

ASX Announcement

21 April 2022

SHAREHOLDER UPDATE PRESENTATION

Invigor Group Limited (ASX:IVO) (“Invigor” or “the Company”) has released the following operations update presentation for shareholders.

Approved and authorised 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.

Web: www.invigorgroup.com | email: info@invigorgroup.com



INVIGOR GROUP UPDATE APRIL 2022

Investor Presentation Update | 21 APRIL 2022



MAJOR CORPORATE MILESTONES OVER THE PAST 6 MONTHS



- **Completion of \$9.168 million capital raise**
- **\$19 million improvement in Balance sheet with the elimination of \$17.2 million of liabilities**
- **Successful finalisation of the sale of the German Subsidiary TillerStack for \$1.35 million profit**
- **Allectus Capital (part of the global ICM Group) now a 19.9% substantial shareholder**
- **Allectus Capital supports the Company with a 2 year \$1.4 million working capital facility**
- **Board renewal underway – announcement shortly**
- **Reinstatement of Shares to ASX**

BALANCE SHEET RESTRUCTURING COMPLETED



	31-Dec-21 Audited 000	28-Mar-21* Proforma 000
Cash and cash equivalents	1	1,618
Trade and other receivables	1,020	1,097
Total current assets	1,021	2,715
Property, plant and equipment	2	2
Long-term Loan Receivable	0	87
Total non-current assets	2	89
Total assets	1,023	2,804
Cash and cash equivalents	47	0
Trade and other creditors and accruals	8,351	940
Interest bearing loans and borrowings	12,523	11
Provisions	234	124
Total current liabilities	21,155	1,075
Interest bearing loans and borrowings		2,706
Provisions	37	163
Total non-current liabilities	37	2,869
Total liabilities	21,192	3,944
Net assets	(20,169)	(1,140)
Issued capital	276	20,149
Reserves	3,868	3,873
Accumulated losses	(24,313)	(25,162)
Total equity	(20,169)	(1,140)

The Invigor March Pro Forma Balance Sheet has been prepared on the basis of the Company's audited balance sheet as at 31 December 2021, and the following pro-forma adjustments:

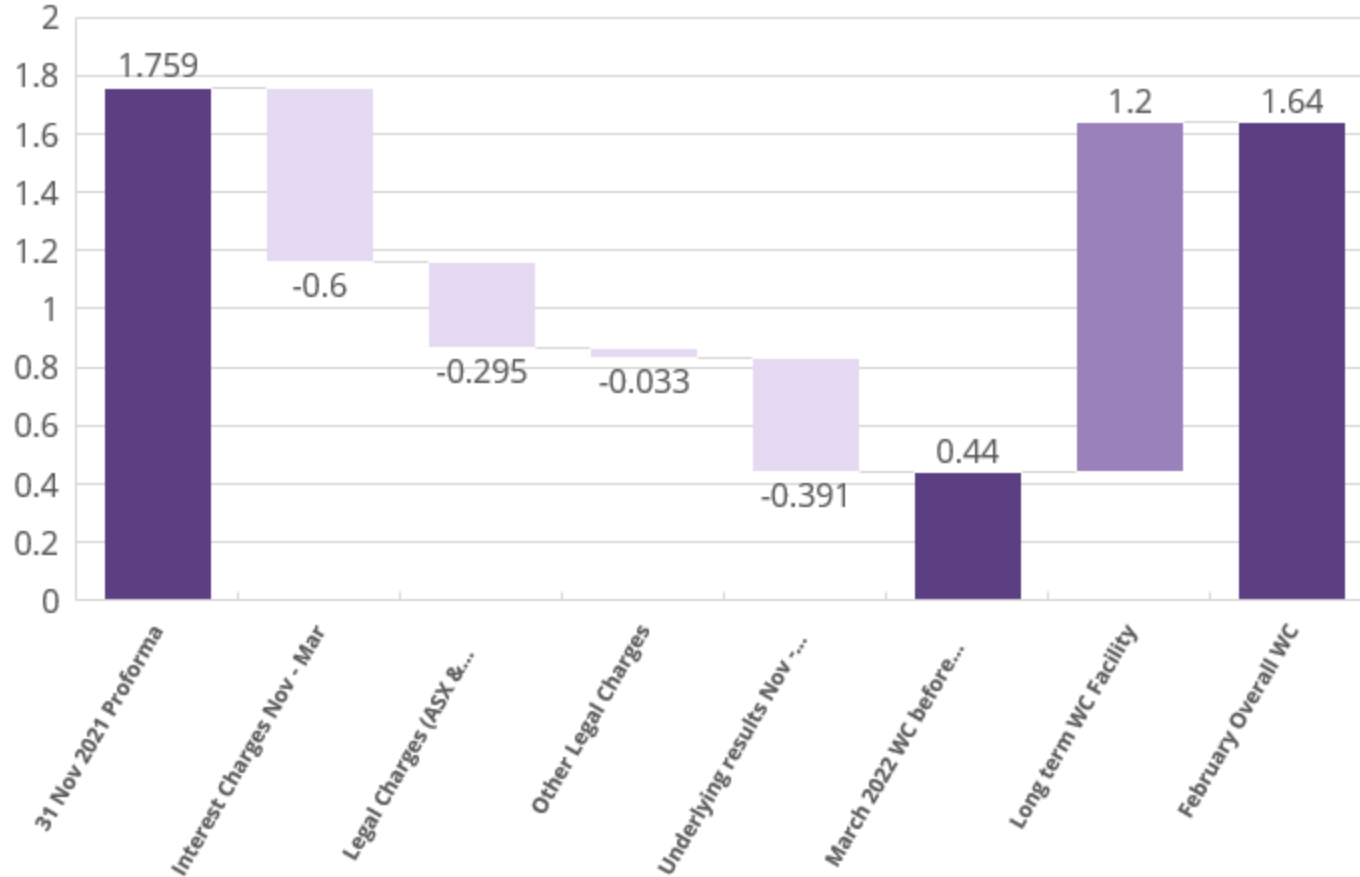
1. The re-capitalisation plan being the capital raise undertaken totaling \$9.167 million, comprising cash received of \$6.149 million (\$6.8 million less \$0.651 million in brokerage and other costs) and the issue of shares in satisfaction of creditor repayments of \$2.368 million.
2. Secured and unsecured debtholders agreeing to the conversion of their debt to equity totaling \$11.1 million.
3. The increase in issued capital by \$19.873 million as a result of the capital raise and the conversions of debt to equity.

