

Press release

Invibes Advertising heads to Terrazza Duomo 21 to celebrate successes and present future projects

Milan, 04 October 2022 – The tech company Invibes Advertising (Invibes) organised an event dedicated to some of its Italian advertiser clients in the exclusive Terrazza Duomo 21. The refined lunch was curated by the Michelin-starred chef Roberto Conti, and ended with an exclusive dessert show-cooking by the Chef Ernst Knam.

Nicolas Pollet, co-CEO of Invibes, opened the event by illustrating the great international growth of the company in the last year between new partners (publishers and data owners), new countries (Poland and Czech Republic) and new talents within the Italian team.

The tech company has also invested greatly in Research & Development in 2022. Developing not only new impactful and engaging in-feed formats, but also improving algorithms and targeting options for an even more innovative offer. Through partnerships with the best publishers to gather hashed emails, the **Invibes ID Network** has been improved by making the addressability of its campaigns on user and contextual targeting more effective with the use of combined first-party and third-party data. Moreover, the company continued to increase its **Invibes Data Cloud** through the engineering of proprietary algorithms and partnerships with important Data Providers.

The co-CEO also explained the company vision and the focus of 2023. Among the objectives of the new year there will be the development of 360° services. An increasingly tailor-made offer for the advertiser brands that already trust Invibes' standard offer. The aim is to create a growing relationship of trust between Invibes and its partners and, consequently, to allow brands to communicate effectively with its clients and prospects.

“This event was a great occasion to meet our clients in a convivial and refined environment and to share the company’s successes of the last months and the future directions of Invibes” states **Alvise Zennaro, Italy Country Director of Invibes Advertising**. “Even in a moment of great change for many industries due to the current geopolitical situation, Invibes has continued its positive organic growth throughout 2022, setting the foundation of even more promising results in 2023”.

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation. Founded in 2011 by co-CEOs Kris Vlaemynck and Nicolas Pollet, Invibes has developed an integrated technology platform designed to strengthen the relationship between brands and consumers through in-feed ads.

At Invibes we believe in the power of connections.

- The power of connecting brands directly with consumers to enable more meaningful interactions.
- The power of connecting big data, innovative in-feed formats, wide reach and extensive intelligence services in a single, holistic platform to bring brands and consumers together seamlessly and efficiently.
- The power of connecting a unique pool of passionate, dynamic and knowledgeable in-feed specialists from across the globe to make up the extraordinary team that is Invibes.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Volkswagen, Dell, IKEA and Toyota, we rely on even greater people to share our innovations with the world. Along with our unwavering belief in technological potential, more fundamentally, we believe in the potential of our people. At Invibes we actively strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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PR Contacts:

Invibes Advertising

Alvise Zennaro
Country Director Italy
alvise.zennaro@invibes.com
+39 348 3386950
+39 02 92852620

Group Investor Relations

Audrey Mela
VP Investor Relations
audrey.mela@invibes.com