



**ADVISED INVIBES ADVERTISING  
FOR A €5.0M PRIVATE PLACEMENT**

April 2021



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. The Group’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 (BERTELSMANN, HEARTS, UNIFY, GROUPE MARIE CLAIRE, AXEL SPRINGER, etc.).

INVIBES ADVERTISING continued its European development in 2020, with the opening of 3 new countries (Italy, Belgium, and UK). This strong presence outside of France allows the Group to offer a pan-European approach to its advertising campaigns, meeting the expectations and the needs of its customers.

INVIBES ADVERTISING announced a turnover of €11.5m for FY2020, with a growth (organic) of 19% vs. FY2019, demonstrating its dynamism and the resilience of its business model despite the COVID-19 crisis. INVIBES ADVERTISING is listed on Euronext Growth in Paris (BE0974299316 - ALINV).

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*ATOOUT CAPITAL advised INVIBES ADVERTISING for a €5.0m private placement with NEXTSTAGE AM, GENERIS CAPITAL PARTNERS, and private investors. The originality of this transaction is based on the ability of the Group to exercise a call option on all the new shares issued, thus potentially resulting in a non-dilutive operation for historical shareholders.*

*This funding will enable INVIBES ADVERTISING (i) to pursue its R&D investments (including AI, etc.), (ii) to accelerate its expansion (Nordics, North-Eastern Europe, Russia, etc.) in order to strengthen its pan-European offer and (iii) to be opportunistic in the event of external growth opportunities.*