USE OF FUNDS RAISED

Category	Proposed Use of Funds	Actual Use of Funds	Narrative
Repayment of Secured loans	\$2.2m	\$2.7m	Includes \$0.6m in interest charges for the period Oct – Feb 22 due to delay in executing recapitalisation plan
Repayment of Staff Loans	\$2.0m	\$1.7m	
Growth Capital	\$1.7m	\$0.8m	
Creditor Payments	\$1.5m	\$1.2m	Includes \$0.3m in legal fees incurred managing ASX and associated re-listing issues
Capital Raise Costs	\$0.6m	\$0.4m	Cash component of raise costs, other costs settled by the issuance of shares
Total	\$8.0m ¹	\$6.8m ²	

WORKING CAPITAL

\$1.64M Working Capital



Key Callouts:

Higher interest charges of \$0.6m and legal costs of \$0.3m drive the reduction in Company working capital

COMPANY STRATEGY & OUTLOOK



Company is focusing on Sales growth with Infrastructure & Product development to drive cost efficiencies and grow revenue

Strategy

Invigor continues to capitalize on the accelerated consumer shift to online. A strong growth in data analytics continues as brands seek improved Direct to Consumer(D2C) understanding resulting in;

- Growth in revenue from brands and retailers;
- Diversification and migration from liquor and electronics into other large categories such as office supplies, health and beauty and FMCG;

Sales Focus

- Invigor continues to have a very strong share of liquor brands in our portfolio, with many untapped international brands still in the pipeline, along with the ever-growing list of new and existing retailers entering the Australian market;
- The consumer electronics category continues to be a significant growth sector with numerous international brands, local omni channel and pureplay retailers, some of which are in the final stages of negotiations;
- We have invested in a new Business Development lead who comes with 20 years of liquor industry experience and has hit the ground running with existing contacts and low hanging fruits;
- In line with recent online buying trends, and our strategy outlined above, the team is also focused on building a solid pipeline in new categories that are becoming more and more price sensitive such as, health & beauty, office supplies and FMCG;
- The company has announced a partnership with the Melbourne-based company Marketplacer who counts the likes of Woolworths, Myer and Surfstitch as customers and experienced rapid growth thanks to the pandemic-driven digitization surge among established retailers. Invigor looks to capitalize by offering combined services and grow value for their customers

