

VALÉRIE DUESBERG BECOMES REGIONAL HEAD OF SALES AT INVIBES ADVERTISING IN MUNICH!

MUNICH, 11 January 2019 - INVIBES ADVERTISING expands the Germany team: the provider of innovative digital in-feed advertising formats in major media groups has appointed Valérie Duesberg as Regional Head of Sales. In her new role, Valérie Duesberg will develop client and agency relationships. Sven Holsten, Germany board member of INVIBES ADVERTISING, announces that the first German office of INVIBES in Munich will be strengthened at the beginning of this year and that new offices will be set up in the important agency locations.

Valérie Duesberg has over four years of digital marketing experience, most recently as Digital Media Executive with Philip Morris; previously as Account Manager of the United Digital Group (UDG).

In her new position she reports directly to Sven Holsten, Country Manager Germany. *«We are looking for competent online experienced marketing staff who are looking for new challenges. Valérie Duesberg is our first top candidate »*, said Holsten.



Valérie Duesberg, Regional Head of Sale Germany of INVIBES, declared: *« I look forward to bringing the innovative advertising format of INVIBES into the German market, as there is great potential for significantly improved online advertising impact here ».*

At the end of October 2018, INVIBES announced the opening of the first office in Germany and the appointment of Sven Holsten as Country Manager Germany, thus strengthening its commercial presence in Europe, this country becoming for INVIBES the crossroads of all commercial activities, allowing the Group to offer even more proximity and services to local customers.

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 listed company 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>

Financial & Corporate Contacts

INVIBES ADVERTISING

Kris VLAEMYNCK, CFO
kris.vlaemynck@invibes.com

ACTUS finance & communication

invibes@actus.fr
+33 1 53 67 36 94

ATOUT CAPITAL

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

Media relations

Anca MARCU
anca.marcu@invibes.com
