

## 2018: A SUCCESSFUL YEAR FOR INVIBES ADVERTISING WITH MARKET EXPANSION AND STRUCTURAL IMPROVEMENT

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Paris, 31 January 2019 - **INVIBES ADVERTISING, an advanced technology company specializing in digital in-feed advertising, has published its 2018 strategic development report.**

**Nicolas POLLET, CEO and co-founder of INVIBES ADVERTISING, said:** *“2018 has been a decisive year for INVIBES ADVERTISING: we demonstrated our ability to expand in our markets, develop new formats to enrich our catalog and adapt our structure to sustain fast growth in the European market. In 2019, we will sustain our development dynamics through Europe and continue to invest in innovation, particularly in terms of data and AI.”*

INVIBES ADVERTISING continued to develop its activities in France and stepped up its expansion abroad. In June 2018, INVIBES ramped up operations in Spain by acquiring full control over INVIBES Spain, and in October decided to enter the German market by opening a new office in Munich. Further offices will be set up in key German agency locations, DACH being a priority area for the Group as announced upon the success of its capital increase last June. Another even bigger breakout is the Dreicom acquisition, which helps align the innovative offerings and technologies developed by the INVIBES ADVERTISING Group in the in-feed segment and those of DREICOM in the Native Publishing segment. The aim is to create a major new player in Switzerland by capitalising on each company’s culture and know-how.

To sustain this European expansion, the Group hired 30 new employees, increasing the workforce from 40 in 2017 to 70 in 2018, which represents a rise of more than 75% during the year. The objective was to structure commercial teams around competent online experienced marketing staff.

These investments are supported by the issue of shares to the value of €2.0 million in April and strict financial management. INVIBES ADVERTISING’s promising development is now open to a wider circle of investors due to the transfer of the INVIBES ADVERTISING share from EURONEXT Access to the EURONEXT Growth compartment on 12 July 2018.

This ability to provide responsive and flexible support to optimize advertising, means the company managed campaigns for almost 200 advertisers in 2018 including: Allianz, Carrefour, Dockers, Hyundai, IBM, , McDonald's, Nespresso, Ray-Ban, Volkswagen, and Samsung.

A powerful technological DNA combined with the determination to constantly create distinctive products with a highly innovative format, resulted in the launch of 10 new products in 2018. Among them, **Invibes Zoom**, a technology which highlights product characteristics by adding a progressive zoom to the Ad when the user scrolls down the page. In a world where about 75% of the internet traffic is video streaming, INVIBES ADVERTISING’s goal is to create ads that retain viewers’ attention and break the clutter. Consequently, its team enhanced **V Play**, a relevant, vertical video type product that tells a brand’s story efficiently in just a few seconds.

By means of these innovations, INVIBES ADVERTISING continues to expand its partnership network of publishers to increase the visibility of its in-feed formats on several media platforms. As a result, the latest Médiamétrie / NetRatings survey reported traffic (Reach) of nearly 40 million unique visitors per

month on partner websites in France alone, thus ranking the Company as a rival of giants such as YouTube and Facebook. At peak times the company processed almost 1bn records a day.

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**About INVIBES ADVERTISING**

INVIBES ADVERTISING, founded in 2011, 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 dissemination in a closed network of Media Groups like: Bertelsmann, Hearst, Lagardère and many others. Clients include major brands such as Volkswagen, Samsung, Levis and IBM. INVIBES ADVERTISING is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316) For more information, go to [www.invibes.com](http://www.invibes.com)

*Read our latest press releases at:*

<https://www.invibes.com/investors.html>

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