

ASX Announcement

5 November 2018

Invigor wins \$520k in new contracts in Australia

- **Invigor wins new liquor customer Carlton & United Breweries (CUB), a subsidiary of AbInBev, the world's largest brewer**
- **Signs new contract for its Loyalty solution at Manly Wharf and other venues**
- **Annualised Recurring Revenue (ARR) grows over \$2m**
- **On track for sustained business growth**

Leading data and analytics solutions company, **Invigor Group Limited** (ASX: IVO) ("**Invigor**" or "**the Company**"), has strengthened its revenue base securing approximately \$520,000 worth of new contracts.

They form part of the \$1.35m of additional revenue Invigor expects to secure this quarter and contribute positively to the \$2m of Annualised Recurring Revenue (ARR) reported which is now tracking up.

Invigor's pipeline for its Pricing and Loyalty solutions are on track for sustained growth.

Recent contracts for Pricing include Carlton & United Breweries (CUB), a subsidiary of AbInBev, the world's largest brewer with a market cap of \$135 billion. CUB is an Australian brewing company and it produces many of Australia's popular beverages.

Under the one-year contract, CUB will have access to Invigor's existing historical pricing and promotional data as well as real-time competitive pricing intelligence across the whole Australian liquor market. This allows CUB to become more data-driven and rely on Invigor's unique data to help drive strategic decisions and opportunities for direct growth.

CUB's own and licensed brands include Corona, Budweiser, Stella Artois, Beck's, Hoegaarden, Victoria Bitter, Carlton Draught and Pure Blonde to name a few. Invigor's Pricing solution was awarded "Best Pricing and Promotion Analytics" at the recent NORA Solution Provider Excellence Awards.

The contract for Invigor's Loyalty solution, including its Visitor technology, currently deployed at Manly Wharf, is being extended to include more features and is being deployed across more venues.

Invigor expects to secure more contracts in the coming weeks.

Following the shift to a transaction-based business model, and the ground-breaking partnership with China based Winning Group, considerable traction in Asia is being made with a major brand group for the distribution of WeChat Pay in South-East Asia. Other developments that expand the scope of this partnership are also pending.

Comment

Invigor CEO, Gary Cohen said: “These latest contracts underpin our growing ARR streams, an important measure of performance. So too does our ability to lock in contracts with recognised brands and large companies like CUB. It reflects the dependability and appeal of our solutions.

“Solid progress is being made in line with the business strategy across Australia and also in Asia, especially as a result of the partnership with Winning Group. We look forward to reporting on progress imminently.”

– ENDS –

For further information, please contact:

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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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