



**ADVISED INVIBES ADVERTISING ON ITS
PRIVATE PLACEMENT CAPITAL INCREASE OF NEARLY €17M**

January 2022



INVIBES ADVERTISING is an advanced technology company specialising in digital advertising. Its innovative solutions are based on an in-feed format, integrated into media content. INVIBES ADVERTISING is inspired by social media advertising and develops its own technology to help brands to better communicate with consumers. Its technology is optimised for delivery on a closed network of media groups, including BERTELSMANN, HEARST, UNIFY, GROUPE MARIE CLAIRE, AXEL SPRINGER, and many others. Clients include major brands such as MERCEDES, SAMSUNG, LEVI'S, AND IBM.

In 2021, INVIBES ADVERTISING accelerated its development in all existing countries (France, Spain, Switzerland and ML2Grow) and in countries in scale-up phase (Germany, UK, Italy and Belgium). At the end of the year, the company expanded into new countries: the Netherlands, Nordics, South Africa and the UAE.

INVIBES ADVERTISING has announced a doubling of its turnover in 2021 compared to 2020, to €23.3m, entirely through organic growth. INVIBES ADVERTISING is listed on the Euronext Growth compartment in Paris (BE0974299316 - ALINV).

ATOUT CAPITAL advised INVIBES ADVERTISING on the completion of a capital increase by private placement of nearly €17m (for an initial target of approximately €15m), via the accelerated construction of an order book.

This fundraising will allow INVIBES ADVERTISING to (i) strengthen commercial development in existing countries, (ii) open new countries (building on the success of launches in more than 10 countries), (iii) strengthen the technology platform, (iv) deploy a 100% self-service platform dedicated to SMEs and (v) develop the subsidiary ML2Grow, which specialises in business services for Big Data and artificial intelligence projects.