

ASX Announcement

8 October 2014

Invigor launches Invigor Insights directly to Businesses in ANZ.

Invigor Group Limited (ASX: IVO) ("Invigor") has today launched Invigor Insights, a business-to-business cloud based big data solution. Information about Invigor Insights can be found at www.invigorinsights.com.

Invigor Insights provides detailed live and historical pricing and other key business information for a number of consumer products in a variety of industries including consumer electronics, automotive, alcohol, health and beauty. The team which developed Invigor Insights were originally behind Get Price prior to its partial sale to News Corp in 2007 and have continued to innovate a B2B platform for the better part of 12 years.

Invigor Insights uses data from both online and offline sources and from advertising to present information in a way that businesses can easily use to assist with strategic pricing and other decisions. Invigor Insights has a range of innovative reporting functions allowing businesses to have live oversight on the price, marketing mix and consumer demand of almost all products in their chosen vertical. The usefulness of the platform means Invigor Insights will support brand owners, who are manufacturers of products, as well as the retailers who sell those products.

Mr. Gary Cohen, Executive Chairman, said: "We have launched the Invigor Insights platform as a tool which will enable all participants in the supply chain to analyse the latest data for their business in a meaningful way. This includes retail pricing information, product attributes, marketing efforts and supply and demand for any product in their industry. Invigor Insights will be marketed directly to businesses and we expect it to have significant take up in Australia, New Zealand and internationally across a range of industries. Invigor Insights will allow retailers to be more responsive to competition and better align their messaging to market forces. Brands will gain a more in-depth understanding about how both retailers and consumers perceive them and how their product design compares with their competitors."

For further information, please contact:

Gary Cohen
Executive Chairman
+61 2 8251 9600

About Invigor Group Limited

Invigor Group is a leading information technology and digital solutions company. It specialises in innovative business intelligence, big data solutions which are supported by strategic consulting, development and marketing services. Invigor delivers its products and services across a broad range of industries including: consumer electronics, automotive, financial and insurance, pharmaceuticals, apparel and homewares.