

# ASX Announcement

15 January 2018

## Invigor's Loyalty technology to be deployed by Singapore's Mercatus in three major shopping malls

### Highlights:

- **Invigor appointed by Mercatus Co-operative Limited to deploy loyalty and Insights solutions in three major shopping malls in Singapore**
- **New major contract strengthens Asian footprint and validates Sprooki acquisition**
- **Invigor's technology now deployed in 25 shopping centres and precincts in Asia and Australia**

Leading data and analytics solutions company, **Invigor Group Limited** (ASX: IVO) ("**Invigor**" or "**the Company**"), is pleased to advise it has secured a major new contract with Mercatus Co-operative Limited (Mercatus), which operates three malls in Singapore, for the deployment of Invigor's Loyalty solution. The three malls are AMK Hub, Jurong Point and Thomson Plaza shopping malls.

Invigor's Loyalty software, which includes several customer engagement and data insights modules, is deployed in over 25 shopping malls and retail precincts across Australia and Asia. Invigor's data-driven solutions empowers retailers and mall management to know their customers and influence their shopping behaviour through combining data analytics with today's digital and physical technology.

Leading shopping centres across APAC such as Far East Organisation, Lendlease, SuperMal Karawaci, Plaza Ambarrukmo and Supacentre Moore Park are also deploying Invigor's innovative, data-driven loyalty and insights solutions.

**Invigor CEO, Gary Cohen said:** "We are delighted to be supporting Mercatus, a leader in Singapore's real estate sector. The contract win strengthens Invigor in Asia and further validates our strategic acquisition of Sprooki."

"There is clear indication of the growing relevance of data in driving asset value for property groups and customer lifetime value for the retail industry. With the challenges retailers and malls face such as margin pressure and the rise of ecommerce, Invigor's solutions play an important role in leveling the playing field through data and tools that help drive turnover, customer knowledge and asset growth.

"We are satisfied with the strong growth in demand and customer opportunities we are seeing for Invigor's solutions. Pricing and Loyalty, in particular, are growing nicely and we expect to continue to secure more partnerships and major customers contracts very shortly. Validation of the technology through growing use by leading brands, retailers and asset owners is strengthening tendering conversion rates and growing our revenue base."

### For further information, please contact:

Gary Cohen  
CEO  
+61 2 8251 9600

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

#### **About Invigor Group**

Invigor Group (ASX: IVO) is a B2B data intelligence and solutions company that turns data analytics into dollars for the retail and service industries. Invigor's innovation in owned retail platforms and unique cross-channel data ecosystem allows businesses to have a holistic view of their customers and competitive landscape to not only understand, but effectively engage with today's physical and digital consumers. Combined with proprietary data and predictive engines, Invigor Group provides strategic insights and recommendations that empower businesses to successfully influence future customer strategy and increase long-term profitability.

#### **About Mercatus**

Mercatus Co-operative Limited is the real estate subsidiary of NTUC Enterprise. Its vision is to own and manage a portfolio of commercial properties to provide NTUC social enterprises with access to commercial space and generate sustainable, long term returns for the Labour Movement.

Web: [www.invigorgroup.com](http://www.invigorgroup.com) | email: [info@invigorgroup.com](mailto:info@invigorgroup.com)



Twitter: <https://twitter.com/InvigorGroup> | LinkedIn: <https://sg.linkedin.com/company/invigor-group>