



PRESS RELEASE
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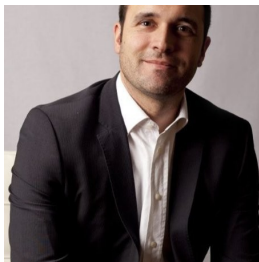
Cosmo5 joins OpenAI's agency partner network to support the launch of ChatGPT Ads in Europe.

10 Cosmo5 clients will launch their first campaigns this week.

Already actively engaged in this space for more than six months, particularly in the United States, international group Cosmo5 has been selected as an official OpenAI partner as ChatGPT advertising launches today across 31 new markets, including Spain, Italy, Germany, the Netherlands and, of course, France.

Cosmo5 has already mobilized 10 of its clients across France and Spain to be among the first advertisers to launch campaigns on the platform and gain early insights from this new advertising environment. These include Bouygues Telecom, Cultura, TotalEnergies and Carrefour in France, as well as Repsol, Fotocasa and Santalucia in Spain.

During this initial rollout phase, which is expected to last several weeks, advertisers can access ChatGPT Ads only through OpenAI's agency and technology partners. Cosmo5 will support its clients in setting up, launching and managing their first advertising campaigns on the platform.



Sylvain Bonnevide, Deputy Managing Director of Cosmo5 Group, is available for interviews and further comments on the topic:

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ABOUT COSMO5

Your marketing transformation partner in the age of intelligence.

Cosmo5 is an international marketing group bringing together 1,300 talents across 30 offices in 18 countries and four continents. Founded in 2001 as Labelium Group and renamed Cosmo5 in 2025, the Group brings together a constellation of 25 expert entities under one shared identity.

Cosmo5 is built around five core areas of expertise — Media, Commerce, Creative, Data and Technology — connecting them through integrated transformation solutions. Supported by more than 200 partners and platforms, this connected ecosystem enables brands to navigate the new age of intelligence with confidence and remain leaders and visionaries in their fields.

www.cosmo5.com