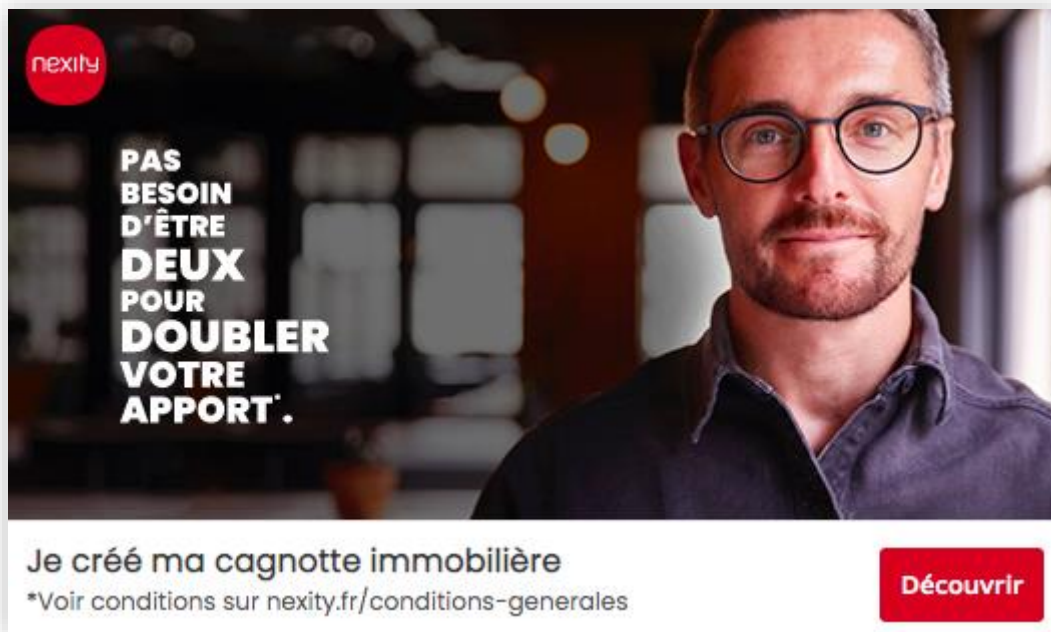


Press release

## Nexity teams up with Invibes to launch its real estate grant in France

**Paris, October 14 2020 – For the launch of its real estate grant, Nexity bets on Invibes to innovate and enrich its digital strategy.**

Launched by Nexity, and following the new directives of the High Banking Authority, the first online real estate grant assists first-time buyers who struggle with the fulfillment of conditions to obtain credit. Based on crowdfunding, participants are given two months to gather 1000€. Once attained, Nexity offers up to 6000€ to complete the sufficient amount.



In addition to press and poster advertising, Nexity reached out to Invibes for its digital campaign.

The goal? Create brand consideration and generate web traffic on the main site. Thanks to the responsiveness and readiness of its Creative Lab, Invibes was able to run the initial advertising campaign in three digital formats: Swipe, Swipe Video, and Click & Surf.

Invibes hence proves its capacity to advance innovative and interactive in-feed formats that enrich media strategies of great magnitude.



**Quentin Romaggi, Media Officer at Nexity:** “The Invibes in-feed format was the ideal strategy to generate engagement towards Nexity. Placing their Creative Lab teams at our disposal, Invibes allowed us to easily and skillfully run our visuals, and attain the fixed objectives for the digital aspect of our campaign.”

**Sami Battikh, Country Director France, Invibes Advertising:** “This operation reflects the promise of Invibes: combine technology reach and innovation products, allowing our advertisers to benefit from the best the digital world has to offer. We were thrilled to have been chosen by Nexity as contributors to the success of this mission.”

### 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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