

ASX Announcement

18 November 2019

Collaboration with CI Australia delivers value at Sydney's Circular Quay

- A collaboration with premier real estate specialists CI Australia and innovative advertising group AdFreeway delivers revenue increase for retailers at Circular Quay.
- Retailers use technology platform to engage commuters, tourists and locals and drive sales during seasonal declines.
- Invigor's investment in Shopper Insights and Loyalty Solution delivers value to retailers and businesses through data analytics.

Invigor Group Limited (ASX: IVO) ("Invigor" or "the Company") in collaboration with **CI Australia** and **AdFreeway** has delivered free public Wi-Fi at Sydney's iconic Circular Quay together with a platform that drives consumer engagement and increased sales for retailers.

The solution, ideal for commuters, tourists, and locals in one of Sydney's main transport hubs was launched in time for Vivid 2019 and has been a success for locals and tourists alike.

Through AdFreeway, an innovative advertising and loyalty solution, businesses have been able to address seasonal declines and drive customer acquisition through targeted advertising and personalised rewards resulting in an overall increase in sales.

Over 20,000 users have registered since launch with the Wi-Fi hotspot popular among tourists with over 67% of registrations being international visitors, and 16% Australian domestic tourists. With gender splits of 53% female and 47% male and age skewed towards millennials, retailers and businesses have benefited from this high spending demographic.

The AdFreeway solution combined with Invigor's loyalty platform has been welcomed by local retailers as being key in managing seasonal declines. *"The program has increased sales and introduced new customers, especially noticeable in seasonally quieter months."* said a Circular Quay Retailer.

Comment from Invigor Group Executive Chairman - Gary Cohen "Invigor and AdFreeway are at the forefront of public Wi-Fi monetisation, delivering data-driven solutions which provide benefits for property owners, retailers and consumers alike."

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About Invigor Group Limited – www.invigorgroup.com

Operating across Australia, Asian, and European markets, Invigor Group is a B2B data intelligence and analytics company that provide data driven solutions to enable brands, suppliers and retailers to understand customers behavior, grow revenue and margin and build loyalty through actionable insights. As markets become more digitized and channels more fragmented, brands, retailers, and suppliers need to innovate and find new ways to engage customers, grow profitability and drive customer loyalty. Invigor has developed a suite of solutions to address this problem. The Company's solutions include a brand solution which is designed to better understand customer journeys, sales drivers and customer lifetime value as well as help brands overcome previous channel blockers by connecting direct to customers through loyalty driven capability. The Company also has a retail solution designed to find actionable insights from Point-of-Sale data for retailers to better understand customer purchase behaviour and promotional effectiveness. Separately the Company provides real time market pricing and competitor intelligence to assist Brands and retailers with more effective pricing strategies.