

Invibes Advertising Signs Exclusive Partnership with SMC Group to Expand In-Feed Advertising Solutions in the UAE

London, 18 June 2025 - Invibes Advertising (Invibes), an advanced technology company specialising in digital advertising, is pleased to announce that it has signed an exclusive agreement in the UK with SMC Group, a leading digital advertising and marketing solutions provider. This agreement aims to introduce Invibes' proprietary in-feed advertising technology in the GCC region.

This strategic partnership marks a significant milestone for both organizations. Under the terms of the agreement, Invibes will combine its GenAI-powered technology—which delivers unmatched creativity, precision targeting, and industry-specific solutions—with SMC Group's deep market knowledge and media leadership across the MENA region.

SMC Group's represents key media partners including the Saudi Broadcasting Authority (SBA), beIN Sports, Saudi Airlines, Webook platform, Mawdoo3 websites, and Webedia. Additionally, SMC holds the rights to manage and operate Alawwal Park (King Saud University Stadium), giving it a strong and dynamic presence across the region.

Through this collaboration, brands operating the GCC market will gain direct access to Invibes' innovative in-feed ad formats, designed to drive deeper audience engagement and transform every impression into meaningful impact.

Commenting on the partnership, Mohamed AlKhereiji, Chairman of SMC Group, stated:

"We are proud to announce our exclusive partnership with Invibes, which aligns with our ambitious strategy to expand our digital solutions and deliver the latest advertising innovations to the UAE and the wider region. Our goal is to create advertising experiences that are more engaging and impactful for both brands and consumers. We look forward to building a fruitful future and strengthening our position as a strategic partner and leading provider of integrated and innovative advertising solutions in the Middle East, with a focus on delivering sustainable value to our clients and fostering long-term growth in the media and advertising industry."

Caroline Lidington, Managing Director of Invibes Advertising added:

"We are delighted to partner with SMC to bring our next-generation in-feed technology to the UAE. By combining our GenAI platform with SMC's extensive regional expertise and distribution capabilities, we will offer advertisers a powerful new channel to engage audiences and accelerate growth across the Gulf Cooperation Council"

About SMC Group

Founded in 2018 and headquartered in Riyadh, SMC Group is a leading advertising company specializing in marketing premium media assets across the region. The group represents several top-tier media platforms, including the Saudi Broadcasting Authority (SBA), beIN



Sports, Saudi Airlines, Webook, Mawdoo3, and Webedia, providing strategic access to influential audiences through diverse media channels.

SMC also offers integrated solutions encompassing advertising rights, sponsorships, and digital advertising technologies, enabling brands to deliver greater value to clients and partners in a sustainable and innovative manner.

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

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(Ticker: ALINV – ISIN: BE0974299316)

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Financial & Corporate Contacts:

Kris Vlaemynck, co-CEO

kris.vlaemynck@invibes.com