

Press release

## Invibes Advertising continues its growth and reaches 100 employees in Europe

- Jorge Palacios, Country Director of Invibes in Spain, announces that new professionals will join the team at the beginning of next year.
- Consistent innovation across in-feed formats, customer loyalty and publishers' solvency - keys to growth in the Spanish market.

**Madrid, December 8, 2020 - Invibes Advertising, an advanced technology company specializing in digital in-feed advertising, announced this week that, following its talent acquisition in Q3, it has reached the milestone of 100 employees across its seven markets in Europe: United Kingdom, Germany, France, Spain, Switzerland, Belgium, and Italy - bolstering its service to more than 400 commercial brands.**

Despite the situation caused by Covid-19, the company has continued to advance its internal growth and international expansion plans, reinforcing its teams with the exceptional digital talent needed to accelerate this development.

New additions include developers, designers, salespeople, campaign managers, and publisher account managers, among others.

Invibes remains focused on rapidly adapting to a constantly changing market, overcoming the unpredictable, almost daily challenges facing the sector in these times of uncertainty, when advertisers' marketing budgets are relatively tight throughout Europe.



**Jorge Palacios, Spain Country Director, Invibes Advertising, said:** “Invibes Advertising recorded solid growth in the third quarter, not only in regard to our team, but also in a 38% increase in revenues. These results are based on the particular situation of each market, but in order to guarantee a good service that responds to the demand of our clients, we cannot do without professionals who support our company philosophy and our intention to continue advancing. We are confident that 2021 will be a year of recovery for the entire industry and, to help achieve optimal results, the company is making a great effort in format innovation and in the development of technology that makes it possible to optimize each campaign”.

## **About Invibes Advertising**

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit [www.invibes.com](http://www.invibes.com) for more information.

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