

Press release

Invibes Advertising further expands into Germany and appoints Max Stern as Commercial Director

Munich, May 18, 2021 - Invibes, the in-feed advertising tech company, continues to stay on track for growth and further expands into Germany. Following the opening of new offices in Hamburg and Düsseldorf, the advertising technology provider is strengthening their team in Munich. In addition to the 5 employees, three newcomers join the team, and more are planned.

Three new arrivals at the Munich headquarters

For the position of Commercial Director, Invibes was able to secure **Max Stern**. The 30-year-old offers expertise in the development, planning and execution of integrated marketing and media campaigns. Stern joins Invibes from the Burda marketing company BCN (Burda Community Network) and boasts eight years of experience in cross-media media consulting, which he gained, among others, at Red Bull.

„Branding is the royal discipline of brand communication and calls - especially in digital distribution - for a high standard of quality, both in terms of the advertising medium and the setting," says Max Stern, Commercial Director of Invibes Advertising. " Ever since 2011, Invibes has been committed to this standard and has raised it, thanks to the continuous development of innovative products, to a new level.“

Going forward, **Martin Olesch** will be supporting Invibes as Head of Sales. Before joining Invibes, Olesch also worked for Red Bull, where he developed the Red Bull Media House's marketing channels in Germany with a focus on individual customer solutions and customized formats. Subsequently, the 39-year-old headed sales for wetter.com and most recently acted as an independent advertising consultant on the market.

In Munich, **Josephine Sandvoss** (28) joins the team as Sales Manager. Joining from the consultancy Vibrant Media, where she provided strategic advice to media agencies and direct clients on how to use their digital marketing budgets most effectively. In addition, Sandvoss' career has seen her spend time at Avantgarde and Kreemart New York.

Vigorous growth thanks to innovation

Invibes regards itself as an innovator and has already developed over 45 creative advertising formats in-house. These formats, in combination with the proprietary in-feed technology, ensure that advertisements appear in the user's reading flow in a precise manner. This means that display, video, and traffic campaigns generate a great deal of attention and above-average performance. A premium publisher network with a wide reach guarantees high-quality editorial environments. Invibes' goal is to offer European advertisers an alternative to the US giants.

These three new additions are aimed at reflecting the company's strong growth, with Invibes growing by more than 50% year on year since it was founded. In a challenging market environment, the listed company has reported a 98% revenue increase for Q1 2021 compared to the previous year. The company's locations in France, Spain, Italy, the UK, Switzerland, Benelux, and Germany are developing continuously, with the international growth also progressing steadily.

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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