



## ASX Announcement

30 July 2019

### Invigor's Shopper Insights gaining market traction in Asia Pacific

- **Invigor's Shopper Insights and Loyalty solution** has been selected as the product of choice by major retailers/industry associations, Brands and Finance/Banking groups.
- **In the last quarter Invigor has been selected to assist with driving greater revenue using its solutions for**
  - **Retail Drinks Australia** for its Australian wide membership base
  - **Member Retail Liquor Specialist Group** who is currently using the product across its 11 stores
  - **An Australian national retailer** who is to implement the solution in several of its stores with a potential nationwide rollout
  - **A major international Brand** in discussions with the Company to leveraging its solutions across its products; and
  - **An Asian Banking group** to roll out the first stage of a potential multi store project.
- **The potential size of each of the contracts is significant and is expected to generate substantial ongoing recurring revenue for the Company**

**Invigor Group Limited** (ASX:IVO) ("**Invigor**" or "**the Company**"), reports that its Shopper Insights and Loyalty solution has been selected as the product of choice by several large multi national groups and nationwide Retailers to help drive more revenue in store and increase the share of transactions being generated from shoppers.

In the last Quarter we have secured a major partnership with the Retail Drinks Association that actively promotes our solution across their several thousand membership base. Member Retail Liquor Specialist Group that operates the 11 Celebration and Bottle O stores in NSW and ACT have already contracted to adopt the solution.

A major Australian National retailer is to implement the solution across several of their stores with a view to a Nationwide rollout. An International Brand group are looking also to adopt these solutions to enable the greater take up of their products in the marketplace.

A large Asian banking group as part of its digital strategy is in advanced discussions to rollout the first stage of what will eventually be a multi store project across the Region.

These contracts and their potential value are very substantial and will underpin a strong recurring revenue.

#### Commentary

**Invigor's CEO, Gary Cohen said:** *"Invigor has invested heavily into these two product groups. The payback of our investment with the current adoption and the potential scale of some of the contracts and discussions is very pleasing and validates our prior investment decisions."*

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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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