

H1 2026 Revenue

- Revenue decline, primarily impacted by the French market
- Fusion enters a new phase with the planned launch of its first Connected TV advertising products in September
- Integration and initial testing underway with a leading media partner
- Advanced discussions with several other CTV ecosystem players to build out the distribution network

London, 28 July 2026 – Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, today reports its revenue for the first half of 2026.

In the first half of 2026, Invibes recorded consolidated revenue of €7.6 million, down 19.7% compared with the same period of the previous year. This performance continued to be primarily impacted by the French market, which accounted for nearly three-quarters of the decline recorded over the period.

Against this backdrop, Invibes continues to focus on strengthening commercial momentum across its key European markets (Spain, Germany, the United Kingdom, Italy and Belgium), while pursuing the development of differentiated technology solutions designed to sustainably enhance its value proposition.

Fusion enters a new phase with its expansion into Connected TV

Commercially launched in September 2025, Fusion, Invibes' proprietary generative artificial intelligence platform, continues to expand with its extension into the Connected TV (CTV) ecosystem.

An initial technical integration is currently underway with a leading media partner. Integration and testing will be carried out over the summer, with the solution expected to go live in September 2026.

Through this new offering, Invibes aims to bring cutting-edge, AI-driven digital advertising capabilities to CTV, combining automated creative production, advanced personalisation and contextualisation to deliver more relevant and engaging advertising experiences.

The Group is thereby positioning itself in a fast-growing segment, driven by the increasing convergence of television viewing habits and digital advertising technologies.

In parallel, Invibes is engaged in advanced discussions with several other players across the CTV ecosystem, including broadcasters, streaming platforms, telecom operators, FAST channels and aggregators, with a view to progressively expanding the distribution network for its solutions.

These developments form part of the strategy being implemented around Fusion, with three key ambitions: to continue developing differentiated advertising solutions; to progressively



establish Fusion as a technology platform that can be deployed across multiple environments; and to develop new go-to-market models, notably through a licensing model aimed at media companies and agencies.

Next publication: H1 2026 Results, 29 September 2026 (after market close)

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

www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange
(Ticker: ALINV – ISIN: BE0974299316)

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