

Press release

Invibes Advertising records 140% organic growth in H1 2021

London, 15 July 2021 – Invibes Advertising, an advanced technology company, specialising in digital advertising, reports organic growth of +140% for H1 2021.

H1 2021 revenues show an increase of +143% compared to H1 2019 (€3,610K).

<i>Unaudited consolidated data, in €k</i>	H1 2021	H1 2020	Δ
Consolidated revenue	8,783	3,666	+140%

Becoming an International Group has been a goal for Invibes Advertising since its inception. The latest H1 2021 performance confirms that the company is well on its way to achieving this, with offices in 8 key markets in Europe.

The international expansion is set to continue throughout 2021, with new offices planned in the Nordics, Eastern Europe, Turkey, Dubai, and South Africa. In addition, the Group intends to expand its inventory into the USA, Russia, and Asia to accelerate its international cross-market offering.

In addition to a sharp rise in the number of customers in the last few months, the company has seen a substantial increase in the average basket size. With the strength of this recent performance and its solid financial structure, Invibes Advertising is confident that it will maintain a sustained pace of growth in 2021.

About Invibes Advertising

Invibes Advertising is an advanced technology company that specialises 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 optimised 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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