

INVIBES EXPANDS TEAM IN MADRID AND OPENS NEW OFFICE IN BARCELONA

- **INVIBES ADVERTISING, a technology company specialized in digital advertising, has expanded its sales force to meet the growing demand for In-feed advertising formats. 4 new sales people joined the offices in Spain**
- **"Advertisers value the quality of the publisher's ecosystem, innovation in formats, premium in-feed positions and interactivity," says Jorge Palacios, Invibes Country Manager**

Madrid, November 2019 - Display ads continue to thrive in Europe and the total amount of money spent on digital advertising has been rising over the years. In particular, the forecasts for online video consumption analyzed by different sources show significant increases for the years to come. According to the recent "Online Video Forecast 2019" report by Zenith, there will be a growth that will reach an average viewing of 100 minutes per day in the year 2021, which will be 84 minutes more than this year's average view of online videos. For its part, IAB Spain in its "Online Video Studio 2018", already indicates that 95% of Internet users aged 16-65 consume online video, which means there are more than 24 million users in our country.

Jorge Palacios, Country Manager of Invibes, added, in line with these data, that "We are noticing a significant growth in demand in recent months for display, video & traffic ads, which has allowed us to incorporate more than 30 new advertisers so far this year, among which those belonging to sectors such as Automotive, Beauty, Distribution, Electronics, Technology or Fast Food stand out, since new categories such as Alcohol, Insurance or Retail, among others, are being added".

In order to meet this growth, Invibes recruited Federica Nava from Idealista, Virginia Muñoz, and Agustín Madrazo, who were both sales managers at AdUX, for the existing office in Madrid. And Alberta Floris, who is leading the new delegation of the company in Cataluña, after her position as a sales manager at Adgravity Group.

About INVIBES ADVERTISING

Founded in 2011, INVIBES ADVERTISING is an advanced technology company specialized in digital advertising. It has developed advertising solutions using an in-feed format built into media content. The principle is similar to social networks and it is optimized for dissemination in a closed network of media websites. Our clientele includes a large number of acclaimed companies: advertisers and media agencies.

INVIBES ADVERTISING is listed on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316), and in 2019 achieved a place in FT1000 ranking, published each year by the Financial Times. For more information, please visit www.invibes.com.

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