



Press release

Invibes Expands Commercial Team in France to Support International Growth and Innovative Ad Solutions

Paris, October 17, 2024 – Invibes Advertising (Invibes), a leader in digital advertising innovation, is excited to announce a significant expansion of its commercial team in France. In 2024, the Paris-based team has expanded by 50%, underscoring Invibes' commitment to supporting its international development and the launch of new, GenAI-powered advertising solutions.

To strengthen its presence in the French market, Invibes welcomes seven new professionals to its commercial team.

Kelly Lhuerre and Sophie Kubwimana have joined Stéphane Allard, Sales Director in his commercial team at Invibes in France, focusing on agency partnerships. Along with Manon Berger, Sara Benali, and Pierre-Hadrien Roze joining the Sales team led by Stève Saleyron, Sales Director. Meanwhile, Paul Delplanque and Léo Trabut have joined the team of Thomas Defresne, Head of Sales, concentrating on advertiser relationships. Together, their skills and knowledge of the industry will help Invibes deliver innovative solutions and deepen connections with key advertisers and agencies, fueling further growth in France. These additions also bring a wealth of experience and expertise from their previous roles at esteemed companies such as The New York Times, RMC BFM and Les Échos.

"Expanding our commercial team in France is a pivotal step in Invibes' strategy to enhance our service offerings and better serve our clients," said Sami Battikh, General Manager France & MENA at Invibes. "The expertise and diverse backgrounds of our new team members will be instrumental in driving our international growth and delivering our innovative new solutions tailored to the needs of French advertisers."

This strategic expansion supports Invibes' broader initiative to provide valuable advertising solutions that deliver lasting brand impact and tangible business outcomes. By strengthening its commercial team, Invibes is better positioned to assist clients with their growth ambitions, providing the expertise needed to help French advertisers leverage the company's global reach—enhanced by its recent launches in the United States, Singapore, and soon Mexico—to achieve greater success in both domestic and international campaigns.



The timing of this expansion is crucial as Invibes rolls out innovative services designed to proactively meet the demands of modern digital advertising through industry-specific solutions. The deep knowledge of advertisers brought by the new recruits will enhance Invibes' service offerings and guide future GenAI-powered innovations, ensuring that the company's solutions are tailored to the specific needs of its clients.

Invibes remains dedicated to fostering strong relationships with its clients and partners, ensuring the delivery of high-quality, innovative advertising strategies that create lasting value.

Looking to join an energetic, open environment that fosters ideation, growth and #GoodVibes? Get in touch: www.invibes.com/careers

About Invibes Advertising:

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

Rethink Possibilities

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(Ticker: ALINV – ISIN: BE0974299316)

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