



ASX Announcement

9 September 2021

Investor Presentation

Invigor Group Limited (ASX:IVO) (“Invigor” or “the Company”) has released the attached Investor Presentation for use for the recently announced proposed capital raise to be undertaken by PAC Partners (ASX Announcement August 13 2021).

Approved and authorized for release by the Executive Chairman, Gary Cohen.

For further information, please contact:

Gary Cohen
Executive Chairman
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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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Twitter: <https://twitter.com/InvigorGroup> | LinkedIn: <https://sg.linkedin.com/company/invigor-group>

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DATA INSIGHTS SAAS PLATFORM FOR BRANDS AND RETAILERS

Investor Presentation | September 2021



INVIGOR SNAPSHOT

Raising up to \$10 million and apply to ASX for reinstatement of trading

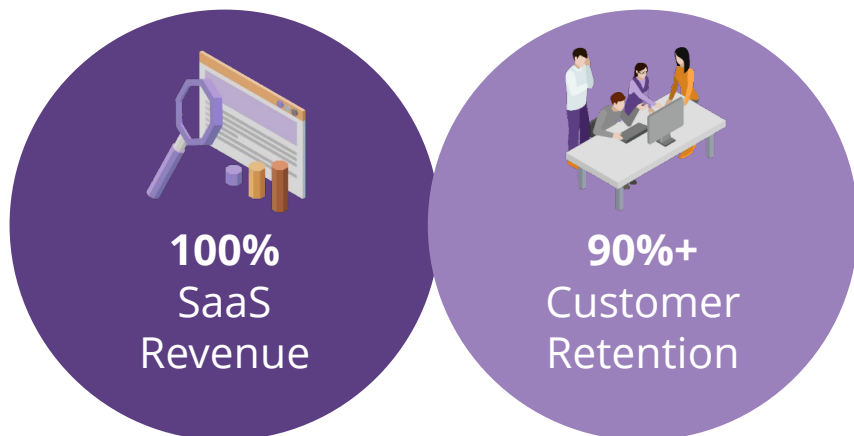
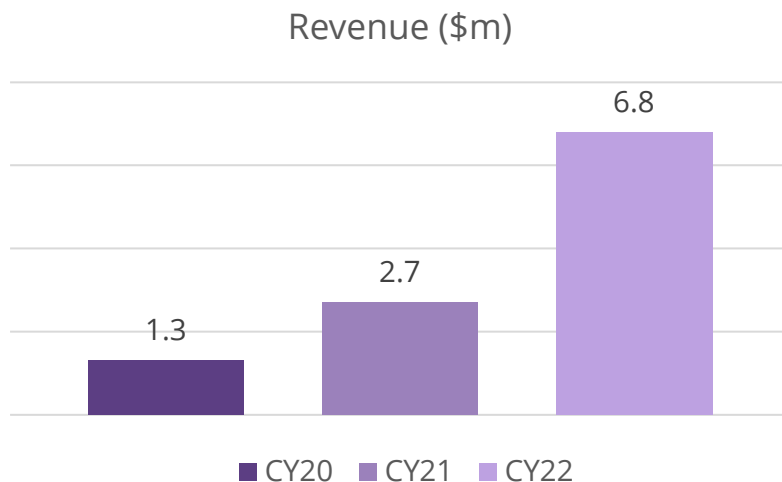


Invigor Group
offers a real-time data
analytics and insights
SaaS platform of AI-
driven competitor
price comparison
and revenue
optimisation tools

Brands and Retailers
use Invigor live data
feeds to automate
price optimisation,
grow revenue, save
time and delight
customers

KEY PERFORMANCE METRICS & CUSTOMERS

Strong recurring SaaS revenue growth, new customer acquisition and share of wallet expansion



Liquor/FMCG



DIAGEO



MoëtHennessey



Electronics



KitchenAid®



BUSINESS HIGHLIGHTS

Raising up to \$10 million and apply to ASX for reinstatement of trading



High growth in data analytics as brands seek improved Direct to Consumer (D2C) understanding



Proven SaaS model with impressive traction and over 90% client retention with high growth



Cash flow positive FY 22 and will generate high margins due to economies of scale



Diversifying and migrating from liquor and electronics into other large verticals



