

ASX Announcement

18 September 2018

Tencent Partner selects Invigor to expand WeChat Pay in South-East Asia

- **36-month MOU secured with China's Winning Group, a Tencent partner, to market and enhance WeChat Services, including WeChat Pay in key South-East Asian markets, initially in Singapore and Hong Kong.**
- **Agreement to integrate Invigor's Loyalty solution into the WeChat platform.**
- **WeChat has over 1 billion users, mainly in China and SE Asia.**
- **Consistent with Tencent's strategy of aggressively expanding its WeChat Pay platform globally with strategic partnerships.**
- **Invigor to share transaction and advertising revenue with Winning Group and Tencent plus further transaction based revenue streams from enhanced Loyalty programs integrated with WeChat Pay.**
- **Invigor will use its established Asian operations to introduce new merchants to WeChat Pay.**

Leading data and analytics solutions company, **Invigor Group Limited** (ASX: IVO) ("**Invigor**" or "**the Company**"), confirms that it has executed a ground breaking Memorandum of Understanding ("**MOU**") with China's Winning Group Holdings Limited ("**Winning Group**"), one of a select number of global solutions providers for WeChat international services, including mobile payments, applications, development and other WeChat related-services.

WeChat is owned by **Tencent Holding Limited (HKG: 0700)**, one of China's largest companies. See tencent.com/en-us. Currently WeChat has well over one billion users with 900 million using WeChat Pay. Currently most of these users are based in China. WeChat Pay is therefore the preferred payment platform used by Chinese travellers overseas.

Under the terms of the MOU, Invigor has been selected to partner with Winning Group to expand WeChat Services, including WeChat Pay to the South-East Asian market, starting with Singapore and Hong Kong. The MOU is consistent with Tencent's strategy of aggressively expanding the WeChat Smart ecosystem outside of China into the global market, where there is growing demand - (see Annexure A).

The Agreement also covers Winning Group integrating Invigor's proprietary Loyalty solution into the WeChat platform thereby creating a more compelling proposition for the merchants that use WeChat Pay targeting China and other markets where WeChat Pay is present.

Winning Group, and as a result Tencent Holdings, are attracted to Invigor's Loyalty solution and that it is able to be integrated into WeChat's established payments and multi-transaction offering. Merchants, whether it be a bricks and mortar retailer, an online store, shopping mall, hotel, restaurant, booking agent or service provider, will benefit from the enhanced WeChat Pay with embedded Invigor technology.

The MOU covers a 36-month term, with an initial project to be implemented during the next three months in the Singaporean and Hong Kong markets.

More detail regarding the terms of the MOU are set out in the Schedule to this release below.

Given Invigor's established presence in Asia, the Company has a solid footprint of large shopping malls and merchants that are seeking ways to deliver a better shopping experience to their customers. These include local shoppers and in-bound Chinese tourists that are all avid users of the WeChat ecosystem. Invigor intends to work with its customers to offer the benefits of WeChat Services.

Revenue Sharing Agreement and Commission Structure

Under the MOU, Invigor will earn revenue in three ways:

- A percentage of transaction revenue (currently estimated at 0.5%) from merchants using WeChat Pay when introduced/acquired by Invigor;
- Advertising revenue when either party initiates a marketing/promotional campaign with a merchant; and
- Transaction fees from merchants based on sales revenue when Invigor's Loyalty solution is deployed.

Management Commentary

Invigor CEO, Gary Cohen said: "There can be absolutely no doubt that this MOU is ground breaking for Invigor and integrates our highly regarded Loyalty solution into one of the world's fast growing and most recognised global payment and transaction platforms. Today there are over 900 million users on the WeChat Pay platform.

"Invigor can now position its solutions with a global company with tremendous scale and reach. This is truly a unique and an exceptional opportunity to grow our revenue on the back of the many millions of users that WeChat and Tencent will provide us.

"Our technology can be integrated seamlessly into the WeChat ecosystem which gives us a walk-up start to the potential of millions of users of the WeChat platform in South-East Asia.

"The revenue-sharing model is well understood and simply defined. Our goal during this initial three-month period is to secure merchant agreements, initially in Singapore and Hong Kong, that recognise the obvious benefits of being part of the WeChat ecosystem. We have a large footprint of merchants and relationships in Asia that we are now approaching.

"This is a huge endorsement for our Company and our solutions and validates the investment we have been making in our Loyalty product set appealing to the likes of global providers such as Tencent.

" We have established an excellent working relationship with the team at Winning Group and we are now focused on a very quick deployment."

Regular updates on progress with respect to this MOU will be made by Invigor.

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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.

