

INVIBES LAUNCHES A NEW AUTOMATED FULL STACK PLATFORM FOR IN-FEED ADVERTISING

Paris, 1 June 2017 - **INVIBES ADVERTISING**, an advanced technology company specialized in digital In-feed advertising, has announced the launch of its technological Demand Side Platform (DSP) that gives users access to all of its inventories via a single interface for real-time auction transactions. The development of this new solution which is 100% dedicated to In-feed advertising will leverage the company's growth potential on a European market currently estimated at €5.7 billion¹.

Up until now, INVIBES ADVERTISING has offered its clients campaign management solutions in Managed Services mode only which require a physical signature on an Order of Insertion. Only AdExchange with its adspace auctions, and SSP² with its algorithms for broadcasting & optimizing campaigns on partner media sites, were fully automated.

From today, agencies and advertisers using the INVIBES ADVERTISING DSP that is part of its **Full Stack (DSP + AdEx + SSP)** solution will be able to manage their campaigns via a Trading service and access the full potential for automated spending using the formats developed by INVIBES. Clients will benefit from the advantages of both standard programmatics (wider reach, targeting, etc.) and the INVIBES offer which includes innovative and bespoke In-feed formats, elimination of the middle man thanks to a network of directly-managed publisher partners, and a whitelist inventory for greater transparency, etc.

What is more, the Group's DSP brings new innovation with the integration of its Creative Lab. In concrete terms, INVIBES ADVERTISING designers will be able to use the interface to directly propose ways in which to optimize different In-feed advertising components such as visuals, triggers and teasers. For INVIBES, Full Stack means access to the entire programmatic market which, in 2016, represented 53% of Display spending in France on a market estimated at €639 million³.

Nicolas POLLET, CEO and co-founder of INVIBES ADVERTISING, said: *"In launching its DSP, INVIBES is able to offer advertisers a comprehensive range of specialized In-feed solutions whatever their chosen spending format (Managed or Trading) or objective (videos watched, visibility, traffic, etc.). This key stage in our development marks a strategic turning point and we are pleased to be able to offer new prospects for our clients and shareholders. "*

¹ Source: IAB

² Supply Side Platform

³ Source: Observatoire de l'ePub (survey presented by the SRI and carried out by PwC in partnership with Udecam)

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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