

ASX Announcement

18 May 2015

Navman selects Insights Retail Analytics solution

- **Signs a 12 month subscription for Insights Retail Analytics**
- **Navman to get access to data and market intelligence**
- **Video of Insights Retail available**

Invigor Group Limited (ASX: IVO) ("Invigor") is pleased to announce that Navman has selected its cloud based analytics solution, Insights Retail Analytics. A leading manufacturer of world-class satellite navigation technology, Navman has signed a 12 month contract which will provide access to Invigor's unique data sets and intelligence, custom reports and dashboards and support Navman to develop a truly fact based brand strategy.

The Enterprise level of Insights Retail will provide Navman with access to the broadest range of data and intelligence for its range of GPS navigation, fitness activity trackers and smart watch products. This will include live competitive pricing data from offline print media, online retail websites, freight charges, Brand Share of Voice and Google data including search volumes and AdWords.

Mr. Gary Cohen, Executive Chairman and Chief Executive Officer, said: "Insights Retail Analytics is the most comprehensive solution on the market. Navman will have a holistic view of their brand with visibility of retailers' interactions with their brand, their competitors pricing, positioning and marketing strategies as well as consumer demand for their chosen products."

A video explaining Insights Retail Analytics can be found at vimeo.com/user36564000/insightsretail.

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.

About Navman

Navman GPS is a leading manufacturer of world-class sat nav technology, offering some of the best GPS navigation systems and digital drive recorders for cars, 4WD and trucks. Navman's GPS devices include features like Smart Find, Truck Routes and the industry-first Landmark Guidance Plus.

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