

SUCCESSFUL €2 MILLION PRIVATE PLACEMENT TO DRIVE INVESTMENTS

Paris, 25 April 2018 - **INVIBES ADVERTISING (Euronext Access: MLINV | BE0974299316), an advanced technology company specialising in digital in-feed advertising, announces the success of a capital increase amounting to €2 million in total performed as part of a private placement with institutional investors**

The private placement with four institutional investors (FINANCIERE ARBEVEL, GENERIS CAPITAL PARTNERS, INOCAP GESTION and TURGOT MIDCAPS France) was approved by the company's Board of Directors on 24 April 2018.

It is designed to provide INVIBES ADVERTISING with the requisite funds to drive its growth momentum by investing in its three priority development areas:

- Continuing to develop its business on existing markets in France, Spain and Switzerland;
- Entering a new key market in Europe to be chosen between two priority targets, Germany or the UK;
- Continuing to invest in R&D, primarily in Data, in order to consolidate the advantages of INVIBES's innovative offering (Formats, Reach and Data).

INVIBES ADVERTISING has a robust technology positioning. The latest Médiamétrie / NetRatings survey reported **traffic (Reach)** of over 40 million unique visitors per month on partner websites, thus ranking the Company alongside giants such as YouTube and Facebook, who posted 44 and 45 million unique visitors respectively.

In **Formats**, INVIBES ADVERTISING has just launched its 23rd in-feed format, which offers a choice of advertising experiences among the most comprehensive on the market.

The last area in which the Company plans to strengthen its offering is **Data, which offers targeting solutions** enabling advertisers to reach web users in accordance with their centres of interest. With Data, INVIBES ADVERTISING wishes to allow advertisers to further fine-tune their targeting by using new behavioural data such as purchasing behaviour. For this purpose, the Company is developing its technology platform in order to sign agreements with data-owning partners so that data can be shared in accordance with the new European data protection regulation (GDPR).

INVIBES ADVERTISING co-founder Nicolas Pollet said: *"We are proud of this success and would like to extend our heartfelt thanks to the institutional investors who have placed their trust in us through this transaction. This fundraiser will enable us to increase our financial flexibility and obtain the funds we need to continue our deployment, by activating our geographical and technological development drivers.*

We also plan to transfer our share to the EURONEXT GROWTH market in the near future, a key stage in our growth strategy aimed at developing INVIBES ADVERTISING on a market more tailored to its size and offering investors the opportunity to invest in a cutting-edge, fast-growing AdTech company."

Terms and conditions of the transaction

The transaction involved the issuance and admission to Euronext Access of 380,952 new shares at a price of €5.25 per share, for a total amount of €1,999,998, which corresponds to a 13.2% discount on the 23 April 2018 closing price.

Following the transaction, INVIBES ADVERTISING's share capital will amount to €4,164,983.11, divided into 2,596,610 shares. 35.5% of the shares will be held by the founders and 39.9% by the original investors, with a free float of 24.6%.

New shares will rank *pari passu* with existing shares. They will be listed on Euronext Access under the same listing as the existing shares (ISIN code: MLINV | BE0974299316). The admission of the new shares issued via the private placement on Euronext Access is scheduled to take place before 30 April 2018.

INVIBES ADVERTISING was advised by ATOUT CAPITAL for this transaction, while the private placement was managed by GFI SECURITIES Ltd acting as placement agent and book-runner.

Read our latest press releases at:

<http://www.invibes.com/fr/fr/investors.html>

<http://www.invibes.com/us/us/investors.html>

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 (CCM Benchmark, Lagardère, Team Media and Prisma). Clients include major brands Cisco, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen. INVIBES ADVERTISING is a Pass French Tech 2016 accredited company.

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

For more information, go to www.invibes.com - www.invibes.ch

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