

H1 2025 Revenue

- Revenue down 15.1%
- Ongoing strategic focus on core European markets
- Launch of Fusion, a new generation of proprietary ad solutions powered by generative AI

London, 24 July 2025 - Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, announces its revenue for the first half of the 2025 financial year.

H1 business performance

In the first half of 2025, Invibes posted consolidated revenue of €10.0 million, down 15.1% on a pro forma basis compared to the same period last year.

This decline reflects a still-challenging market environment, shaped by growing competitive pressure and more cautious budget decisions from advertisers. It also corresponds to a strategic transition phase, during which the Group has focused on streamlining its geographical footprint—phasing out operations in its so-called “Start-up” markets—and rolling out new high-value-added offerings.

Excluding the contribution from “Start-up” markets, revenue came in at €9.6 million, representing a year-on-year decline of 15.9%.

Ongoing strategic focus on core European markets

As outlined in the first quarter, Invibes continues to rationalize its geographic presence in order to focus resources and investment on its main European hubs.

This strategic shift is aimed at strengthening operational resilience and optimizing the Group’s cost structure in an increasingly volatile market.

As part of this effort, the company also adjusted its organization, resulting in a net reduction of around 50 full-time equivalents on a total headcount to 180.

This refocus is designed to reinforce the Group’s economic fundamentals, accelerate the path to a structurally profitable and cash-generative profile, and support the deployment of high-value tech solutions—particularly those involving artificial intelligence.

Launch of Fusion, a new generation of proprietary ad solutions powered by generative AI

Building on the momentum established in Q1, Invibes continues to execute its innovation strategy, positioning generative AI as a cornerstone of its value proposition.

This move reflects the Group's commitment to helping clients navigate rapidly evolving digital behaviors and growing demands for campaign performance and transparency.

In this context, Invibes is proud to announce the launch of Fusion, a proprietary solution that uniquely combines automated content creation with intelligent targeting optimization, all within a unified ecosystem.

Unlike traditional approaches that typically focus on one or the other, Fusion enables continuous interaction between creative performance and media intelligence—paving the way for more relevant, agile, and effective campaigns.

This powerful synergy simplifies advertisers' operational processes while maximizing the impact of their media spend.

Already adopted by leading brands such as Decathlon and VisitGlasgow, Fusion exemplifies Invibes's ambition to offer a distinctive, value-creating solution that drives long-term client performance.

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

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(Ticker: ALINV – ISIN: BE0974299316)

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