

## ASX Announcement

9 June 2017

### Sharp deploys Invigor's Insights Retail Platform

Leading big data solutions company **Invigor Group Limited (ASX: IVO)** ("**Invigor**", "**the Company**") is pleased to announce it has secured Sharp Australia as a customer for its cutting-edge Insights Retail software-as-a-service (SaaS) data analytics platform.

An iconic and instantly recognisable global brand, Sharp has consistently been at the forefront of innovation across both the consumer electronics and business technology markets since its launch in 1912.

As part of the agreement with Invigor, Sharp Australia will deploy Insights Retail across its diverse portfolio of category-leading home appliance products.

Insights Retail is the leading cloud-based market intelligence solution developed by Invigor that collects real-time data from online and offline prices, freight, consumer demand and marketing activity across a range of industry verticals.

By deploying the Insights Retail platform, Sharp will gain access to actionable insights that will help it to maximise revenues and margins by responding in a rapid and agile manner to changes in industry and pricing conditions.

#### **Management Commentary:**

Invigor's Chairman and CEO Mr. Gary Cohen said: "We are delighted to secure Sharp, a household-name brand millions of consumers and businesses rely on each day, as a customer for Insights Retail.

"Given Sharp's stature as a world leader in terms of both market presence and technological innovation, their decision to adopt Insights Retail is a huge vote of confidence in the platform.

"Invigor has a robust sales pipeline and expects to secure additional clients and product categories for its Insights platform in coming weeks and months."

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**About Invigor Group Limited**

Invigor Group (ASX:IVO) uses its complementary suite of big data products to source, aggregate, analyse and publish content for the benefit of businesses and consumers.

Today its interconnected data sets enable enterprise clients including retailers, brands, shopping centres and government bodies to identify and better understand competitors, consumers, markets and demographics while providing the consumer with the best value-for-money.

Using its current products and a pipeline of additional offerings Invigor will have the ability to provide an end-to-end solution spanning sales, product management, business intelligence, marketing, advertising, content creation and distribution, while monetising each step of the process.