of an impact it has on the environment has accelerated our efforts to bring a real, measurable sustainable solution to the market.” - **Kris Vlaemynck & Nicolas Pollet, co-CEOs - Invibes Advertising**

[Read the full report here](#)

For more information on Invibes carbon-neutral initiative visit: www.invibes.com or contact us at sales@invibes.com

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation. Founded by co-CEOs Kris Vlaemynck and Nicolas Pollet on the philosophy that digital advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through high-quality in-feed advertising experiences.

Invibes delivers high user engagement and attention for brands by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

² The Hidden Cost of Digital Advertising study, Ebiqity and Scope3, November 2022 and Invibes data

³ ESG Certification, Audit of the environment information system of Invibes Advertising - ESG Score

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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