

## JORGE PALACIOS APPOINTED AS INVIBES COUNTRY MANAGER FOR SPAIN: A STEP TOWARDS STRATEGIC GROWTH IN SOUTHERN EUROPE

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Paris, 18.10.2018 - **INVIBES ADVERTISING**, a company at the cutting edge of technology specializing in digital in-feed advertising, has announced the appointment of Jorge Palacios as Country Manager Spain.

Digital Marketing expert, Jorge Palacios has managed and developed leading brands in major companies such as Campofrío, Johnson Wax, Deoleo, and Royal Caribbean for more than 20 years. Throughout his career, Jorge has demonstrated his ability to foster brands and businesses in the Spanish-speaking market.

In addition to his experience as an advertiser, focused on marketing and implementing all kinds of innovation, branding and communication projects, he also worked as New Business Development Director for the Havas Media Group. Having spent the last 5 years at the global media agency, Jorge gained knowledge in business development, sales, and building strategic proposals for advertisers, giving him a thorough overview of the media business.

Jorge has been with Invibes since September 2018 to drive the firm's expansion in the Spanish market. He joined INVIBES ADVERTISING to boost revenue and develop INVIBES Spain strategy, which will include managing publishers and data partners. Javier Coboleda who has led the sales team in Spain for over a year will support him. Javier won the very first campaigns and now manages a team of 2 sales reps: Javier Alonso and Sofia Jara.



From left to right: Javier Coboleda (Head of Sales), Nicolas Pollet (CEO), Jorge Palacios (Country Manager) and Kris Vlaemynck (CFO).

**INVIBES ADVERTISING CEO and co-founder Nicolas Pollet** said: *"Spain is one of our growth strategy priorities and I'm glad that we have been able to hire Jorge Palacios. His experience in the industry has*

*contributed to our company's high level of sales and business development knowledge. It is great to have him committed to our approach."*

INVIBES Spain was set up in 2016 in partnership with SUMATE, a Spanish digital marketing agency holding 49.9% of the company's share capital alongside INVIBES ADVERTISING. INVIBES Spain rolled out its first campaigns in late 2017 and has already attracted a number of prestigious advertisers, including major global brands such as BMW, DOMINO'S PIZZA, IKEA, ING and SEAT. In July 2018 INVIBES ADVERTISING announced that it had acquired full control over its subsidiary, INVIBES Spain, as part of its operations ramp-up in the Spanish market.

### **About INVIBES ADVERTISING**

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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: Doctissimo, El Español, Mundo Deportivo, and many others. Clients include major brands such as BBVA, Rayban, Levis and Volkswagen. 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](http://www.invibes.com)

*Read our latest press releases at:*

<https://www.invibes.com/investors.html>

### **Financial & Corporate Contacts INVIBES ADVERTISING**

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Kris VLAEMYNCK, CFO  
kris.vlaemynck@invibes.com

#### **ACTUS finance & communication**

Natacha MORANDI, Investor relations  
invibes@actus.fr  
+33 1 53 67 36 72  
Vivien FERRAN, Financial Media relations  
vferran@actus.fr  
+33 1 53 67 36 34

#### **ATOUT CAPITAL**

Rodolphe OSSOLA, Listing Sponsor  
rodolphe.ossola@atoutcapital.com  
+33 1 56 69 61 80

Anca MARCU, Business Operations Media relations  
anca.marcu@invibes.com

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