

3 April 2020

ASX Announcement

Invigor secures contract to supply its Pricing Insights platform to SMEG Australia

- Invigor to supply its cloud-based Pricing Insights platform to SMEG Australia
- Invigor's Pricing Insights will deliver access to granular and dynamic data with a 360-degree view of SMEG's products across the Australian marketplace.
- A one-year renewable contract.

Invigor Group Limited (ASX: IVO) ("**Invigor**" or "**the Company**") has successfully secured a contract with SMEG Australia ("**SMEG**") to supply its Consumer Electronics Pricing Insights solution. The SMEG brand has become a household name in Australia for premium cooking and kitchen appliances

The contract with SMEG will provide competitive pricing data, brand share of voice and other aspects of pricing and market data. The initial contract is for one year with a one-year extension. The expected revenue for the whole period is in the range of \$90,000 to \$130,000. The contract has commenced and is not subject to any preconditions.

Invigor houses the largest pricing data base of white goods and consumer electronics data across major brands and retailers in Australia. Capturing online and offline pricing by brand, retailer, local regions and by State, the Company provides its pricing insights to numerous brands and retailers.

Comment from Invigor Group Executive Chairman – Gary Cohen "The timing of the deal is exceptional given the current COVID-19 crisis and the catastrophic impact on the economy. This a clear endorsement of Invigor's valuable solutions in the market and the way it can help brands and retailers alike in these difficult times.

We are looking forward to working with SMEG and being part of a great Australian success story for this iconic brand and company."

Approved and authorised for release by the Executive Chairman, Gary Cohen

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. www.invigorgroup.com | info@invigorgroup.com | twitter.com/InvigorGroup | linkedin.com/company/invigor-group