

Invibes Advertising announces two strategic appointments to accelerate growth

London, 24 March 2025 - Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, announces the appointments of Stève Saleyron and Stéphane Allard to key positions to support its acceleration in France and internationally.

These strategic appointments underscore the Group's commitment to unlocking the full potential of hyper-personalised advertising powered by Generative AI. The aim is to significantly enhance commercial synergies across global markets, providing advertisers with increasingly effective solutions that align with their evolving needs in a rapidly changing digital landscape.

Stève Saleyron appointed Country Director France



Stève Saleyron, previously Sales Director for France, has been appointed Country Director, overseeing all French operations. He succeeds Sami Battikh, who significantly contributed to Invibes' growth in France over the past decade.

Stève brings over 15 years of extensive experience in digital advertising, having held senior roles at prominent advertising organisations such as GMC Media (Groupe Marie Claire) and Reworld Media. In these roles, he successfully developed innovative monetisation strategies centred on content and performance.

In his new position, Stève will concentrate on accelerating Invibes' technological growth in the French market, emphasising hyper-personalised advertising campaigns leveraging generative AI. His strategic leadership and deep market knowledge will be crucial in positioning Invibes as a leading innovator within France's digital advertising landscape.

Stéphane Allard appointed VP of Global Growth & Strategy



Stéphane Allard, who has been with Invibes Advertising for 12 years and previously served as Sales Director for France, has been promoted to VP of Global Growth & Strategy.

Throughout his career at Invibes, Stéphane has developed extensive expertise in commercial strategy and international business development, equipping him with a comprehensive understanding of the industry's global challenges.

In his new role, Stéphane will focus on driving the Group's international growth, aligning commercial strategies across markets, and enhancing coordination among local teams. He will play a pivotal role in expanding cross-market campaigns, empowering advertisers to maximise their impact worldwide. Stéphane's strategic insights and deep industry knowledge will be instrumental in advancing Invibes's international presence and accelerating its global expansion.



Commenting on the appointments, Nicolas Pollet and Kris Vlaemynck, co-CEOs and co-founders of Invibes Advertising, said

"We are delighted to see Stève and Stéphane take this next step within Invibes, their commitment, expertise and strategic vision has contributed greatly to our success to date. Technological innovation and the rise of generative AI are profoundly transforming digital advertising, and we are convinced that their leadership will enable us to meet these challenges with ambition. By consolidating our leadership in France and internationally, we are continuing our commitment to supporting our customers with ever more effective solutions tailored to their needs.

We would also like to extend our warmest thanks to Sami Battikh, who has played a key role in the establishment and growth of Invibes in France. His commitment and expertise have been major assets in our development, and we wish him all the best for the future."

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.

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(Ticker: ALINV – ISIN: BE0974299316)

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