

## Switzerland: successful deployment of an innovative offer and first commercial milestones

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Paris, 20 September 2016 - **INVIBES ADVERTISING, an advanced technology company specialized in digital in-feed advertising, has confirmed the successful launch of its new activity and the signing of its first in-feed advertising campaigns in Switzerland.**

Since the opening of its first office in Switzerland in February 2016, INVIBES ADVERTISING and partner ROMANDIE NETWORK SA have already signed a series of campaigns for prestigious clients such as COOP, UBS, SBB and Swissquote, and for other global advertisers such as H&M.

ROMANDIE NETWORK SA is the leading digital advertising space broker in French-speaking Switzerland, working alongside several major French media groups in the country. Its premium advertising network manages over 20 million video views and 165 million pages viewed each month, making it a strategic partner for INVIBES ADVERTISING which has signed a distribution agreement giving it exclusive rights to invibes.ch in Switzerland.

Backed by its partner's market expertise and its own innovative technology, INVIBES ADVERTISING is already referenced on several leading Swiss websites including NZZ.ch, Romandie.com and Lenouvelliste.ch.

Just six months down the line, the team is also in promising talks that may lead to major new contracts between now and the end of 2016. This more than satisfactory progress report clearly confirms the value of the strategy for international growth implemented by the company's management.

Nicolas Pollet, CEO and co-founder of INVIBES ADVERTISING, said: *"We are delighted with the launch of our activity in Switzerland and the credibility it lends to our strategy for expansion outside France that we intend to accelerate even further. Our expansion overseas is guided by a genuine desire to develop quality and lasting business relations with international advertisers around the world"*.

*Next publication: H1 2016 results on 3 October 2016*

### **About INVIBES ADVERTISING**

Created 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 diffusion in a closed network of media sites (LAGAREDERE, LEMONDE.FR, CCM BENCHMARK GROUP, etc.). Its clients are major brands (PSA, VOLKSWAGEN, L'OREAL, MICROSOFT, etc.). INVIBES ADVERTISING is a *Pass French Tech* accredited company with a turnover of over €1.75 million. Since inception, the company has enjoyed an average annual growth rate of close to 100%, a dynamic performance it fully intends to maintain over the long term.

INVIBES ADVERTISING is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

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