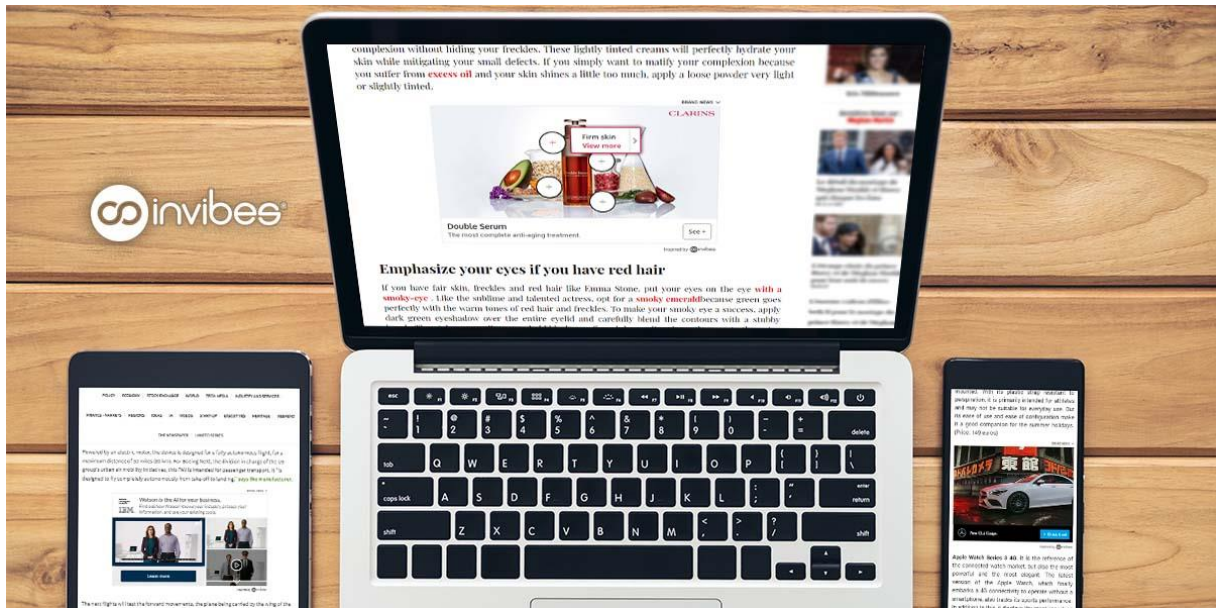


MAJOR BRANDS CHOOSE INVIBES ADVERTISING'S EXCLUSIVE AND INNOVATIVE AD FORMATS

Paris, 20 June 2019 - INVIBES ADVERTISING, an advanced technology company specialized in digital in-feed advertising, continues to enrich its catalog with innovative products such as Invibes Explore, V Parallax, H Parallax and Play C, four designs that enhance users' engagement and visibility.



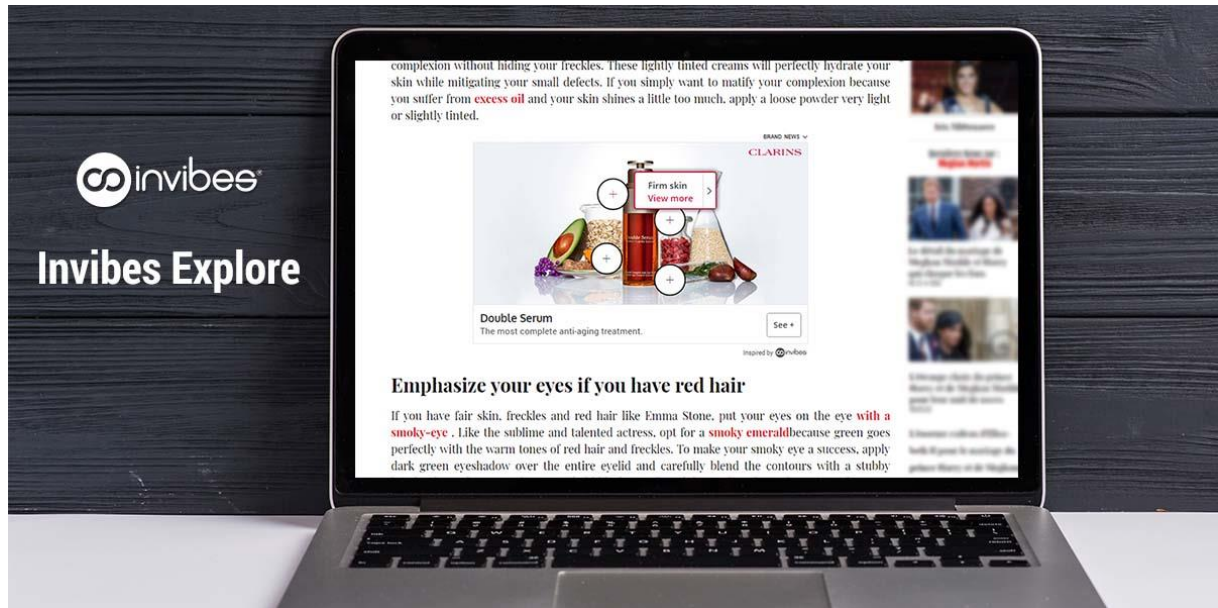
Among clients who have chosen our last innovations to generate the highest interactions across Europe's premium publisher sites are major brands such as: Bo Concept, Clarins, IBM, McDonald's, and Mercedes.