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

Schedule

1. The MOU is between Winning Group Holdings Limited and the Company.
2. Winning Group is based in Guangzhou and Hong Kong. It is a global solution service provider of WeChat international services which includes mobile payments, applications, development and other WeChat related services.
3. The Term of the MOU is 36 months with an initial period of 3 months for each party to implement a pilot program to ensure the agreed deliverables are achievable.
4. The MOU is binding. There are no material conditions to be satisfied before it becomes binding.
5. Invigor will support Winning Group with sales and marketing efforts in the agreed Territories with respect to WeChat Pay and related WeChat services.
6. Winning Group appointed Invigor as a Business Partner and will assist in Co-Marketing budgets and supply of know-how to Invigor.
7. The initial Territories are Singapore and Hong Kong.
8. The parties agree to collaborate on product development to support customers including but not limited to Invigor's Loyalty solutions to add value to the current WeChat services currently being offered to merchants.
9. Winning Group will pay Invigor a fee based on a percentage of the actual transaction service fee revenue received from the Merchants by WeChat Pay. Further Invigor and Winning Group agree to share the advertising revenue derived from Merchants as a result of WeChat marketing services and other developed IP.
10. Each party will make their own investment to support these activities.

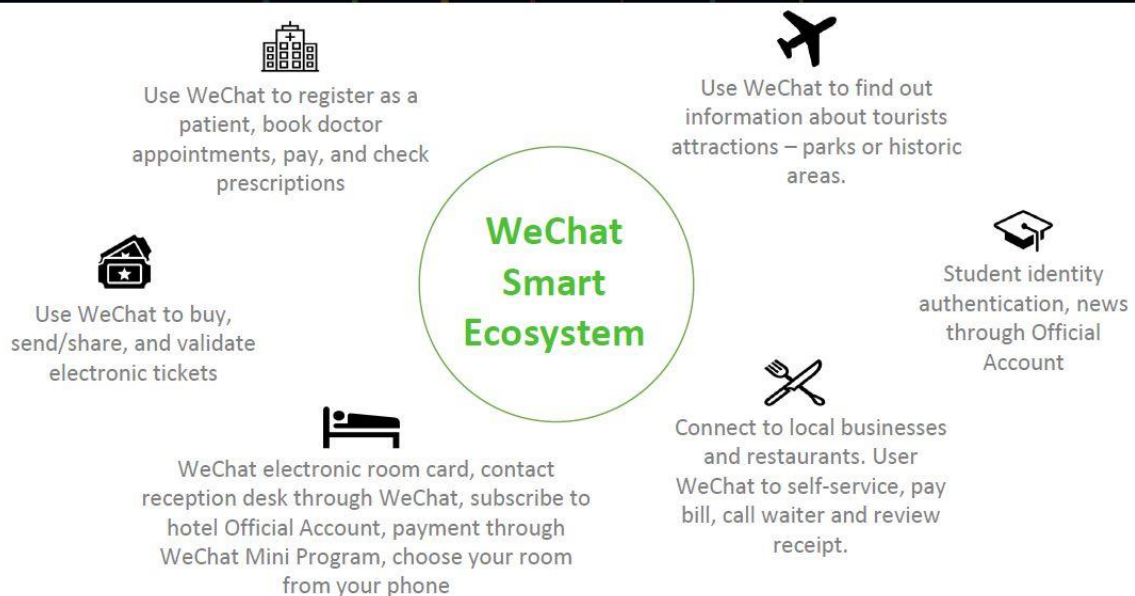
Annexure A

WeChat Pay At A Glance



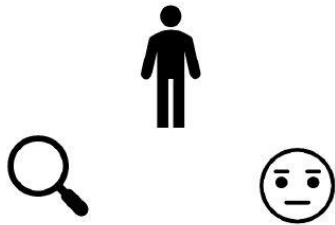
*WeChat users

WeChat As A Life Style



WeChat Pay Smart Solution

Traditional Payment



Hard to find potential customers before payment

Hard to re-reach customers after payment

VS

WeChat Pay Smart Solution

Attract Customers
Increase Turnover
Smart Payment

Customers Recognition
CRM
Cross-border E-commerce



WeChat Pay

Moments Ads

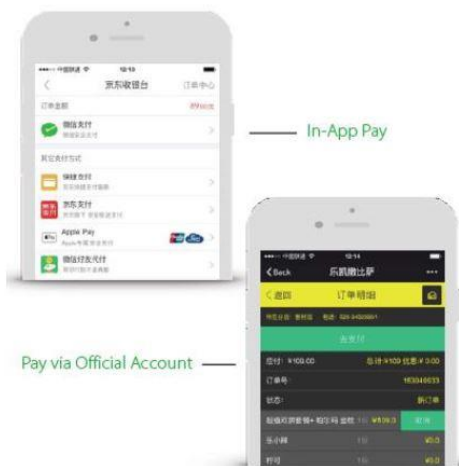
Official Account &
Mini-Programs

Centralized Portal

WeChat Big Data

Bring The Convenience To Online & Offline

Online



Offline



— ENDS —