

## INVIBES ADVERTISING EXPANDS ITS PUBLISHER NETWORK

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Paris, 24 May 2019 - **INVIBES ADVERTISING, an advanced technology company specialized in digital in-feed advertising, has announced the growth of its publisher network guaranteeing diverse partnership portfolios to foster new and improved audience reach.**

Recruiting Publishers and building loyalty among them is the key to long-term growth for INVIBES. With more than 40 m/u over the last few months, the company is now working with Aufeminin, Cosmopolitan, Harvard Business Review, Planet and many other big name brands.

With over 30 formats, Invibes' goal is to create in-feed ads that stand out, retain viewers' attention and break the clutter, offering internationally renowned brands such as Volkswagen, Air France, Cisco, McDonald's and others an alternative to traditional advertising.

For INVIBES, online advertising efficiency comes from being truly innovative and naturally engaging for users. Publishers obviously play an important role in capturing the attention of the right readers. Most major media groups have incorporated Invibes' in-feed format due to the quality of its advertising experiences, which are targeted to the right audience to ensure greater interaction and engagement. It is a cost-effective approach with optimal income and monetization ratio.

INVIBES ADVERTISING has, over time, created revolutionary digital in-feed advertising solutions in collaboration with top Publishers such as: Capital, Ouest-France, Europe1, Journal des Femmes.

**Gaël Demessant, Programmatic Media and Yield Management Director at PRISMA MEDIA**

**SOLUTIONS**, said the following about the sound business relationship with Invibes: "Our company is very satisfied with the partnership set up with Invibes several years ago. We have always appreciated the quality of Invibes' formats, their ability to innovate and the skill shown by their teams. Thanks to the rise in popularity of header bidding, we can now compete on a greater number of placements, which significantly increases our sale revenue."

The best is yet to come. In 2019, INVIBES ADVERTISING is committed to ongoing investment in R&D while consolidating its technological expertise: Format, Reach, and in particular, Data. This will ensure technological leadership and drive its business growth in the short and medium term.

### **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: Bertelsmann, Hearst, Lagardère and many others. Clients include major brands such as Mercedes, Samsung, Air France and IBM. INVIBES ADVERTISING is listed on the Euronext Growth Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316), and in 2019 has achieved FT1000 ranking, published each year by the Financial Times. For more information, go to [www.invibes.com](http://www.invibes.com).

*Read our latest press releases at:*

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

**Financial & Corporate Contacts**

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