

ASX Announcement

15 November 2017

SpotLite delivers 33% surge in paid subscriptions

- **33% increase over last three months in revenue-generating contracts across a range of sectors in Australia, New Zealand, the US, the UK, and Norway**
- **Customers include Hanes, Healthy Life, ITW, Smart Electrical Outlet, Baby Village, Metabo, Comvita, It's Worth More, and Telia**
- **With Amazon's launch, SpotLite is becoming increasingly recognised as an essential tool for competitor monitoring and pricing intelligence**
- **New SpotLite features recently added to drive greater take up**

Leading big data solutions company Invigor Group Limited (ASX: IVO) ("Invigor", "the Company") is pleased to provide this update on revenue-generating customer growth for its SpotLite market intelligence platform, which now has paying customers in Australia, New Zealand, North America and Europe.

SpotLite is a revolutionary cloud-based platform that was officially launched in Australia in early 2017 and internationally in May. It provides businesses of all sizes with invaluable real-time competitor pricing data and analytics, allowing them to improve their profit margins through price optimisation.

The number of paid SpotLite customers is up 33% quarter on quarter. Major new paid SpotLite customers secured during the quarter include leading Australian brands such as Hanes (Bonds), Healthy Life, ITW, Smart Electrical Outlet, Baby Village, and Metabo; New Zealand natural health products maker Comvita (Manuka Honey), US online retailer It's Worth More; and Telia, the leading telephone company and mobile network operator in Sweden, Norway and the Baltic states.

The entrance of Amazon in the Australian market increases the need to focus on competitiveness in order to keep up with extremely data-driven online pricing environments. SpotLite tracks products across more than 25 different industries on every single continent, including online retailers and marketplaces including eBay and Amazon.

A range of new features to further drive SpotLite's growth includes variant price tracking, historical promotion tracking, multi-currency support, a variety of customised reports, State and store specific price tracking, multi-user access and hourly price updates.

Management Commentary:

Invigor CEO Gary Cohen said: "In the post Amazon world, it is becoming more critical than before for brands and retailers to understand what is happening to prices of products in the market place. Invigor has a comprehensive suite of big data and analytics products, such as SpotLite, that can help businesses to address this challenge. The increase in businesses using SpotLite and the growing interest through customer subscriptions provides clear world-wide validation for the platform.

"Invigor's robust sales momentum continues to strengthen, and the Company expects to secure additional clients across a range of product categories over the coming months."

– ENDS –

For further information, please contact:

Gary Cohen
Chief Executive Officer
+61 2 8251 9600

Released through: Ben Jarvis, Six Degrees Investor Relations: +61 (0) 413 150 448

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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.