

Press release

Invibes Advertising celebrates growth and technological innovation at the Cracco Restaurant in the Galleria of Milan

- The starred chef's restaurant hosted Invibes Advertising's closed-door meeting, where the company's results and achievements were presented to advertisers.

Milan, 21 October 2021 – Invibes Advertising hosted an exclusive event for some of its main clients. A closed-door lunch was held by the famous starred chef of the refined Cracco Restaurant in the Galleria Vittorio Emanuele II in Milan.

The event was inaugurated by the CEO of Invibes Advertising, **Nicolas Pollet**, who demonstrated to advertisers the company's exponential growth in its first ten years on the European market. Pollet also highlighted Invibes' continued investment in research and development, as it expands and recruits across new countries.

Some of Invibes' latest technological innovations were presented, such as the new proprietary, highly engaging video and interactive display formats, the ID Network based on declarative data in view of the cookie revolution expected by the end of 2022, and the recent opening of new markets beyond Central Europe. In fact, Invibes has recently claimed its place in the United Arab Emirates market by launching offices in Dubai, in Nordic countries through Stockholm, and South Africa through Johannesburg. This global expansion speaks to the sturdiness of the group's development model, which, as per a recent press release, recorded a turnover of 13.9 million – a 113% growth in the first nine months of this year.

The CEO also highlighted the strategic importance of the Italian market in Invibes' growth plan, and the importance of the Italian hub, through which clients' cross-market campaigns can be directly managed.

Several cross-industry brands participated in the exclusive event, such as SKY, MMFG, Carrefour, and Goodyear.

"Finally in-person, this event allowed for a pleasant time as we socialized with our clients in a refined context, and enjoyed demonstrating the company's recent news and achievements," **says Alvise Zennaro, Invibes Advertising Country Director, Italy.** "2021 is ending on a very positive note, especially due to the creation and consolidation of strategic partnerships with the best publishers and advertisers on the market. These results form an excellent foundation for further great achievements by Invibes in 2022".

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 Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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