

Comunicato stampa

Invibes Advertising closes 2020 with growth in its turnover, reach, and customer base

Milan, April 12, 2021 - The tech company operating in 7 European countries is maintaining its growth trend and aiming to consolidate the recently opened markets.

Despite the health crisis linked to the Covid-19 pandemic, the year 2020 allowed Invibes Advertising to maintain double-digit growth in its turnover at a European level. The Italian office also concluded its first year with results that exceeded expectations in terms of turnover, publishers signed, and campaigns managed. In fact, throughout the year, over 50 advertisers launched a video or display campaign with Invibes in Italy for the first time — won over by Invibes' non-intrusive advertising formats that guarantee high user engagement in favour of the brand and its perception.

Moreover, with its pan-European offer, cross-market campaigns were activated from Italy in Q4 on behalf of Moncler, Fratelli Rossetti, and Au Départ. These launches confirm that big international brands are willing to rely on a single player that is able to offer them unique advertising solutions, coordinated on a premium network at a European level.

Invibes expanded its network significantly in the fourth quarter through new collaborations with groups such as Mediamond in Italy, Reworld Media and Groupe Bayard in France, and 1XL in the UK — which proved to be a key driver of its growth and a decisive element in winning new advertisers. These new publishers have joined Invibes' network thanks to its high-quality advertising experiences and the leading brands working with the company. Today, more than 1,000 publishers are collaborating with Invibes across Europe, totalling a reach of over 200 million unique users per month.

"Opening a new market during a pandemic was complicated, to say the least", says **Alvise Zennaro, Italy Country Director, Invibes Advertising**, "but thanks to the work of all the Invibes departments we managed to close beyond expectations. We have faced the crisis by continuing to invest in research and development, in new formats, and by structuring a sales team in Italy, proving that Invibes has no intention of slowing down. For Invibes, 2021 is expected to be the year of consolidation in the Italian market, with new additions to the team and strategic partnerships with customers, agencies, and publishers".

In 2020, Invibes Advertising recorded consolidated revenue of €11,530 k at a European level, with 19% organic growth. In the context of organizational structure, where today there are more than 110 Invibes employees, personnel costs have grown by 36% and external costs by 15% over this period in order to support the development of the company on an international level. However, despite the increase in investments

intended to fuel long-term growth, the company managed to maintain a high EBITDA, equal to €1,384 k, stable in relation to 2019.

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 for more information.

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