

INVIBES ADVERTISING TAKES A 50% STAKE IN ML2GROW TO CONSOLIDATE AI-BASED DATA ANALYSIS

Paris, 12 February 2019 - **INVIBES ADVERTISING, an advanced technology company specializing in digital in-feed advertising, takes a 50% stake in the ML2GROW company, a machine learning solution developer.**

Nicolas POLLET, CEO and co-founder of INVIBES ADVERTISING, said: *“This collaboration is a new step in INVIBES ADVERTISING’s expansion. In recent years, we developed formats and new markets, in 2019 we also want to focus on DATA through Artificial Intelligence. ML2GROW will bring the know-how to sustain our development dynamics and continue to compete with web giants.”*

STRATEGIC PARTNERSHIP TO FOCUS ON DATA

This partnership demonstrates INVIBES ADVERTISING’s determination to focus on providing cutting-edge in-feed innovations, the broadest REACH, top class DATA and the very best AI technology. INVIBES ADVERTISING has already developed an AI proprietary technology, and with this deal, is investing in Machine Learning to analyze DATA even more thoroughly using AI.

By combining its NLP (Neuro-Linguistic Programming) skill with ML2GROW know-how, INVIBES ADVERTISING will continue to build highly advanced algorithms for its platform. This cooperation opens the way to develop new business opportunities around technologies in the AI sector.

ML2GROW was founded in 2017 by two researchers & professors of the IDLab research group, part of the polytechnics department of Ghent University. The ML2GROW team, led by Joachim van der Hertem and Joeri Ruysinck, sees machine learning as a disruptive technology which will have an immediate affect on both SMEs and large companies. ML2GROW develops solutions using the latest machine learning technology to help organizations address business challenges. These solutions have been applied to a wide range of fields including content recommendation, crop forecasting or port logistics optimisation.

By adding ML2GROW’s expertise to its technological base, the Group is honing its innovation strategy in the in-feed segment.

MAIN TERMS OF THE AGREEMENT

Subsequent to the conclusion of all administrative procedures, planned at the end of March, INVIBES ADVERTISING will have a majority of ML2GROW shares along with the founders. ML2GROW will remain independent, under the parent company INVIBES ADVERTISING, developing analysis and Machine Learning solutions. This investment is to be paid in cash. The shareholders of INVIBES

ADVERTISING will benefit from the creation of added value due to this new collaboration in AI solutions.

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

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