

INVIBES ADVERTISING ACQUIRES DREICOM TO STRENGTHEN ITS Foothold IN THE SWISS MARKET

Paris, 26 November 2018 - **INVIBES ADVERTISING, an advanced technology company specialising in digital in-feed advertising, today announces the acquisition of DREICOM to strengthen its activities in Switzerland.**

Since 2013, DREICOM has operated the largest online advertising network in Switzerland dedicated to Native Publishing. This advertising format, just like in-feed, is highly integrated with traditional editorial content and takes the form of an article or video in keeping with the media format. With over 60 Premium partners, in three languages (German, French and Italian), this independent network is made up exclusively of publishers who develop their own content.

In 2017, DREICOM posted profitable growth with turnover of CHF 1.6 million (€1.4 million¹), up over 40% year-on-year.

Strategic progress to accelerate market penetration in the DACH² region

This acquisition will permit to align the innovative offerings and technologies developed by the INVIBES ADVERTISING Group in the in-feed segment and those of DREICOM in the Native Publishing segment. The aim is to create a new key player in Switzerland by capitalising on each company's particular culture and know-how.

DREICOM AG will become INVIBES SWITZERLAND AG. This new subsidiary in the INVIBES Group will be based in Zurich. INVIBES ADVERTISING aims to reinforce its teams very soon in Switzerland in order to step up its commercial deployment.

The two Managing Partners of DREICOM remain fully committed to the project. Alex Oeschger will become COO and Board member of INVIBES ADVERTISING AG, while Tom Uebersax will assume the functions of Country Manager Switzerland and Board member of INVIBES SWITZERLAND AG.

Main terms of the acquisition

Following the end of all administrative procedures, planned within 30 days, INVIBES ADVERTISING will hold 90.5% of DREICOM AG shares alongside the founders. The acquisition is paid in cash and in shares from the holding of INVIBES ADVERTISING and shares of INVIBES ADVERTISING AG. No securities are therefore created. The shareholders of INVIBES ADVERTISING will benefit from additional value creation thanks to the expected synergies and the strengthening of the Group's pan-European dimension.

Nicolas POLLET, CEO and co-founder of INVIBES ADVERTISING, said: *"The creation of INVIBES SWITZERLAND AG is at the heart of the collective effort currently being made by all our teams to boost*

¹ Based on an exchange rate of 1 CHF = 0.877029 EUR, as at 31/10/2018.

² Germany, Austria and Switzerland.

our commercial development on one of our existing markets, Switzerland, while offering our customers ever more innovative advertising formats that meet their various objectives: visibility, traffic and video.

In accordance with the market plan announced last April, this acquisition will help drive commercial development in the DACH region and capitalise on years of experience in a field demanding rigour, innovation and long-term vision. It's a new adventure starting on solid foundations."

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

Read our latest press releases at: <https://www.invibes.com/investors.html>

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