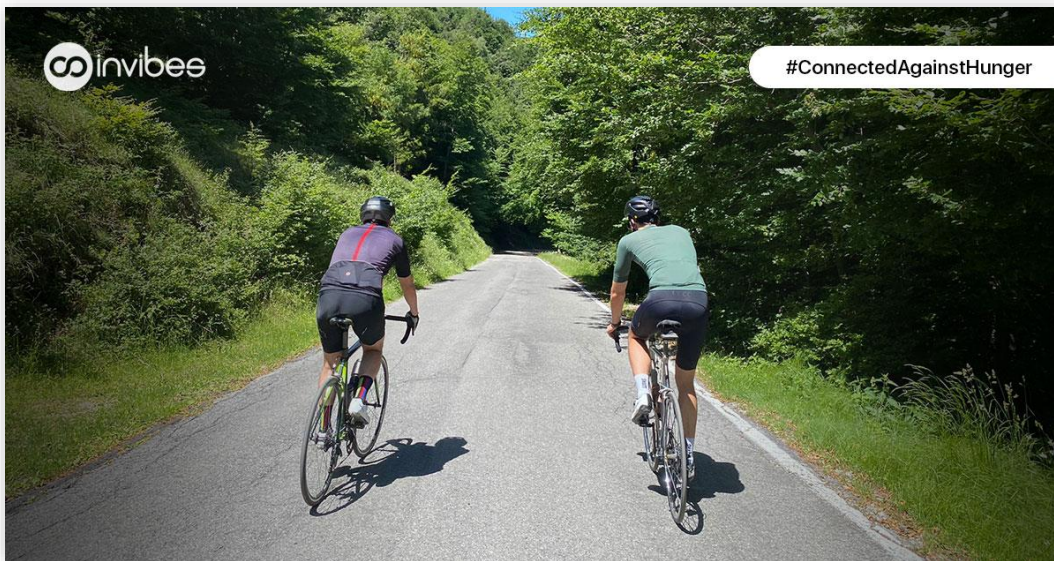


Press release

Invibes Advertising participates in charity challenge by Action Against Hunger Italy

Milan, 17 June 2022 – Invibes Advertising, an international technology company specializing in digital advertising innovation, engaged employees and clients in the charity challenge #ConnectedAgainstHunger from the 23rd May to the 17th June 2022.



Salvatore Petronio (left), Digital Sales Manager at Invibes Advertising, cycling alongside another participant (right) as part of the #ConnectedAgainstHunger challenge

Proposed by **Action Against Hunger**, an international organization that fights hunger and child malnutrition, the digital challenge is taken on every year by companies from all over the world.

Invibes participated enthusiastically in the challenge, including not only their employees, but also some of their clients, whose contribution was fundamental. Throughout the project the company encouraged their team and clients to *exercise in an inclusive and supportive way*, promoting not only a healthier lifestyle, but also the idea of *challenging yourself for a good cause*. These are both important issues for Invibes, whose ESG policy includes the *well-being of its employees*, the passage to a more *sustainable business model*, and *support towards different NGOs*.

The challenge was carried out through the Connected Against Hunger app, with each team taking part in fun and engaging missions such as photo challenges (shared with the hashtag #connectedagainsthunger), general trivia challenges, and sporty activities like walking, running, cycling, yoga, and wheelchair. The tasks allowed teams to gain points and rank against others, livening up teamwork and friendly competition among the participants.

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With this initiative, *Invibes supports the work of Action Against Hunger* in its fight against the causes and consequences of world hunger, aggravated by pandemics, wars, and, increasingly in the last few years, climate change. Regarding the environment, on the app it is possible to calculate your own carbon footprint, giving a more detailed indication on the effects that everyday actions have on the planet. This helped the participants become more conscious about their environmental impact.

“We are proud to have participated in this project” says **Alvise Zennaro, Italy Country Director, Invibes Advertising**. “With our modest contribution, we as a company committed to supporting Action Against Hunger in its daily mission to fight worldwide hunger through sustainable solutions. We are happy we challenged ourselves even outside the office for these four weeks in the name of a charitable initiative that engaged countries and companies from all over the world”.

About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that’s integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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