

## Press release

### Q1 2025 Revenue

- 6% revenue decline
- Strategic refocus on Europe
- Acceleration in artificial intelligence

**London, 15 May 2025 - Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, announces its revenue for the first quarter of the 2025 financial year.**

#### 6% revenue decline

In Q1 2025, Invibes reported consolidated revenue of €5.2 million, down 6% compared to the same period last year on a pro forma basis<sup>1</sup>.

This reflects a rapidly evolving market environment, which continues to grow more demanding, prompting the Group to adapt its model to strengthen competitiveness and shore up its fundamentals—laying the groundwork for a new phase of sustainable, profitable growth.

#### Strategic refocus on Europe

In response, Invibes is undertaking a major strategic refocus on Europe, concentrating its resources on its core hubs—France, Spain, Switzerland, Germany, the UK, Italy, and Belgium—to maximize value creation in its key markets. As part of this shift, the Group will wind down operations in its “start-up” markets (UAE, South Africa, USA, Asia-Pacific, Netherlands, Poland) by summer 2025, while ensuring seamless continuation of ongoing campaigns through its network. Excluding the impact of “start-up” markets, revenue would have declined by 7% in Q1 2025.

This strategic repositioning aims to strengthen the Group’s fundamentals, restore profitability, and transition quickly to a structure that generates positive net cash flow, with expected annual savings of €1.4 million starting in 2026.

#### Pushing forward in generative artificial intelligence

In parallel and building on the sustained investments made over the past year, Invibes is accelerating in generative artificial intelligence, a key lever to transform advertising effectiveness.

Following the successful launch of Invibes Outfit HP, a hyper-personalization solution tailored to the fashion industry, further sector-specific rollouts are planned in the coming months.

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<sup>1</sup> Following review by the statutory auditors, and in compliance with applicable accounting standards, ML2Grow was deconsolidated effective April 1, 2024. For comparability purposes and to reflect the new economic scope, Q1 2024 revenue has been restated to exclude ML2Grow.



By integrating generative AI across all stages of a campaign—from visual creation to targeting and real-time optimization—Invibes aims to amplify engagement, brand impact, and business results, all at no additional cost to clients.

**On this occasion, Nicolas Pollet and Kris Vlaemynck, co-CEOs of Invibes, stated:**

*"Generative AI is a game-changer that directly addresses the efficiency and productivity challenges of our industry. With the open web under pressure since late 2022, it was essential for Invibes to reinvent itself. This strategic refocus, combined with the acceleration of our AI developments, puts us in a strong position to create more value, deliver high-value solutions to our clients, and open a new chapter of sustainable growth."*

**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](https://www.invibes.com)

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

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