

Personnel initiative: Invibes takes off in the German in-feed advertising market

- Invibes positions itself as a European counterbalance to the Walled Gardens of major U.S. platforms.
- Four new team members are joining Invibes in Hamburg and Düsseldorf, and additional German locations are already in the planning stages.

Hamburg, March 29, 2021 - Invibes, the tech platform for in-feed advertising founded in 2011, is now focusing on Germany as part of its international expansion. To achieve this, the advertising technology provider is opening new offices in Hamburg and Düsseldorf to complement the existing company headquarters in Munich. According to Invibes, local support for advertisers and agencies in the most important media locations is a decisive factor for success in the German market.

Trinity in Hamburg and a specialist in Düsseldorf

In Hamburg, **Ravi Ahluwalia** will take over as Commercial Director, drawing on more than 20 years of experience in the world of agencies, online advertising, and the AdTech business. At 46, he co-founded the e-commerce platform Cleverfox and held senior positions at Facelift and emetriq, among others. Considered to be an expert in the development and scaling of digital revenue models, Ahluwalia is looking forward to the new challenge:

"Invibes answers advertisers' and agencies' questions about the brand marketing of the future", says Ravi Ahluwalia, Commercial Director of Invibes, with confidence. "By leveraging innovation, networks, placement, and targeting, implemented as a full service with proprietary technology, guaranteed KPIs are achieved in the in-feed campaigns of clients across Europe".

Joining him as Head of Sales is 32-year-old **Benjamin Weiß**. In the course of his career, Weiß has gained considerable experience in online media sales with a focus on media agencies, having held positions at Ströer and Vibrant Media.

The third member of the Hamburg team is Sales Manager **Nathan Stallard**. At 27 years of age, he has already gained several years of experience at various different points on his journey through the media landscape. Among others, Stallard has previously worked for the Edgar Ambient Media Group and Ströer.

In Düsseldorf, **Lara Schmidt** (24) has already been working on establishing the German market in the in-feed segment for just under a year. The qualified marketing communications professional joined from the international agency BooQi Media Solutions and can look back on four years of experience in media sales.

"Invibes is supported by a European network spanning eight countries such as France, the UK, Switzerland or Spain", explains Lara Schmidt, Invibes' Sales Manager. "Thanks to the expertise of our German as well as international colleagues and our broad repertoire of solutions for communication campaigns, we have already successfully made inroads in some industries such as finance, telecommunications or SMCG in Germany".

In-feed advertising – Advertising like on social media

By transferring mechanisms from social media to the rest of the Internet, Invibes offers a non-disruptive and user-relevant advertising experience through in-feed advertising. Innovative formats and proprietary contextual targeting technology create an immersive advertising experience for users. By positioning ads in the reading flow of users within editorial content, advertisers achieve maximum visibility and exposure. By offering this service, Invibes intends to provide advertisers and publishers with a European counterbalance to US platforms such as Google, Amazon, Facebook, and Apple (GAFA), which currently dominate the global market.

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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PR Contacts:

Invibes Germany

Alex Oeschger

COO DACH

alex.oeschger@invibes.com

+41 44 508 00 91

Group Investor Relations

Actifin

Alexandre Commerot

acommerot@actifin.fr

+33 (0)1 56 88 11 11