Low risk expansion into international markets with our existing multinational clients

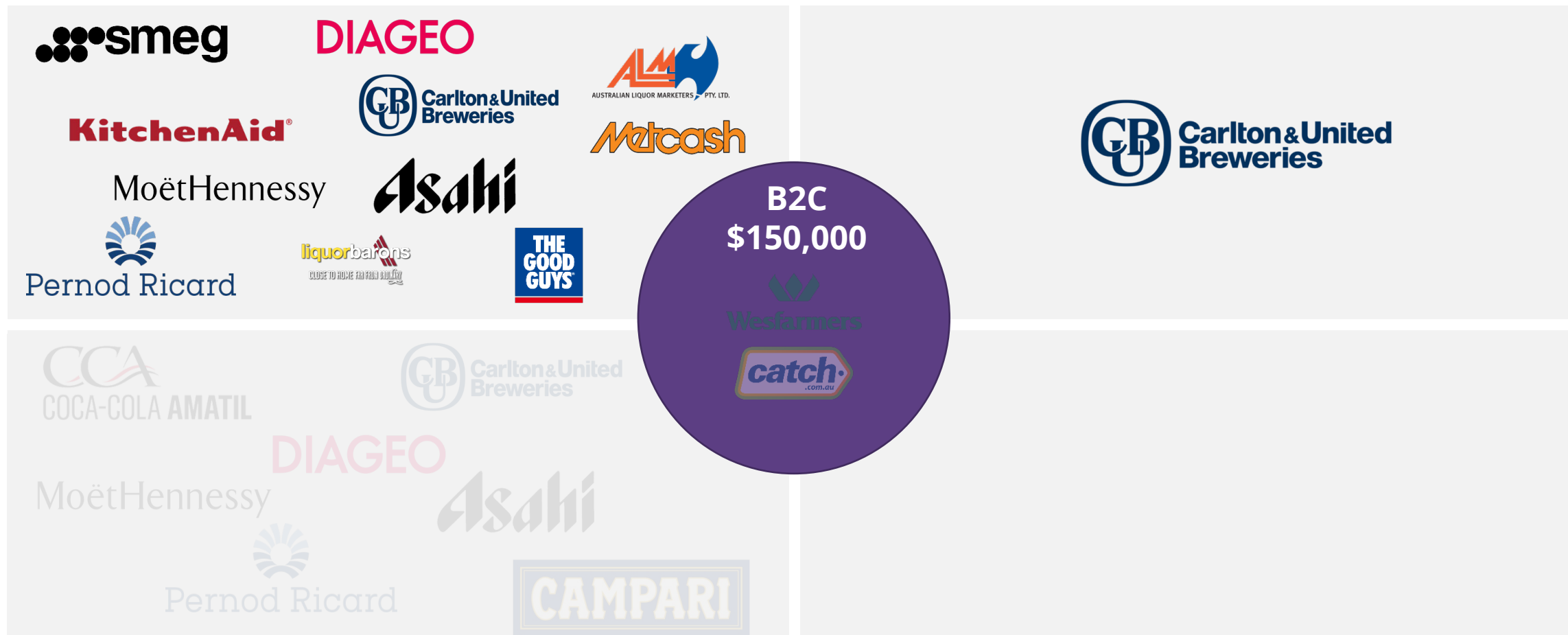


Debt restructuring cleans up capital structure for new growth

*****CUSTOMER BY PRODUCT WITH ACV¹

Pricing Insights: \$135,000

Dynamic Pricing Engine: \$55,000



On Premise Insights: \$75,000

Retailer Insights: \$50,000

COMPETITIVE POSITIONING BY PRODUCT

Pricing Insights: \$5B

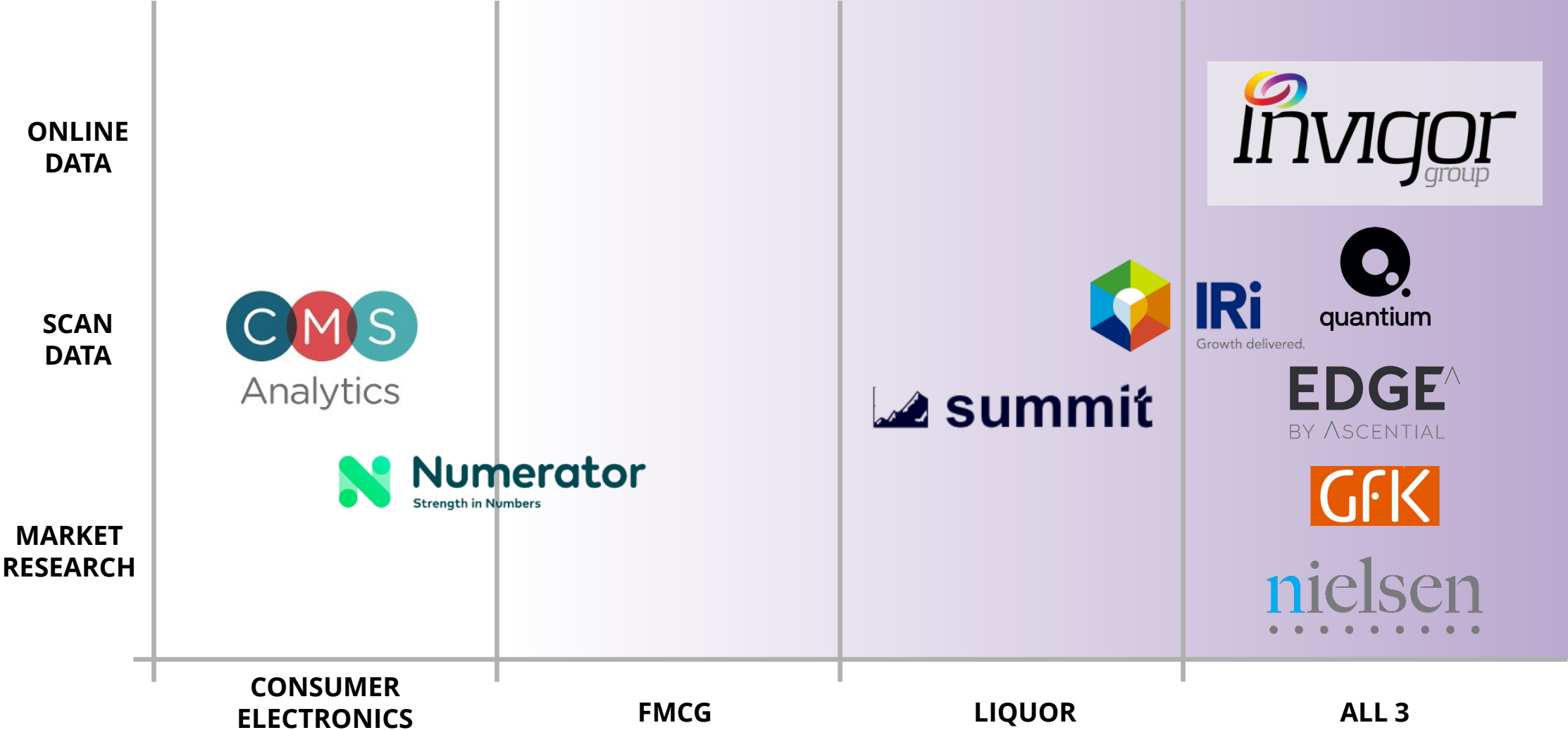
Dynamic Pricing Engine: \$33B



On Premise Insights: \$15B

Retailer Insights: \$2B

ADDRESSABLE GAP



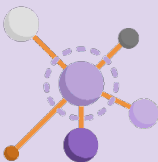
BUSINESS OVERVIEW

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SAAS PLATFORM WITH IN-DEMAND AI DATA TOOLS



In-demand products with 90% conversion rate with prospects

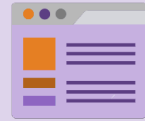
 Pricing Insights	• Proprietary crawling technology to ingest web and catalogue information • Delivers live visibility of all competitor pricing activity • Data analytics to optimise pricing and promotions strategy	50% of revenue
 Dynamic Pricing Engine	• AI-driven platform dynamically adjust prices across multiple channels, live • Tracks and analyses from multiple data sources • Increases revenue and optimises profitability	35% of revenue
 On Premise Insights	• Ingesting POS transactions from >200 venues to deliver SOV insights • Analyses SKU consumption data and basket compositions, to optimise on-premise strategy	10% of revenue
 Retailer Insights	• Proprietary insights tool • Gives retailers visibility of performance across locations, products and customers • Built-in SMS loyalty engine to create campaigns	5% of revenue

