

## ASX Announcement

3 October 2018

### Invigor to distribute and expand Alipay in Hong Kong with Winning Group

Leading data and analytics solutions company, **Invigor Group Limited** (ASX: IVO) (“**Invigor**” or “**the Company**”) announced on 18 September 2018 a binding Memorandum of Understanding (“MOU”) with China’s Winning Group Holdings Limited (“Winning Group”) to distribute and expand WeChat Pay services in South-East Asian markets.

Invigor has now reached agreement with Winning Group to distribute and expand Alipay services in the Hong Kong territory. Alipay together with WeChat Pay account for most of the market in payment services in Hong Kong.

Alipay is a third-party mobile and online payment platform and one of the most popular payment methods in Asia. See [intl.alipay.com](http://intl.alipay.com). It is also one of the world’s most valued fintech companies at over \$150 billion.

As a result of the agreement, Invigor and Winning Group will be well positioned to grow the payment services market share in South-East Asia through its established presence in Asia, as well as expand its loyalty solution capability.

Invigor’s revenue share is outlined in the ASX announcement of 18 September 2018, but will be based on a percentage of the transaction revenue generated.

**Invigor CEO, Gary Cohen said:** “Alipay and WeChat Pay account for most of the payment transactions in Asia. Winning Group has once again provided us with great opportunities to distribute and expand services across regions in which we already have a strong presence.”

Further details of the opportunity will be elaborated on the “WeChat Update - Investor Web Conference Call” (see ASX announcement 3 October 2018) which will take place on 8 October 2018, at 2 PM AEST. To register and attend:

<https://attendee.gotowebinar.com/register/4827608505732354818?source=ASX+Announcement+2>

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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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