

GROWTH ACCELERATION IN 2018: REVENUES UP 56%

Paris, 13 February 2019 - **INVIBES ADVERTISING**, an advanced technology company specializing in digital in-feed advertising, has published its end of year income for 2018.

<i>Consolidated unaudited data</i>	2016	2017	2018
REVENUES (provisional) ¹	€2,691,000	€3,882,000	€6,075,000
GROWTH	-	+44.3%	+56.5%

MARKET DEVELOPMENT SPURRED INCREASED TURNOVER

INVIBES ADVERTISING's growth strategy drove its turnover to €6.1 million for 2018 (+56.5%), including contribution from DREICOM for that period. At constant perimeter, organic sales amounted to €5.0 million in 2018, up 29.3%.

This excellent performance is the result of strategic developments in several key areas:

- Market expansion in Europe with continued progress in France, a ramp up in Spain, penetration in Germany and acquisition of DREICOM in Switzerland (largest Swiss online advertising network dedicated to Native Publishing²).
- Highly innovative format with 10 new products including **Invibes Zoom**, a technology which highlights product characteristics by adding a progressive zoom to the Ad when the user scrolls down the page and **V Play**. It is a relevant, vertical video type product that tells a brand's story efficiently in just a few seconds.
- Expansion of publisher partnership network to increase the visibility of its in-feed formats on several media platforms.
- Ability to provide responsive and flexible support to optimize advertising with campaign management for almost 200 advertisers.

HIRING TO SUSTAIN EUROPEAN EXPANSION

The Group hired 30 new employees, boosting the workforce from 40 in 2017 to 70 in 2018, which represents an increase of 75% during the year. The aim was to structure commercial teams around online-skilled and experienced advertising staff.

In 2018, INVIBES ADVERTISING continued its structural improvement during the year with major investments, due to a €2.0 million share issue in April³.

¹ Acquisition of DREICOM consolidated on a full-year basis.

² [INVIBES ADVERTISING acquires DREICOM to strengthen its foothold in the Swiss market](#)

³ [Successful €2 million private placement to drive investments](#)

ENCOURAGING PERSPECTIVES FOR 2019

In 2019, the Group intends to continue its development on buoyant markets (France, Spain, Germany and Switzerland) and consider new European expansion to take advantage of strong market momentum.

In order to guarantee technological leadership and to drive business growth, INVIBES ADVERTISING is committed to constantly creating distinctive products through digital innovation. Consequently, the Group will continue to invest in R&D, primarily in Data and consolidate its technological expertise (Formats, Reach and Data).

In line with this strategy, INVIBES ADVERTISING announced on Tuesday 12th February 2019⁴ that it bought a 50% stake in ML2GROW, a machine learning solution developer. By combining its NLP (Neuro-Linguistic Programming) skills with ML2GROW know-how, INVIBES ADVERTISING will continue to build highly advanced algorithms for its platform. This investment opens the way to develop new business opportunities around technologies in the AI sector.

Next publication:

2018 yearly results on 20 March 2019

Presentation of yearly results of 21 March 2019, 5:30pm

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

Read our latest press releases at:

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

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⁴ [INVIBES ADVERTISING takes a 50% stake in ML2GROW](#)