

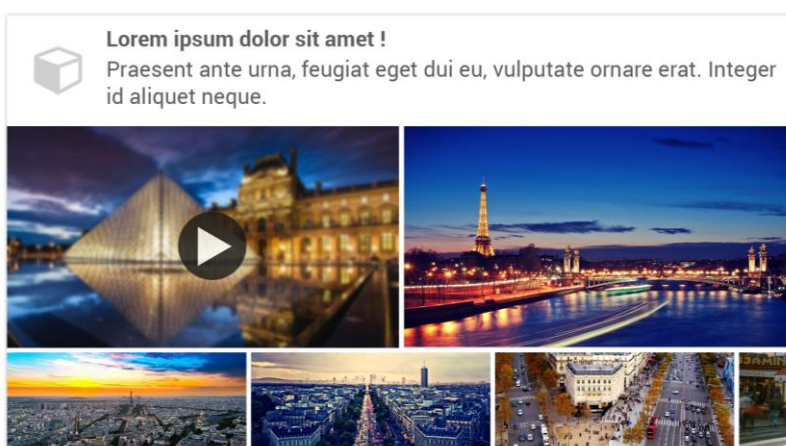
INVIBES LAUNCHES 2 NEW INNOVATIVE FORMATS: INVIBES GYRO 360° AND INVIBES PLAY S

Paris, 10 October 2017 – **INVIBES ADVERTISING**, an advanced technology company specialized in digital in-feed advertising, has announced the launch of two new formats that allow for greater interaction with web users and superior ad campaign performance.

Play S, the latest offshoot from flagship format Invibes Play

Launched with success in March 2017, Invibes Play is an effective, non-intrusive advertising media that can integrate all types of videos, whatever the format: vertical, square or horizontal.

Today, *Play S* takes the classic format a step further, adding edited advertising messages via a photo carousel in the lower part of the display zone to significantly increase web user attention and engagement through a more interactive marketing experience.



Gyro 360°, total immersion

The new Gyro 360° format is based on an innovative device that rotates on a fixed axis to produce 360° images. Capable of producing both photo and video content, it was designed to react to the movements of a smartphone or a computer mouse.



Gyro 360° provides a unique immersive experience in digital advertising, taking users on a 3D virtual visit of a product or service.

Nicolas Pollet, CEO and co-founder of Invibes Advertising, said: *"We are confident that Play S and Gyro 360° will be a huge success on today's web advertising market. The photo and video formats offer web users a positive experience and convey a positive image of the advertiser and the website used."*

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 - www.invibes.ch

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