



**ADVISED INVIBES ADVERTISING
FOR ITS €2.0M FUNDRAISING WITH GENERIS CAPITAL PARTNERS**

November 2019



Created in 2011, INVIBES ADVERTISING is a technological company at the very heart of digital advertising which developed a non-intrusive and effective solution based on “in-feed” format integrated within media contents. This technology, inspired by social networks, allows the implementation of targeted and personalized advertisements directly within the reading flow of media publications.

INVIBES ADVERTISING’s customers base includes many blue-chip companies (MERCEDES, SAMSUNG, AIR FRANCE, IBM, etc.) whose advertising contents are implemented within the digital publications of leading French and European advertising groups (LAGARDERE, HEARTS, AXEL SPRINGER, etc.).

After entering the FT 1000 for 2019, the company recently announced a 9-months turnover of €5.9M, growing by 99% (+61% at constant perimeter). INVIBES ADVERTISING is listed on Euronext Growth in Paris (BE0974299316 - ALINV).

ATOOUT CAPITAL advised INVIBES ADVERTISING for a €2.0M private placement (with a conditioned complement of €0.5M) with GENERIS CAPITAL PARTNERS. Based on the current share price of €5.3 and on an average maximum price of €8.0 per new share issued, the transaction will be accretive for the shareholders and for the management.

This fundraising will allow INVIBES ADVERTISING to keep on innovating through R&D, and to accelerate its European expansion with the planned opening of 3 new high-potential countries: UNITED-KINGDOM, ITALY and AUSTRIA (after implementations in FRANCE, SPAIN, SWITZERLAND and GERMANY), in order to offer pan-European advertising campaigns to its clients.