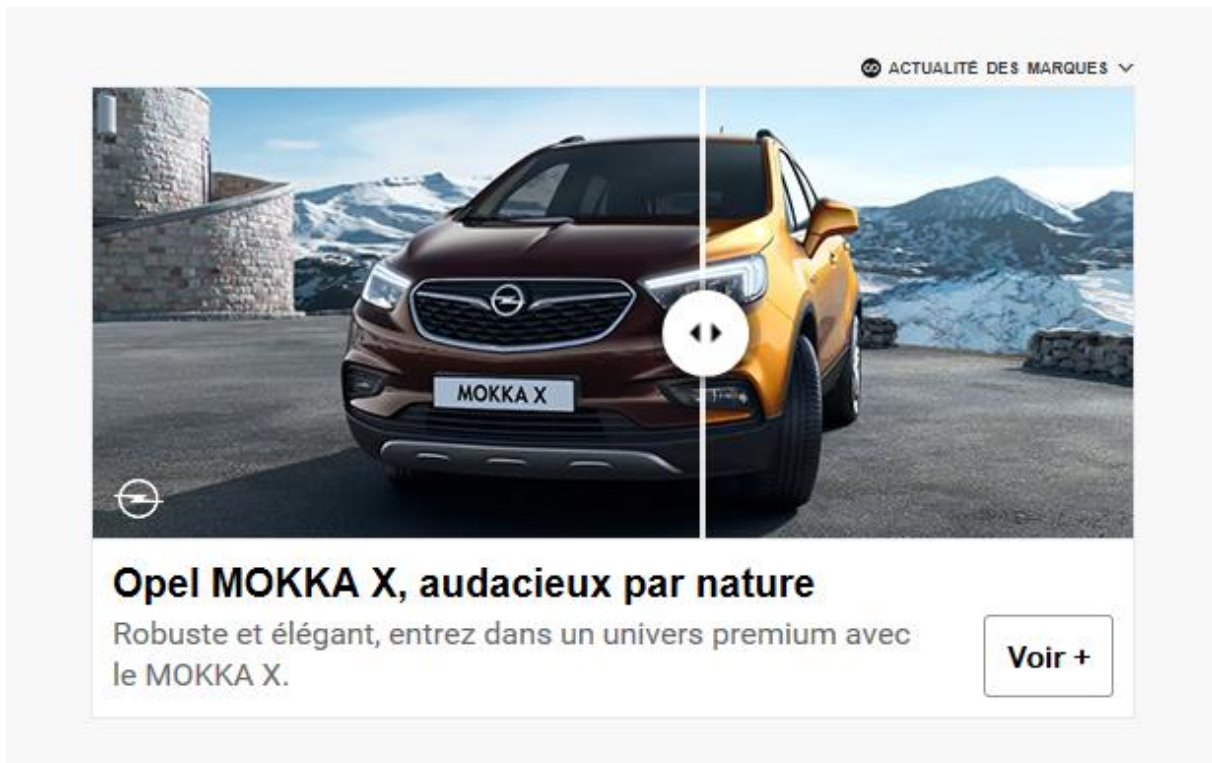


## INVIBES LAUNCHES IN-FEED REVEAL FOR DENTSU AND ITS CLIENT OPEL

Paris, 5 July 2017 - **INVIBES ADVERTISING**, an advanced technology company specialized in digital in-feed advertising, has announced the launch of its new video format that enables users to interact more with visual products, *Reveal*. Designed to foster greater interaction and engagement with web users, *Reveal* is being inaugurated by Opel and Carat for the Mokka X model.



ACTUALITÉ DES MARQUES ▾

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Won over by its innovative format, Yannick Ledoux from Opel France said: *"After a first drive in April, we are pleased to be working with Invibes again on a new campaign using Reveal. We were impressed with the way it efficiently promotes our product offer and nurtures stronger links with web users"*.

Nicolas POLLET, CEO and co-founder of Invibes Advertising, said: *"We are very proud of this new launch and its commercial success from day one. Reveal should prove extremely popular on today's digital advertising market as it is an innovative format that generates a positive experience for web users and adds value to a product's image. This 4<sup>th</sup> product launch in 2017, after Invibes Locator, Invibes Play and, more recently, DSP, is further proof of Invibes' leadership in In-feed Advertising"*.

*Next publication:  
provisional turnover for the first half of the year in the week of 28 August 2017.*

**About INVIBES ADVERTISING**

Created in 2011, Invibes Advertising is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Le Monde, Team Media and Prisma). Clients include major brands Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen. INVIBES ADVERTISING is a Pass French Tech 2016 accredited company with the ambition and capacity to pursue its strong growth.

It is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

Follow the latest news about INVIBES ADVERTISING on Twitter: [@Invibes\\_Ads\\_FR](https://twitter.com/Invibes_Ads_FR)

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