



1 August 2019

Details regarding Shopper Insights/Loyalty Projects

Invigor Group Limited (ASX:IVO) (“Invigor” or “the Company”) provides further details regarding the the ASX release of 30 July 2019.

1. Retail Drinks Australia (RDA) This agreement is an annual agreement and provides that RDA is to assist the company in making introductions to member organisations with more than ten stores. The company’s Shopper Insights and Loyalty solution will help drive more revenue in store and increase the share of transactions being generated from shoppers. The expected revenue as a result of this association on an annualised basis is expected to exceed \$300,000.
2. 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.
3. Endeavour Drinks Group has agreed to implement the Shopper Insights/Loyalty solution across several of their stores that are currently being reconfigured. This project is to be implemented over the next six months and the initial revenue is expected to exceed \$125,000. Furthermore as indicated the potential to generate revenue in excess of \$700,000 depends on the success of this project and the Group’s desire rollout the solution across its stores nationwide.
4. Advanced discussions have occurred with DBS Banking Group, Singapore. The Initial contract is to rollout the shopper Insights and loyalty solution over 50 retailers during the next three months. The project will be a paid pilot and prices are currently being negotiated. A successful project will lead to revenue in excess of \$1 million annually in respect of a rollout to several hundred retailers and several thousand outlets.

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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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