TECHNOLOGY ADVANTAGE

\$15 million spent on technology to date to provide the most advanced, real time data in the market



Comprehensive Data Sources



120+ Websites
60+ Catalogues

>150,000
products

>900
brands

>250
sub-categories

Proprietary AI Driven BI

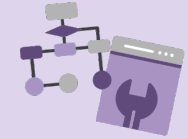


Online Crawlers

Product Matching

Image Masking

Actionable Outputs



Cloudbased UI

CSV/FTP Files

APIs to integrate with
customer systems

VALUE PROPOSITION

Proven to improve top line performance and save resources

Grow Revenue

- Optimise prices across products, stores and regions in real-time
- Know your competitors market share to make decisions to strategically grow market share
- Curate own promotions based on historical and live data



Save Time

- Single access to universe of relevant retail data
- Access to approximately 90% of the online marketplaces
- Personalised alerts to keep a finger on the pulse to revenue sensitive movements

BUSINESS MODEL

Proven to improve top line performance and save resources



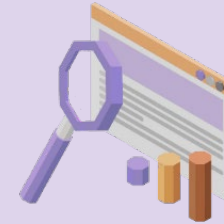
Subscription SaaS

- Annual contracts
- Customisation fees
- Service & Maintenance trails



Modular Platform

- 10 pricing levers to fit any budget
- Ensuring partners receive only the most relevant data for maximum value and usage



High Utility

- Versatile tools, constantly evolving
- Used by commercial teams, marketing, sales, trade and planners
- Provides unique data analytics and insights

EARNINGS TRAJECTORY

Invigor is expecting to be EBITDA positive in calendar year 2022



Year to December	2020	2021	2022	2023
Gross Revenue (\$m)	1.3	2.7	6.8	14.6
Revenue growth	59%	108%	152%	113%
Net EBITDA (\$m)	-2.4	-0.5	1.7	7.4
Platform EBITDA margin			32%	55%

- **CY2021:** Operating revenue is \$1.0m (Jan-Jul), which is 37% of the forecasted annual revenue of \$2.7m
- **2021 Gap:** \$1.7m. \$0.5m of revenue from current customers (Aug-Dec) & \$1.0m of revenue from new customers
- **2021 New Customers**
 - Pipeline
- **CY2022:** \$6.8m. \$3.5m is from renewals
- **2022 Gap:** \$3.3m. \$1.3m of revenue from new customers in existing product verticals, and \$2.0m from new business
- **2022 New Customers:**
 - Strategic Partnership/s
 - Product growth
 - International growth

A woman with blonde hair tied in a bun is sitting on a couch, smiling as she works on a laptop. A brown dog is sitting next to her, looking towards the right. The background shows a bright window with sheer curtains and a small shelf with framed photos on the wall.

GROWTH STRATEGY

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GROWTH STRATEGY

Multiple expansion points from current position

Extensive Pipeline

Expansion by data analytics extension

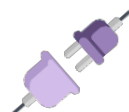
Expansion by sector

Expansion by geography

Advanced discussions with leading players in:



Liquor



Consumer Electronics



Volume-based Data/POS



Other Data Sources



Regional Benchmarking



FMCG



Health & Beauty



Marketplaces



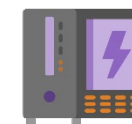
Finance



Grocery



White Goods



Hardware



New Zealand



Singapore/ Asia



United Kingdom



USA

KEY TEAM

Experience in digital, data, technology and marketing



Rohan Dhowan | CEO

Over 15 years experience in leading teams and turning around businesses. Has driven Invigor to cash flow positivity as Sales Director over the past 2 years. Previously Head of National Sales at Groupon Australia.



Sonu Mathew | Head of Technology

A dynamic and result-oriented technology leader with 18 years of global experience, in project and program management, cloud solutions design and development.



Thierry Manor | COO & Executive Director

Has held Executive Sales and Services positions for Tier 1 IT vendors such as Digital Equipment Corporation, Compaq, Cisco Systems and Sun Microsystems.



