

Press release

2024 Fourth Quarter Sales

London, 22 January 2025 - Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, has published its sales figures for the 4th quarter and for the financial year 2024.

Breakdown of consolidated sales by quarter

Consolidated data unaudited, in K€	2023 ¹	2024 ¹	Δ
1st quarter	5,202	5,493	+6%
2nd quarter	6,754	6,243	-8%
1st Half	11,956	11,736	-2%
3rd quarter	5,854	5,990	+2%
4th quarter	10,390	8,714	-16%
2nd Half	16,244	14,785	-9%
TOTAL YEAR	28,200	26,440	-6%

In a persistently difficult and demanding environment, Invibes recorded consolidated sales of €8.7m in Q4 2024, down 16% compared with the same period in 2023 on a pro forma basis¹.

Cumulative sales for the year reached €26.4m¹, down 6%.

Breakdown of consolidated sales by country maturity

Unaudited consolidated figures, in M€

Consolidated data unaudited, in K€	2023 ¹	2024 ¹	Δ
Existing countries ⁽¹⁾	17,300	13,785	-20%
Scale-up ⁽²⁾	9,900	11,826	+19%
Start-ups ⁽³⁾	1,000	829	-17%
TOTAL	28,200	26,440	-6%

(1) France, Spain, Switzerland

(2) Germany, United Kingdom, Italy, Belgium

(3) Sweden, Norway, Denmark, South Africa, Netherlands, UAE, Poland, Czech Republic, USA and Singapore

In France, despite returning to growth in the third quarter following the rapid implementation of corrective measures by the Group, which included the recruitment of key personnel and a reorganisation of the sales team, the fourth quarter saw a further marked decline.

¹ After review by the Statutory Auditors, and in order to comply with current accounting rules, the deconsolidation of ML2Grow will only be effective from 1st April 2024. However, for comparability purposes and to reflect the new economic perimeter, fourth-quarter and full-year sales have been restated for ML2Grow for the years 2023 and 2024.

The *scale-up* markets (Germany, United Kingdom, Italy, Belgium) confirmed their momentum, with successive growth in each of the 4 quarters over the year, resulting in a +19% annual increase in these markets in 2024.

It is worth noting that excluding France, the 2024 fiscal year revenue would have shown growth.

Strategic priorities confirmed for 2025

On the strength of its solid foundations and despite an unfavourable environment, Invibes is confident in its ability to rapidly return to growth by focusing on its strategic priorities:

- The ongoing integration of generative artificial intelligence at the heart of its advertising solutions to enhance campaign personalisation and effectiveness, maximising return on investment for advertisers whilst increasing audience engagement.
- The development of innovative vertical solutions tailored to the specific needs of each industry. Invibes plans to extend its offering with new vertical solutions, following the example of those already dedicated to sectors such as fashion, automotive and tourism, thus providing tailor-made responses to the unique marketing challenges of each sector.
- Targeted recruitment and vertical reorganisation of its sales teams: by creating vertical specialists within the sales teams and organising by industry, Invibes will be able to better understand the issues specific to each of these sectors, thereby improving the effectiveness of advertising campaigns through highly personalised solutions.

Next publication: FY 2024 results, on 26 March 2025 (after trading)

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 campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, 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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