Press release

Revenue for the Nine Months Ended 30 September 2026

- Revenue declines amid contrasting trends across the digital advertising market
- First advertising campaign powered by Fusion now live in the Connected TV environment
- Continued innovation and development of two complementary commercial models for Fusion

London, 28 October 2026 – Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, announces its revenue for the nine months ended 30 September 2026.

As of 30 September 2026, Invibes reported consolidated revenue of €10.1 million, down 27% compared with the same period last year.

This performance is in line with the trends observed in the first half of the year, against a backdrop of contrasting dynamics across digital advertising segments, particularly the decline in traditional display advertising formats.

In this environment, Invibes continues to focus on strengthening its commercial and operational efficiency while accelerating the deployment of its proprietary Fusion technology platform across new market segments.

Fusion reaches a new milestone with the launch of its first CTV advertising campaign

Following the announcement in September that Fusion had entered its commercial rollout phase in Connected TV (CTV), Invibes confirms that its first advertising campaign is now live for an advertiser within M6 Group's CTV environment.

The campaign leverages Stream Moodboard HP, one of Invibes' newly developed advertising products, which harnesses Fusion's artificial intelligence capabilities to dynamically enhance and personalise video advertising creatives. Fusion selects the most relevant personalisation parameters based on the viewing context and available data, including time of day, weather conditions and viewer profiles. This approach enables advertising content to be adapted in real time, delivering more relevant messaging to target audiences.

The campaign is also being activated across Invibes' In-Feed environment, demonstrating the complementary nature of the two offerings and the Group's ability to deliver advertising campaigns combining the reach of connected television with the targeting and personalisation capabilities of digital advertising.

This first commercial deployment represents a tangible milestone in Fusion's expansion into CTV, a fast-growing market where Invibes aims to bring advanced personalisation and automation capabilities developed in digital advertising.

An expanding technology offering and new commercial models

Alongside this initial deployment, Invibes continues to enhance its CTV offering, which now comprises six available advertising products designed to address the diverse objectives and industry-specific needs of advertisers.

Among these innovations is Stream Locator HP, a first-of-its-kind precision geotargeting advertising solution designed to enhance the effectiveness of Drive-to-Store campaigns. Using a video advertisement and a database of store locations, the technology dynamically adapts and activates advertising creatives based on the geographic location of the audience. It embeds a map directly into the advertisement, identifying the nearest store and displaying a QR code tailored to the viewer's location, helping turn advertising exposure into in-store visits.

To support the rollout of Fusion, Invibes is developing two complementary commercial models:

- A fully managed offering under which the Group handles campaign management;
- A technology licensing model enabling advertisers and agencies to use Fusion directly to manage their own campaigns.

This approach aims to broaden the commercial opportunities for Invibes' proprietary technology beyond its traditional media sales model.

The Group is also engaged in advanced discussions with several players across the CTV ecosystem, including broadcasting groups and distribution platforms, with a view to progressively expanding the distribution network for its solutions.

With Fusion's initial commercial deployments in CTV, the continuous enhancement of its offering and the expansion of its distribution channels, Invibes is pursuing the diversification of its business, with the ambition of establishing its proprietary technology as a new growth driver over the medium term

Next publication: FY 2026 revenue, 27 January 2027 (after market close)

About Invibes Advertising

At Invibes, we help brands stand out and grow by creating distinctive and more relevant brand advertising experiences, powered by Fusion - our AI layer across Streaming TV and in-feed display

By continuously matching the most relevant creative, audience and context, we turn each advertising impression into meaningful experiences that drive attention, brand differentiation and business outcomes.

Trusted by brands like HPE, Stellantis, Ikea, FedEx and Levi’s, we're building differentiated products through great people, entrepreneurial thinking and #GoodVibes

Rethink Possibilities

www.invibes.com

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(Ticker: ALINV – ISIN: BE0974299316)

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