

# Annual Results 2019

27 March 2020



# Growth Through Data

Invigor is a **B2B data intelligence** and **analytics** company that provide solutions to enable brands, suppliers and retailers to understand **customers behavior**, **grow revenue** and **margin** and **build loyalty**.



# Invigor provides a dynamic and flexible suite of solutions suite to help drive growth, increase profitability, and grow loyalty.



## Retailer Insights Solution

**Designed for retailers to better connect with their customers.**

- Find actionable insights from existing POS data and better understand customer purchase behavior, promotional effectiveness and product mix.
- Benchmarking and find recommendations to drive value and merchant performance
  - Get visibility into merchant & territory performance



## Loyalty Solution

**A multi merchant loyalty solutions designed for brands and retailers drive customer loyalty.**

- Drive frequency, spend, through targeted retail content, timely rewards, personalised messaging and predictive recommendations.
- Build customer segmentation by category and loyalty profile. Increase customer spend, frequency, and lifetime value by segment
- Built in campaign functionality to build personalised and segmented SMS campaigns



## Pricing Solution

**Designed for retailers and brands to build better pricing strategies.**

- Get market and channel pricing along with competitor intelligence to enable retailers to build more effective pricing strategies and respond to market movement.
- Access to historical pricing to understand previous trends (Liquor & Consumer Electronics sectors)
- Tracks products and pricing across key retailers.

# FY19 Financial Results - Summary

## 6% year on year growth in revenue

- Revenue from sales, licence fees and services from continuing operations from the core Loyalty and Pricing divisions for the period \$965,000, down 23% due to one-off deals in 2018
- \$1,605,000 of revenue from TillerStack Field Force Management (Germany) in 2019, up 51%
- Other income included R&D tax rebates of \$1.1 million (2018: \$1.1 million)

## EBITDAI\* loss from continuing operations of \$4.7 million (2018: \$4.0 million loss)

- A decision was made during the year to write down the carrying value of intellectual property, resulting in an impairment and amortisation charge of \$6.6 million against the Group's goodwill and intangible assets
- Interest and borrowing costs incurred on convertible note and debt facilities of \$1.7 million (2018: \$1.1 million)

*\* loss before financing costs, tax, depreciation, amortisation and impairment*



# Debt Reduction & Capital Management

A general meeting of shareholders will be called in May to approve a number of resolutions including :

- The conversion of a substantial portion of the Company's into equity
- The approval to issue shares to raise additional capital

The effect of these resolutions will be to substantially reduce debt, eliminate interest and financing costs and build up a healthy working capital balance.

All of these steps will facilitate the company's shares to be reinstated on the ASX.



## Who We Are

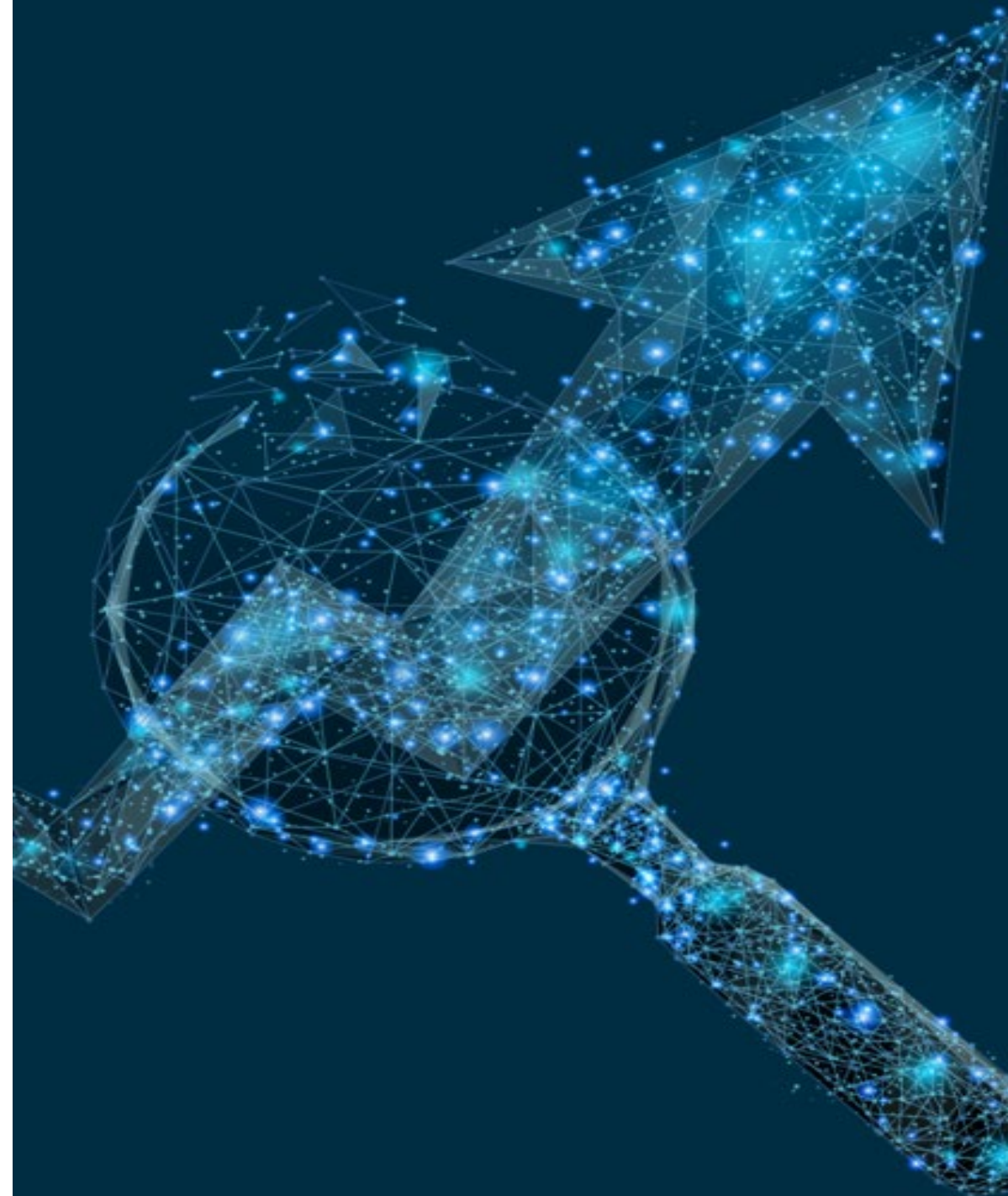
Operating across Australia, Asian, and European markets, Invigor is a B2B data intelligence and analytics company that provide data driven solutions to enable brands, suppliers and retailers to understand customers behavior, grow revenue and margin and build loyalty through actionable insights.

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 are designed to be easily integrated and scalable for brands, retails, and suppliers to implement and extract value from data to drive increased margin and revenue.

Invigor also houses the largest data base of historical pricing across liquor and consumer electronics industries.

Invigor Group is an ASX listed company (IVO) incorporated in 1998 based in Sydney, Australia.





This release has been authorised by the Board and released by Gary Cohen, Executive Chairman.

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