

Q4 2025 Revenue

- Revenue down 32%
- Promising commercial rollout of Fusion, the proprietary generative AI platform
- A more agile and higher-performing sales organization
- Recognized leadership in advertising attention

London, 27 January 2026 – Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, today reports its revenue for the fourth quarter of 2025 and cumulative revenue for the full year 2025.

In the fourth quarter of 2025, Invibes recorded consolidated revenue of €5,7 million, representing a decline of 32% compared with the same period last year, against a market backdrop still marked by strong advertiser caution and late budget allocation decisions.

This trend is in line with that observed in the third quarter and reflects a year of major strategic transition, during which the Group significantly reshaped its organization, scope and offering in order to sustainably strengthen its fundamentals.

On a cumulative basis for the twelve months of the year, revenue amounted to €19,3 million, down 23%.

Promising commercial rollout of Fusion, the proprietary generative AI platform

Officially launched in September 2025, Fusion, Invibes' proprietary generative artificial intelligence platform, has been presented to advertisers and has received particularly positive feedback.

While the launch took place at a time when many advertisers had already committed their media budgets, Fusion nevertheless succeeded in attracting several brands and, within its first months of commercialization, enabled the deployment of campaigns for more than 10 clients, including Decathlon, Pandora, Vespa and Volkswagen.

Although the strategic initiatives implemented in 2025 have strengthened the group's fundamentals, they have not yet achieved revenue stability. Concurrently, management is actively exploring additional strategic alternatives.

A more agile and higher-performing sales organization

As part of its strategic refocus, Invibes has adapted its sales organization by significantly reducing its sales force, while achieving a marked increase in revenue per sales representative.

This evolution illustrates the ramp-up of a more selective, more efficient and more value-driven model, supported by differentiated technological tools and an offering with a higher level of innovation.

Recognized leadership in advertising attention

During the year, Invibes also stood out on several occasions at the top of rankings recognizing excellence in advertising attention (Lumen, Xpln.ai, DoubleVerify), confirming the relevance of its positioning.

In an advertising market where attention has become the primary selection criterion for advertisers, these distinctions strengthen the Group's credibility and highlight the differentiation of its advertising solutions.

On this occasion, Nicolas Pollet and Kris Vlaemynck, co-CEOs of Invibes, stated:

"The year 2025 represents a defining milestone in Invibes' transformation. We now have a more agile organization, a differentiated technology offering, and performance indicators that validate the relevance of our strategy. The launch of Fusion and the recognition of our leadership in advertising attention are key levers as we enter the next phase of the Group's development."

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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