

ASX Announcement

4 December 2019

Invigor invests in talent for growth in 2020.

Invigor Group Limited (ASX: IVO) (“**Invigor**” or “**the Company**”) has cutting edge solutions for brands and retailers.

As the business gears up for growth in 2020, Invigor has invested in talent across technology, business development, sales and marketing to bring the 2020 strategy to life and deliver value to its clients.

Sonu Mathew who brings 15 years of technology experience joins as **Head of Technology** to integrate AI and machine learning capabilities into the company’s product suite of solutions that’s are designed to enable revenue, margin, and loyalty growth.

To facilitate new business development, **Thierry Manor** joins as **Commercial Director** bringing 30+ years retail, technology, healthcare and transportation executive experience in strategy and consulting across Australia and overseas.

Rohan Dhowan former Head of Sales from Groupon Australia joins Manor as **Sales Director**. With a strong track record and diverse background with brands and retailers, Dhowan will bring over 12 years’ experience across working brands across retail, FMCG, hospitality, entertainment and e-commerce industries.

To lead the company’s marketing strategy **Soraya Tarawneh** has joined as the groups **Marketing Manager**. With 14+ years telco and advertising experience, Tarawneh will be driving sustainable revenue growth into our client’s business with data intelligence and AI marketing through Invigor’s flagship products.

Comment from Invigor Group Executive Chairman - Gary Cohen “Having talented people is crucial and we are investing to build on the businesses core competencies. We anticipate strong growth in 2020 and to help deliver our strategy we have recruited a team of highly talented professionals who bring a diverse background and complementary experience to the group.”

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For further information, please contact:

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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.