

## 2026 Q1 revenue

- Revenue declined in a market environment that remains uncertain
- Further enhancement and automation of Fusion, the generative AI platform
- Operational launch of Fusion extension to Connected TV scheduled for summer 2026

**London, 13 May 2026 – Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, today reports its revenue for the first quarter of 2026.**

In the first quarter of 2026, Invibes recorded revenue of €3.9 million, down 25%. On the refocused scope in place since 2026, centred around its key European hubs: France, Spain, Germany, the United Kingdom, Italy and Belgium, revenue was down 20%.

In an advertising market that remains characterised by cautious spending from advertisers, the Group continues to focus its efforts on improving its commercial and operational efficiency, while pursuing targeted investments in innovation, particularly around Fusion, its proprietary generative AI platform.

### **Enhanced formats and increased automation for Fusion, its proprietary generative AI platform**

Following the initial commercial roll-outs carried out since its launch, Fusion continues to be enhanced with new, more personalised and automated advertising formats, designed to increase the level of campaign personalisation and broaden the range of use cases available to advertisers.

Combined with a largely automated workflow, these innovations strengthen Invibes' ability to offer brands more contextualised, more personalised advertising experiences, designed to maintain high levels of advertising attention.

### **Operational launch of Fusion extension to Connected TV scheduled for summer 2026**

In parallel, the extension of Fusion to Connected TV is progressing in line with the announced timetable.

Following an initial design and prototyping phase, the project has now entered an operational integration phase with media broadcasters, with a view to launching a first operational version during summer 2026.

## Change in governance

Invibes Advertising announces a change in its governance structure, relating to the mandates held on the Board of Directors by its two co-founders and co-CEOs, Kris Vlaemynck and Nicolas Pollet.

BV Nemo Services, represented by Kris Vlaemynck, has stepped down from its role as Managing Director and has been appointed Chairman of the Board. NP Finance, represented by Nicolas Pollet, has stepped down from its role as Chairman of the Board and has been appointed Managing Director.

This change is consistent with the continuity of the Group's governance and does not entail any change in its executive management. Kris Vlaemynck and Nicolas Pollet will both retain their roles as co-CEOs of Invibes Advertising and will continue to jointly embody the Group's strategic and operational development.

## Availability of the 2025 annual financial report

Invibes Advertising announces that it has made its annual financial report for the 2025 financial year available to the public on its website: [www.invibes.com](http://www.invibes.com).

As part of the finalisation of the 2025 year-end closing process, the amount of non-recurring expenses recognised for the financial year was finalised at €231 thousand, compared with the €765 thousand stated in the annual results press release published in March 2026. This adjustment, amounting to €0.5 million, results in an equivalent improvement in the operating profit and net profit published in the 2025 annual financial report.

**Next publication:** sales for H1 2026, on 28 July 2026 (after trading).

## About Invibes Advertising

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaigns—delivering hyper-personalized, impact-driven advertising experiences tailored to each audience and context. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled engagement, brand uplift and business outcomes for advertisers.

To partner with top global companies like Microsoft, Coca-Cola, IKEA, Volkswagen, and H&M, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

## Rethink Possibilities

[www.invibes.com](http://www.invibes.com)

Invibes Advertising is listed on the Euronext Stock Exchange  
(Ticker: ALINV – ISIN: BE0974299316)



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