

Press release

Invibes Advertising: decoding change at IAB Forum 2022 in Italy

Milan, 16 November 2022 - Alternative solutions and premium services, are the instruments Invibes Advertising (Invibes), an international technology company specialised in digital advertising through in-feed formats, is using to decode and face changes in the digital world during IAB Forum '22 on the 15 and 16 November.

For the first time since its opening in Italy, Invibes participates as an exhibitor to the IAB Forum '22. An unmissable occasion for Invibes to present its innovative offering to publishers and advertisers and meet other industry professionals in the field of digital communication in person within a dedicated hub.

The main topic of this year's edition is 'Decoding Change', a necessary focus in a market that's based on ongoing change and evolution. A very important topic for Invibes too, which has, since its founding, worked to ensure its offer is increasingly innovative; proactively providing solutions aligned to market trends. Invibes' aim is to continue developing a suite of premium products and services capable of satisfying all needs of clients and publishers, guaranteeing optimal results even in a context of continuous digital and market change.

During the event, the Italian Invibes team presented its technological platform to visitors. In 2022 the company developed new, even more impactful in-feed formats that are optimized to capture the users' attention, which nowadays is increasingly more difficult to obtain. Moreover, Invibes consolidated its technological solutions to improve its addressability through a multi-level targeting approach called Smart Scenarios. With this innovation it's possible to combine deterministic and probabilistic data with proprietary data from the Invibes Data Cloud, which is focused on user interests and behaviour, delivery context and exogenous data. This allows campaigns to reach users who are truly interested in the product and for the advertising experience to become more engaging.

"We're proud to be exhibitors during the twentieth anniversary of the IAB Forum. It's a way to share Invibes' growth in Italy in terms of active partnerships, satisfied clients, and new talents" declares **Alvise Zennaro, Country Director Italy of Invibes Advertising**. "At Invibes we believe in the power of connections, not only digital, but also interpersonal. The IAB Forum is a great time to meet and exchange ideas with other industry professionals that until now, we weren't always able to meet in person. Thanks to the recent developments and what's waiting for us in the future, we now look to become an even more key player in the world of digital advertising in 2023."

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation. Founded in 2011 by co-CEOs Kris Vlaemynck and Nicolas Pollet, Invibes has developed an integrated technology platform designed to strengthen the relationship between brands and consumers through in-feed ads.

At Invibes we believe in the power of connections.

- The power of connecting brands directly with consumers to enable more meaningful interactions.
- The power of connecting big data, innovative in-feed formats, wide reach and extensive intelligence services in a single, holistic platform to bring brands and consumers together seamlessly and efficiently.
- The power of connecting a unique pool of passionate, dynamic and knowledgeable in-feed specialists from across the globe to make up the extraordinary team that is Invibes.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Volkswagen, Dell, IKEA and Toyota, we rely on even greater people to share our innovations with the world. Along with our unwavering belief in technological potential, more fundamentally, we believe in the potential of our people. At Invibes we actively strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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