

Press release

Invibes to substantially expand its Swiss operations

Zürich, May 5th, 2021 – Invibes Advertising is a technology company specialising in in-feed formats for digital communication, with offices in France, Spain, Italy, the UK, Germany, Benelux, Austria and Switzerland.

Since its inception in 2011, Invibes has grown more than 50% every year. For Q1 2021, the listed company reported a 98% year-on-year revenue growth in a difficult market environment.

In the wake of this positive development, the Zürich team will grow from 5 to 16 employees in the coming months. For CFO and co-founder **Kris Vlaemyneck** and Switzerland & Austria Country Director **Tom Uebersax**, the strategy is clearly focused on growth in the DACH region. In a market that is mainly programmatic-driven, the customers' demand for innovative and high-quality advertising formats is increasing significantly. Invibes' clients appreciate the company's professional and personal advice – considering it to be an important USP, in combination with transparent offers and robust performance guarantees.



Invibes CFO and co-founder Kris Vlaemyneck and Switzerland & Austria Country Director Tom Uebersax

Tom Uebersax comments on the planned expansion: "My team and I are delighted with the trust extended to us, and the opportunity to position the Swiss market as a beacon on Invibes Advertising's international map. Our expansion is also a positive landmark for our partners and clients. Invibes began preparing for and adapting to the upcoming cookie revolution at an early stage. With our individual formats, proprietary technology and data strategy, we hold a unique market position internationally, as well as in the Swiss market."

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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