Darren Wu | Client Services Director

Has a customer-first approach to complex technology challenges. Successful in program delivery and strategic account turnaround and building tech and data related businesses in Asia-Pacific



Greg Cohen | CFO & Executive Director

Extensive expertise in the Financial Services sector including a 27-year career with Ford Motor Credit Company.



Gary Cohen | Executive Chairman

Extensive experience running listed and unlisted tech companies, including CEO of iSOFT for 10 years.

A woman with blonde hair tied in a bun is sitting on a couch, looking down at a laptop. A brown dog is sitting next to her. The background is a bright, sunlit room with a window and some framed pictures on the wall.

CAPITAL RAISE

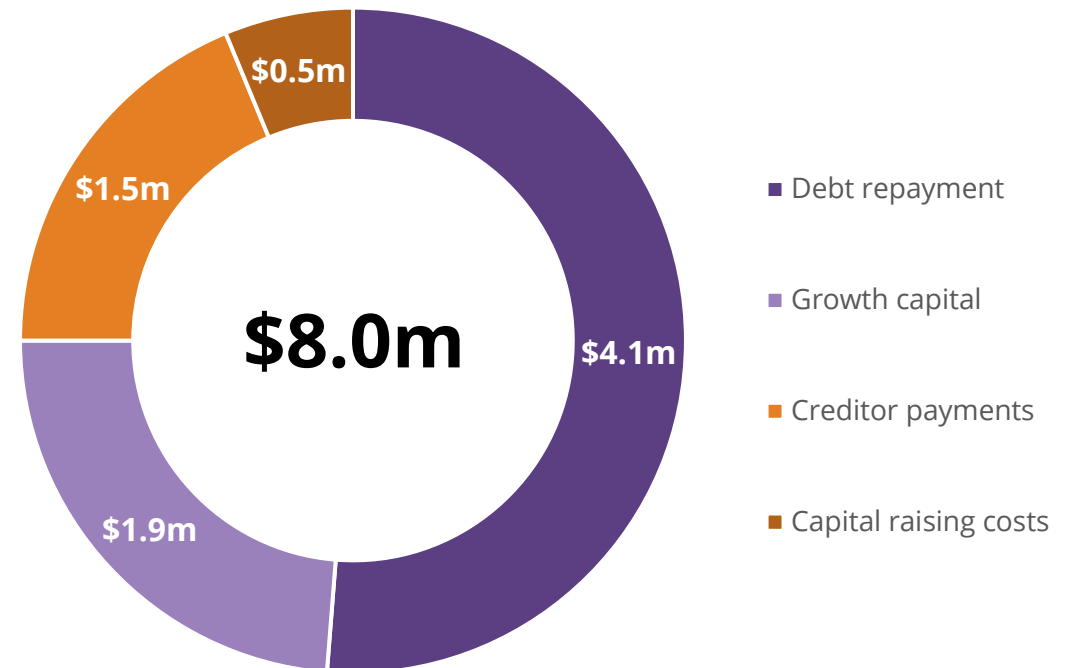
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CAPITAL RAISE

Invigor will undertake a \$8.0m Placement (with an ability to accept oversubscriptions of up to \$2.0m)

OFFER DETAILS Placement	Offer Size & Structure	Capital raising to raise a minimum of \$8.0m (the Offer), comprising: • \$8.0m Placement (40.0m shares) subject to shareholder approval at an EGM; and • Ability to accept oversubscriptions up to an additional \$2.0m subject to shareholder approval at an EGM.
	Placement	Placement will result in approximately 40.0m new shares being issued, representing 41.1% of IVO's issued capital. The Placement is not underwritten.
	Ranking	New shares issued under the Placement will rank equally with existing IVO shares on issue.
	Offer Price	The Placement is priced at \$0.20 per share .
	Lead Manager	PAC Partners Securities Limited

