



Press release

Invibes Advertising announces the broad success of the capital increase by private placement for the amount of nearly 17 million of euros

London, January 27, 2022 – 8:30 am – Invibes Advertising, an advanced technology company specialising in digital advertising, has announced today the success of the capital increase by private placement, approved by the board of directors of Invibes Advertising SA on the basis of the authorised capital and with waiver of the preferential rights (article 7:198 juncto articles 7:177, 7:178, 7:179 and 7:188 to 7:197 of the Companies and Associations Code), launched the day before and carried out through an accelerated bookbuilding.

Due to the strong demand from investors in 6 European countries, Invibes Advertising has placed nearly 17 million euros against an initial target of approximately 15 million euros.

Kris Vlaemynck and Nicolas Pollet, co-founders of Invibes Advertising, said: *"We would like to thank all the investors who participated in this capital increase, as well as all our historical investors who continue to support our company in its development. This transaction is key to the execution of our roadmap as it gives us the means to finance our ambitions by continuing to invest and to benefit from all the opportunities offered by the rise of digitalisation across all sectors of activity."*

The capital increase is carried out with waiver of the preferential right by private placement with qualified European investors, through an accelerated bookbuilding.

A total of 932.000 new shares were issued at a unit price of €18, including the share premium, i.e., €3.40 nominal value and €14.60 share premium for a total gross amount of €16,776,000, representing 21.3% of the outstanding shares of Invibes Advertising after the capital increase.

The subscription price for the new shares reflects a discount of 11.8 % compared to the closing price of the Company's share on January 26, 2022.

Impact of the capital increase on the distribution of capital

As a result of this transaction, the share capital of Invibes Advertising will be increased from €11,664,959.33 to €28,440,959.33, divided into 4,367,406 shares with a nominal value of €6.51 each.

For information purposes and to the best of the Company's knowledge, the distribution of the capital before and after the settlement-delivery operations of the capital increase will be as follows:

	Before the offer		After the offer ⁽¹⁾	
Shareholders	Number of shares	% of capital	Number of shares	% of capital
Founders	914,855	26.6 %	914,855	20.9 %
Public float	2,520,551	73.4 %	3,452,551	79.1 %
TOTAL	3,435,406	100 %	4,367,406	100 %

The distribution of voting rights will be as follows:

	Before the offer		After the offer ⁽¹⁾	
Shareholders	Number of voting rights	% of voting rights	Number of voting rights	% of voting rights
Founders	1,768,510	41.2 %	1,768,510	33.8 %
Public float	2,526,551	58.8 %	3,458,551	66.2 %
TOTAL	4,295,061	100 %	5,227,061	100 %

(1) Undiluted of unissued instruments

Impact on the shareholder's situation

On the basis of the post-transaction share capital, the holding of a shareholder who held 1% of the Company's capital prior to the capital increase and who did not subscribe to the capital increase is now increased to 0.79%.

	Shareholder participation	
	Undiluted basis	Diluted base ⁽²⁾
Before the issue of 932,000 shares	1.00 %	0.87 %
After the issue of 932,000 shares	0.79 %	0.70 %

(2) Taking into account the subscription of 527 641 new shares that may be created to date

The impact on equity per share is as follows:

	Shareholders' equity per share at 30 June 2021	
	Undiluted basis	Diluted base ⁽²⁾
Before the issue of 932,000 shares	3.40 €	3.36 €
After the issue of 932,000 shares	6.51 €	6.15 €

(2) Taking into account the subscription of 527 641 new shares that may be created to date

Admission to trading of the new shares

The new shares will bear dividend rights and will be admitted to trading on the Euronext Growth Paris market under the same ISIN code: BE0974299316 and mnemonic: ALINV. They will be subject to all statutory provisions and will be ranked with the existing shares upon completion of the capital increase. The settlement and delivery of the new shares and their



admission to trading on the Euronext Growth Paris market is scheduled withing 2 business days.

The information presented in this press release is given following the completion of the placement of shares through an accelerated bookbuilding, which is now closed, but remains subject to the correct execution of the settlement-delivery operations.

Pursuant to the provisions of Article 211-3 of the General Regulation of the Autorité des marchés financiers and Article 1(4) of Regulation (EU) 2017/1129, the Offer has not resulted in and will not result in the preparation of a prospectus subject to the approval of the Autorité des marchés financiers (the "AMF").

Atout Capital is acting as advisor to the transaction and TP ICAP (Europe) SA as Global Coordinator, Lead Manager and Bookrunner of the private placement.

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Next publication: 2021 full-year results, March 22, 2022, after the close of trading

About Invibes Advertising

Invibes Advertising is an advanced technology company specialising in digital advertising. Its innovative solutions are based on an in-feed format, integrated into media content.

Invibes is inspired by social media advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimised for delivery on a closed network of media groups, including Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levi's, and IBM.

Founded in 2011, Invibes Advertising is a listed company on Euronext Growth Paris (Ticker: ALINV - ISIN: BE0974299316). Visit www.invibes.com for more information.

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Financial & Corporate Contacts:

Invibes Advertising

Kris Vlaemynck, CFO
kris.vlaemynck@invibes.com

Listing Sponsor

Atout Capital
Rodolphe Ossola
rodolphe.ossola@atoutcapital.com
+33 (0)1 56 69 61 80

Group Investor Relations

Actifin
Alexandre Commerot
acommerot@actifin.fr
+33 (0)1 56 88 11 11

Financial Media Relations

Actifin
Jennifer Jullia
jjullia@actifin.fr
+33 (0)1 56 88 11 19