

## INVIBES RIVALS TRAFFIC OF GIANTS GOOGLE AND FACEBOOK IN FRANCE IN THE MEDIAMETRIE RANKINGS

Paris, 15 March 2018 - **INVIBES ADVERTISING**, an advanced technology company specialising in digital in-feed advertising has posted record hits on its advertising formats, with 36.8 million unique visitors (UV) according to the latest global Internet rankings published by Médiamétrie//Netratings in February (November 2017 figures).

With this excellent level of REACH\*, INVIBES rivals giants such as Google and Facebook, which posted 49.8 million and 45.4 million UVs respectively in the same ranking published by MEDIAMETRIE.

These outstanding results prove the power of INVIBES' in-feed advertising offering, deployed and managed on the busiest traffic hubs, and confirm the merits of the company's strategy to step up and pursue innovation aiming at greater user interactivity and engagement.

**Next publication: 2017 full-year results: 21 March 2018.**

**An information meeting will be held at 5.30 pm at the SFAF offices.**

*Read our latest press releases at:*

<http://www.invibes.com/fr/fr/investors.html>

<http://www.invibes.com/us/us/investors.html>

*\*REACH is the ability to capture a very large audience. The INVIBES platform can manage, in real time, the display of multiple ads on tens of millions of page views per day.*

### **About INVIBES ADVERTISING**

Created in 2011, Invibes Advertising is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Team Media and Prisma). Clients include major brands Cisco, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen. INVIBES ADVERTISING is a Pass French Tech 2016 accredited company.

It is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

Follow the latest news about INVIBES ADVERTISING on Twitter: [@Invibes\\_Ads\\_FR](https://twitter.com/Invibes_Ads_FR)

Investor relations

**INVIBES ADVERTISING**

Kris Vlaemynck, CFO  
kris.vlaemynck@invibes.com

**ACTUS Finance & Communication**

Anne-Pauline Petureau  
apetureau@actus.fr  
+33 1 53 67 36 72

**Media relations**

Vivien Ferran  
vferran@actus.fr  
+33(1) 53 67 36 34