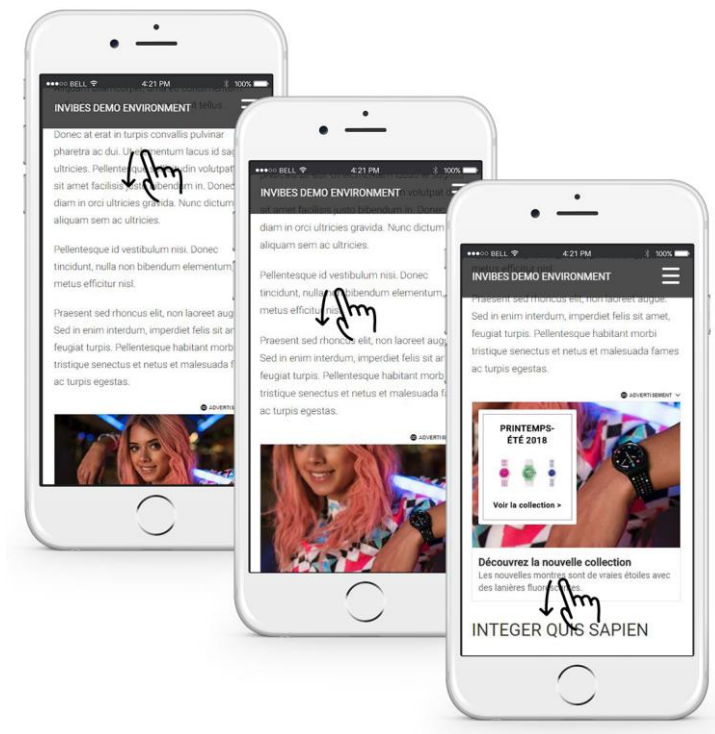


INVIBES LAUNCHES NEW AD FORMAT, INVIBES ZOOM, A UNIQUE SOLUTION ON THE MARKET

Paris, 2 May 2018 - **INVIBES ADVERTISING**, an advanced technology company specialising in digital in-feed advertising, announces the launch of Invibes Zoom, a new milestone in developing the interaction between web users and adverts via a zoom feature that highlights the product in the ad format.



Link to product demo: <http://demo.invibes.com/preview/index.html?bvci=9271>

Invibes Zoom highlights product characteristics by adding a progressive zoom to the ad when the user scrolls down the page. This transformation of the image is more effective at attracting the user's attention and thereby leading them to the advertiser's website.

INVIBES ADVERTISING CEO and co-founder Nicolas Pollet said: *"Highlighting the product is essential in ad creation. The focus offered by this new format allows the specific features of the product to be highlighted, while taking a step further in the evolution of the user experience."*

Read our latest press releases at:
<http://www.invibes.com/fr/fr/investors.html>
<http://www.invibes.com/us/us/investors.html>

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, Team Media and Prisma). Clients include major brands Cisco, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen. INVIBES ADVERTISING is a Pass French Tech 2016 accredited company.

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

For more information, go to www.invibes.com - www.invibes.ch

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

Contacts

Investor relations

INVIBES ADVERTISING

Kris Vlaemyneck, CFO
kris.vlaemyneck@invibes.com

ACTUS Finance & Communication

Anne-Pauline Petureauaux
apetureauux@actus.fr
+33 1 53 67 36 72

Media relations

Vivien Ferran
vferran@actus.fr
+33(1) 53 67 36 34
