

EUROPEAN EXPANSION CONTINUES WITH A NEW OFFICE OPENING IN ITALY

- Commercial presence now covers six European countries
- Increased sales potential with the development of a pan-European solution for major international advertisers

Paris, 2 December 2019 – INVIBES ADVERTISING, an advanced technology company specialised in digital in-feed advertising, is announcing the opening of a new office in Italy in order to step up its European expansion.

In line with its roadmap, after France, Spain, Germany, Switzerland and the United Kingdom, INVIBES ADVERTISING is moving into a sixth European country.



Alvise Zennaro, who has been appointed Country Manager at INVIBES Italy, was recently hired to manage the local office based in Milan and tasked with building a new sales team, incorporating new Italian media publishers into our partner network and convincing advertisers and agencies to use INVIBES ADVERTISING's solutions for their campaigns.

Before joining INVIBES ADVERTISING, Alvise was Country Manager at Datawad, an Italian technology company in the digital advertising sector specialised in performance and programmatic.

Specifically, in his role, Alvise developed close relationships of trust with leading Italian publishers, agencies and advertisers.

Alvise Zennaro, Country Manager, INVIBES Italy says: *"I am very pleased to be joining INVIBES ADVERTISING, a dynamic, innovative company that listens to its clients' needs. Opening a new office in Milan is the first step towards making INVIBES ADVERTISING part of the Italian digital ecosystem for the long term."*

INVIBES ADVERTISING CEO and co-founder, Nicolas Pollet, adds: *"Italy is a very high-potential market in which to step up our European expansion. We have already begun to forge partnerships with several major players in the region. I am sure that Alvise's in-depth knowledge of the Italian digital advertising market will be a great asset when it comes to quickly developing our solutions in Italy."*

With a presence in six major European markets, INVIBES ADVERTISING is able to meet the substantial needs of international brands, by offering pan-European campaign initiatives and thereby naturally increasing the average campaign budget.

Next release:

FY 2019 revenue on 11 February 2020

About INVIBES ADVERTISING

Founded in 2011, INVIBES ADVERTISING is an advanced technology company specialized in digital advertising. It has developed advertising solutions using an in-feed format built into media content. The principle is similar to social networks and it is optimized for dissemination in a closed network of media websites. Our clientele includes a large number of acclaimed companies: advertisers and media agencies.

INVIBES ADVERTISING is listed on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316), and in 2019 achieved a place in FT1000 ranking, published each year by the Financial Times. For more information, please visit www.invibes.com.

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