

Press release

Introducing Invibes Carbon-Neutral label; high-impact advertising with a positive impact on the planet

London, 15 December 2022 – Invibes Advertising, an advanced technology company specialising in digital advertising, leads the way in sustainable digital advertising with the launch of Invibes Carbon-Neutral label.

Invibes has committed to some pretty ambitious sustainability goals to continue to spread those #GoodVibes across the planet for years to come.

Along with their [internal goals](#), Invibes is also on a mission to transform the advertising industry for the better by providing a carbon-neutral alternative to traditional advertising.

Unlike other forms of digital advertising, Invibes' technological independence provides a complete view of the CO2 emissions produced by their advertising campaigns. Which puts them in a unique position to offer clients a solution that has a real, measurable impact on the planet.

Although Invibes in-feed campaign emissions are already amongst some of the lowest in the industry (currently sitting at 26.1gr CO2 per 1,000 ad impressions¹), compared to a number of reputable studies reporting CO2 emissions from similar campaigns being in the several hundred grams per 1,000 ad impressions, we want to do more.

As brands and agencies take big steps towards their own sustainability goals, Invibes are acknowledging their role in being able to further brands' missions by offering effective carbon-neutral advertising. Through the company's proprietary technology Invibes are helping clients promote their green investment with a Carbon-Neutral label on every sustainable campaign they run; spreading the positive message even further.

The Invibes Carbon-Neutral label is a 10-year initiative to offset the carbon footprint of advertising campaigns and provide a sustainable, carbon-neutral offering to clients.

For every carbon-neutral campaign run, Invibes is investing in solar panels across their international markets. By investing directly in solar energy, Invibes is able to ensure a truly sustainable product for clients that has an immediate, positive impact on the planet.

To achieve the offset, Invibes calculates on a monthly basis the best-estimate carbon footprint generated by Invibes' internal systems and end-user consumption per format,

¹ Figures calculated from Invibes campaigns run in September 2022

device used, network load, type of communication network and the location of the displayed ad. To reach net-zero, they will offset the carbon emissions produced by these Invibes' advertising campaigns with solar electricity generated from our solar panel project over a period of 10 years.

For more information visit: <https://www.invibes.com/carbon-neutral-advertising>

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation. Founded in 2011 by co-CEOs Kris Vlaemyneck and Nicolas Pollet, Invibes has developed an integrated technology platform designed to strengthen the relationship between brands and consumers through in-feed ads.

At Invibes we believe in the power of connections.

- The power of connecting brands directly with consumers to enable more meaningful interactions.
- The power of connecting big data, innovative in-feed formats, wide reach and extensive intelligence services in a single, holistic platform to bring brands and consumers together seamlessly and efficiently.
- The power of connecting a unique pool of passionate, dynamic and knowledgeable in-feed specialists from across the globe to make up the extraordinary team that is Invibes.

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

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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