

## ASX Announcement

26 June 2017

### Invigor secures Pernod Ricard Australia as a client for Insights Retail

Leading big data solutions company **Invigor Group Limited (ASX: IVO)** (“Invigor”, “the Company”) has substantially expanded its customer footprint in the alcohol beverage market by signing up Pernod Ricard Australia as a client of its cutting-edge Insights Retail software-as-a-service (SaaS) data analytics platform.

Pernod Ricard is an internationally-renowned liquor manufacturer known for owning the world’s most comprehensive portfolio of iconic wine and spirit brands, including household names such as G.H. Mumm, Jacobs Creek, Chivas Regal, Absolut Vodka, Jameson, Havana Club and Kahlua.

Under the one-year deal, Pernod Ricard Australia will leverage the Insights Retail platform to maximise its revenues and margins in the highly-competitive alcoholic beverage sector by gaining access to insights that will allow it to rapidly respond to changes in industry and pricing conditions.

Insights Retail is the market-leading cloud-based market intelligence solution developed by Invigor that collects real-time data across online and offline prices, freight, consumer demand and marketing activity, including coverage of all major alcohol retailers and brands across Australia.

#### **Management Commentary:**

Invigor’s Chairman and CEO Mr. Gary Cohen said: *“This contract further demonstrates Invigor’s ability to deliver major revenue-generating contracts with major enterprises, such as Pernod Ricard Australia, which strengthen and entrench our position as a leader in the fast-growing data analytics market.*

*“The reality is that cloud-based data analytics is now a critical and indispensable tool for business, particularly in highly competitive industries such as liquor manufacturing and distribution. The Insights Retail platform is ideally placed to capitalise on this trend, leading to a strengthening sales and revenue base for Invigor.*

*“Invigor has a robust sales pipeline and expects to secure additional clients and product categories in coming 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.