

## ACCELERATION OF EUROPEAN DEVELOPMENT WITH THE OPENING OF AN OFFICE IN GERMANY

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Paris, 31 October 2018 - **INVIBES ADVERTISING**, an advanced technology company specializing in digital in-feed advertising, is setting up in Germany, a high-potential strategic market. The Group accompanies the opening of its new office in Munich by the appointment of a Country Manager Germany also member of the board of INVIBES ADVERTISING AG.

Through this opening, INVIBES strengthens its commercial presence in Europe and in particular in the key market as the DACH zone<sup>1</sup>, a priority area for the Group as announced during the success of its capital increase last June.

Germany now becomes for INVIBES the crossroads of all commercial activities that will grow in the future in the DACH area and the opening of this new office allows the Group to offer even more proximity and services to local customers.

On this occasion, INVIBES strengthens its operational top management with the appointment of Sven HOLSTEN as Country Manager Germany and member of the board of INVIBES ADVERTISING AG in Munich. Sven brings 13 years of experience as a Managing Director and as a cross-sectoral marketing spokesperson, specializing in all channels of the daily press in Germany.



From left to right: Nicolas POLLET (CEO), Sven HOLSTEN (Country Manager Germany and member of the board of INVIBES ADVERTISING AG) and Kris VLAEMYNCK (CFO).

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<sup>1</sup> Germany, Austria and Switzerland

**Sven HOLSTEN, Country Manager Germany of INVIBES**, said: « I am particularly proud to join INVIBES ADVERTISING team and to support our clients in better visibility of their advertising campaigns thanks to In-feed formats. This is one of the biggest challenges for advertisers today.

I am convinced that the various innovations developed by INVIBES will contribute making the company one of the leaders in France and abroad, against competitors such as Google and Facebook. The Group already has strong assets, among which a panel of quality offers, an expert and motivated teams that share the same ambition: to grow the Group. »

### **About INVIBES ADVERTISING**

Founded 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 dissemination in a closed network of media sites: Bertelsmann, NZZ, CCM Benchmark, and many others. Clients include major brands such as Volkswagen, Samsung, Levis and IBM. INVIBES ADVERTISING is a Pass French Tech 2016 accredited company, listed on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com)

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<https://www.invibes.com/investors.html>

### **Financial & Corporate Contacts**

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