

# ASX Announcement

22 April 2015

## **\$6.0 million deal for advertising to promote Shopping Ninja**

- **Invigor to receive advertising to value of \$6.0 million over 3 years from Australian Traffic Network**
- **Advertising to promote Shopping Ninja on prime time TV and Radio across Australia**
- **ATN to benefit by sharing revenue from growth of Shopping Ninja**

Invigor Group Limited (ASX: IVO) ("Invigor") is pleased to announce an advertising arrangement with The Australia Traffic Network Pty Limited ("ATN") to promote Shopping Ninja, Invigor's recently launched independent real time, consumer price comparison browser plug in.

Under the arrangement, ATN will provide \$2.0 million per year in advertising for Shopping Ninja over 3 years. In return Invigor will pay ATN a percentage of revenues generated from Shopping Ninja.

ATN is Australia's leading media provider of traffic information and is the largest media network by reach in Australia. ATN's platform reaches over 12 million radio listeners and well over 5 million TV viewers nationally on a weekly basis. ATN provides up to date traffic intelligence through radio, TV and online in Australia. In addition to this service, ATN integrates advertising messages into its reports, reaching a large percentage of an advertiser's potential market.

Mr Gary Cohen, Executive Chairman, said: "Online shopping is becoming ubiquitous with sales in Australia expected to reach \$26.9 billion by 2016. Shopping Ninja is an entirely consumer focused tool, not a shopping portal, discreetly notifying shoppers when and where the product they are browsing for is available at a lower price. The opportunity to promote Shopping Ninja through ATN will deliver the message about its benefits for online shopping to a large percentage of the Australian population."

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For further information, please contact:

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**About Invigor Group Limited**

Invigor Group is a leading information technology and digital solutions company. It specialises in innovative business intelligence, big data solutions for businesses and consumers which are supported by strategic consulting, development and marketing services. Invigor delivers its cloud based solutions to a broad range of clients including: retailers, brands, mobile network providers, local and state governments, advertising and media agencies.