Invibes has a team of R&D specialized in programming, data, systems, contextualization; a creative lab that has developed to date more than 30 innovative and interactive formats to make brands stand out from the rest of the in-feed choices. The Group has analysts and traders, responsible for reporting, control and monitoring of campaigns to reach the targeted KPIs, as well as professionals specialized in the management of publishers and data partners that guarantee brand-safety and cutting-edge technology for audience segmentation.

Thanks to a combination of new technologies, customer insights, creativity and a drive to cut through ads blindness, the following products have been developed by Invibes' team to increase efficiency for our clients' campaign.

Nicolas POLLET, CEO and co-founder of INVIBES ADVERTISING, said: *"Our powerful technological DNA, combined with the determination to constantly create differentiating products evolve into these high innovative ad formats developed by our team of professionals to generate improved visibility, video views and additional value to our clients' campaigns. We are proud and happy when advertisers dare with us and, in the end, they are amazed by the results"*.

INVIBES EXPLORE



An innovative design that meets users' expectancy of interaction with the ad, **Invibes Explore** gives them the possibility to check out the featured products directly in the feed, making them more appealing, by increasing curiosity and determining possible customers to spend more time "exploring" the ad.

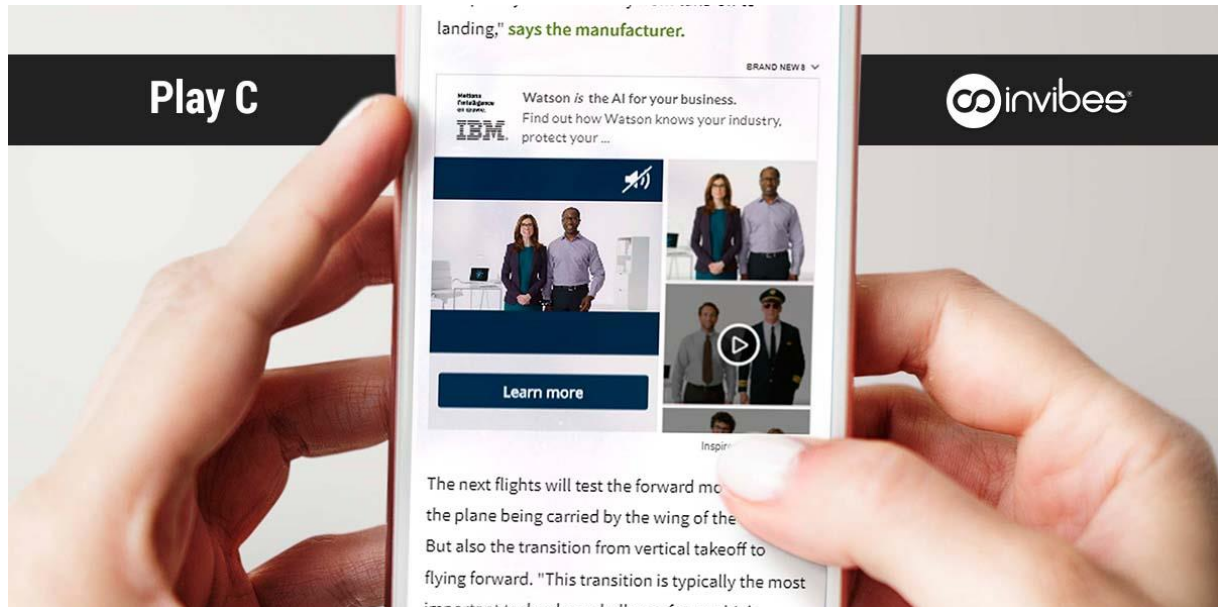
PARALLAX



Invibes' vocation is to capture the attention of readers with its in-feed formats that offer great experiences, either through interactions, giving useful information, entertaining or generating a positive feeling. **V & H Parallax ad formats play on people instinctive appeal for surprise.** These cross-device branding products stand out due to the fact that the image reveals itself vertically or horizontally, depending on the chosen format, while the user is scrolling the content. By adding unexpected graphic elements over the image, the visual impact is intensified, making the in-feed more

memorable. Users are engaged in a creative way by offering them the possibility to discover the whole campaign story using the scroll.

PLAY C



In an environment where 75% of internet traffic is generated in video format¹, the purpose is to create ads that retain viewers' attention and break the clutter, thus Invibes' dedicated professional team has enhanced **Play C**, a relevant personalized video type product that tells efficiently one's brand story in just a few seconds. This in-feed ad format presents an improved approach for video campaigns, the video being displayed in a creative frame.

¹ <https://tubularinsights.com/2020-mobile-video-traffic/>

About INVIBES ADVERTISING

Founded in 2011, INVIBES ADVERTISING 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.

Read our latest press releases at:

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