EXISTING CLIENTS

Consumer Electronics



KitchenAid®



Liquor/FMCG



DIAGEO

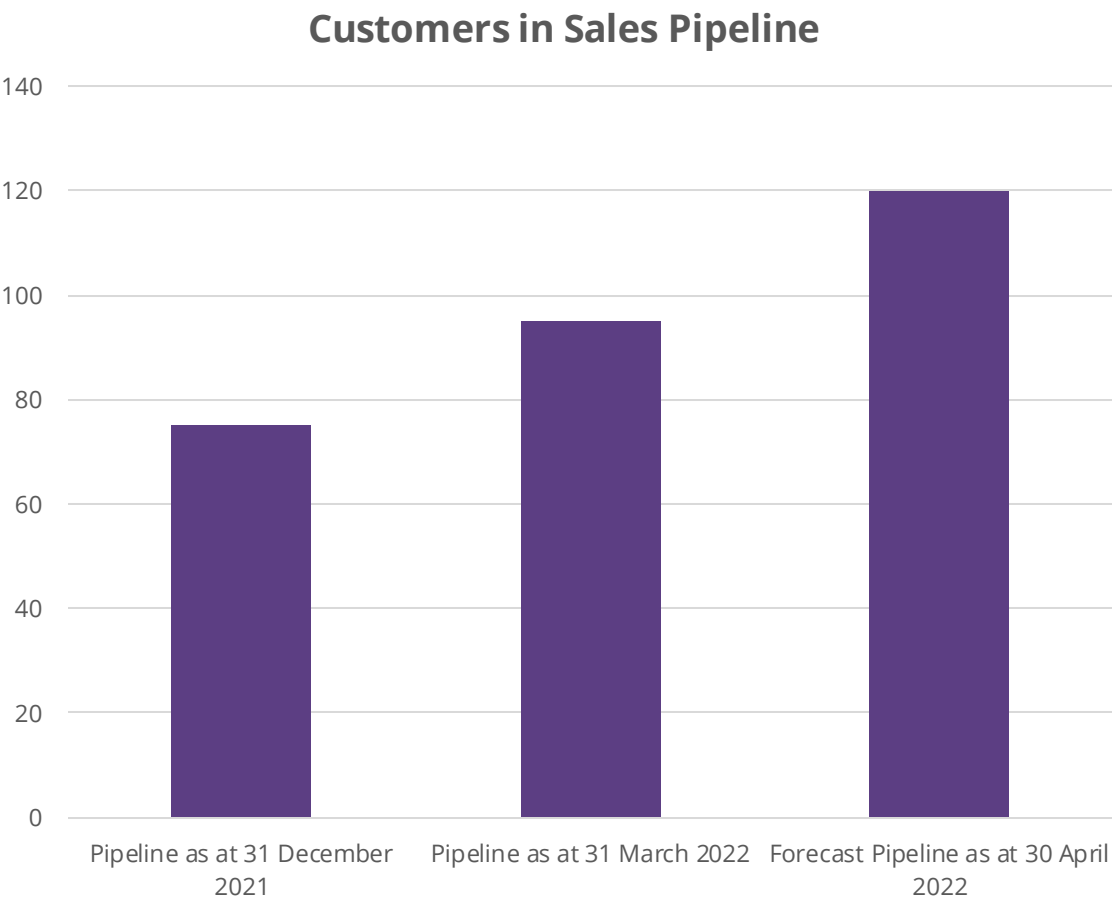


Asahi

SALES PIPELINE REMAIN'S STRONG @ \$3M



Anticipated that April Pipeline will increase to 120 Customers and increase as the year progresses



Key Callouts:

- Company has commenced trials with three customers, successful trials & contract signings will generate \$240k of revenue in-year
- Company has three contracts out with larger retail groups generating \$210k per annum
- Negotiations continue with other large retailers with a potential to add \$950k of revenue
- The Company is actively looking to secure partnerships to undertake licencing opportunities of ~\$1 m

Conversion at 50% yields 60 Customers; 60 Customers @ ACV ~\$80k = \$4.8m

GROWTH STRATEGY

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



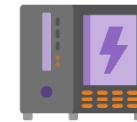
Finance



Grocery



White Goods



Hardware



New Zealand



Singapore/Asia



United Kingdom



USA

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

TECHNOLOGY ADVANTAGE

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



**Comprehensive
Data Sources**



235+ 192+
Websites Catalogues

**Proprietary
AI Driven BI**

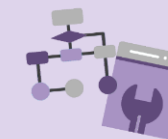


Online Crawlers

Product Matching

Image Masking

**Actionable
Outputs**



Cloudbased UI

CSV/FTP Files

APIs to integrate with
customer systems

**Over 1TB historical
data**

**>2M price points
daily**

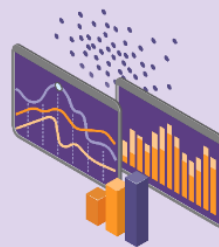
BUSINESS MODEL

Proven to improve top line performance and save resources



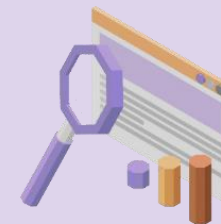
Subscription SaaS

- 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

EXECUTIVE TEAM



Rohan Dhowan | CEO

Over 15 years experience in leading teams and turning around businesses. Has driven Invigor to cash flow positivity and has a customer priority. Ex: Groupon



Sonu Mathew | Head of Product and R&D

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



Thierry Manor | COO

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



Darren Wu | Professional 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. Ex: eHealthier



Craig Ware | Acting CFO

Highly commercial, results focused finance executive who partners closely with business leaders to develop forward thinking business strategy. Ex: Optus



Q&A