Use of funds



CAPITAL STRUCTURE

Market capitalisation of \$19.5 million post \$8.0m raised

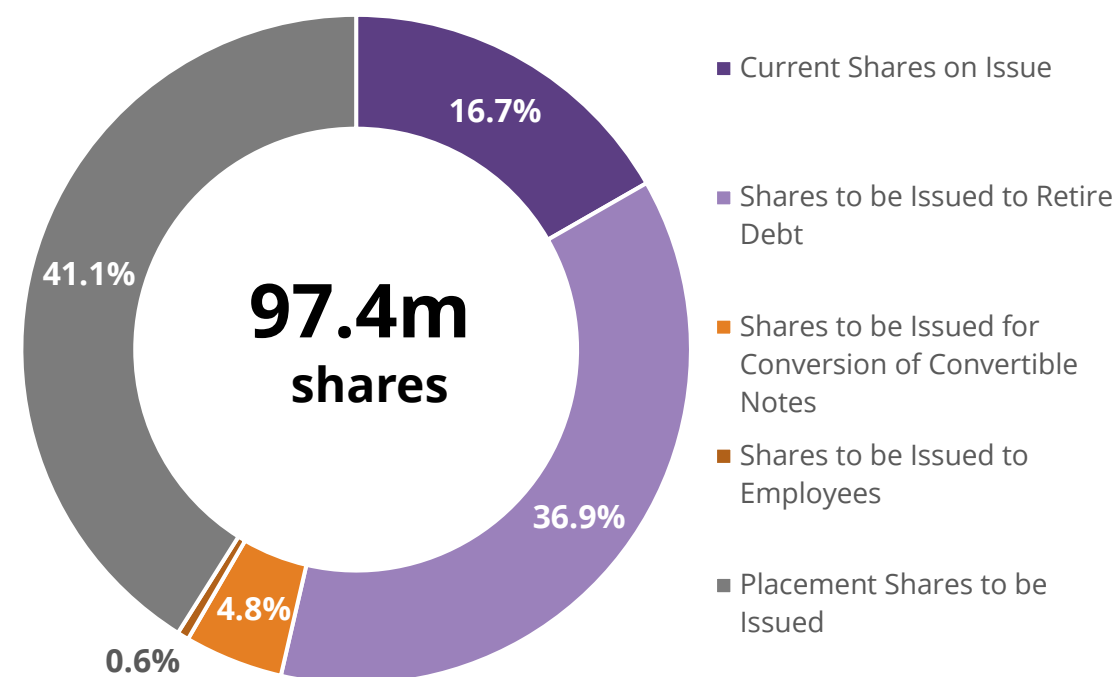


Current Shares on Issue (post 10:1 consolidation)	16,282,684
Market Cap (pre Offer)^{1,2}	\$3,256,537
Shares to be Issued to Retire Debt ³	35,945,847
Shares to be Issued for Conversion of Convertible Notes ⁴	4,641,037
Shares to be Issued to Employees ⁵	546,675
Placement Shares to be Issued ⁶	40,000,000
Shares on Issue (post Offer) ^{1,7}	97,416,243
Market Cap (post Offer)^{2,6,8}	\$19,483,249

Notes:

1. Excludes 5,093,701 options at various expiry dates and exercise prices and 3 warrants for the issue of 716,666, as at 3 September 2021
2. Calculated at the Offer Price of \$0.20
3. Relates to the retirement of \$10,783,754 through the issue of shares at \$0.30 per share
4. Relates to the conversion of convertible notes (face value \$649,745) at \$0.14 per share
5. Shares issued to Employees in lieu of outstanding fees and loans (\$109,335) at \$0.20 per share
6. Excludes any shares issued as a result of the Company accepting oversubscriptions
7. Excludes 31,105,723 options at various expiry dates and exercise prices to be issued in relation to the Company's restructure (including 4,000,000 options issued to the Lead Manager @ 20c).
8. Illustrative Market Capitalisation post Offer at the Offer Price, assuming \$8.0m raised

Post transaction capital structure



TIMETABLE

Indicative timeline for the capital raise



Indicative Timetable ¹	2021
Bookbuild completed for Placement	Thursday, 16 September
Announcement of Placement	Friday, 17 September
Notice of Extraordinary General Meeting (EGM)	Friday, 25 September
EGM to vote on Placement Shares	Monday, 25 October
DVP Settlement of Placement Shares	Wednesday, 27 October
Allotment of Placement Shares	Friday, 29 October

¹ Timetable is subject to change

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