

ASX Announcement

11 June 2015

Public launch of independent online price comparison service Shopping Ninja

- Australian first providing real time price comparisons across consumer electronics, whitegoods and alcoholic beverage products
- Approximately 100,000 products covered across all major retailers – more to be added
- Invigor to earn commission from sales generated – forecast revenue \$3m in first 12 months

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has publicly launched independent price comparison service Shopping Ninja.

An Australian first, Shopping Ninja is a web browser extension that provides consumers with real time price comparisons for products spanning electronics, whitegoods and alcoholic beverage items. A mobile application is also available for Android devices with an iOS version soon to be released in the App Store.

Shopping Ninja saves consumers on many popular purchases across approximately 100,000 products with Invigor earning a commission on each sale. This is expected to generate \$3m in revenue for the company in the first 12 months and reach \$20m by FY2017/18.

Invigor’s Executive Chairman Mr Gary Cohen said: “Feedback from our consumer preview period over the last two months has been excellent and we are looking forward to consumers realising the benefits of Shopping Ninja.

“We have dedicated substantial investment and resources to developing Shopping Ninja and we are looking forward to seeing the value we expect it to deliver to shareholders.”

In addition to the product categories already available, Shopping Ninja will add new retail categories and potentially markets outside of Australia to drive growth. Invigor has deployed marketing and public relations initiatives that will establish Shopping Ninja with Australian consumers, including the previously announced three year advertising deal with Australian Traffic Network.

Shopping Ninja uses Invigor’s database, established for its B2B retail analytics product Invigor Insights, and discretely alerts shoppers if a product they are searching is available for a lower price elsewhere. Unlike competing offerings Shopping Ninja works without the user needing to leave the website they are on. Price information is updated daily with some categories updated multiple times per day.

In addition to price information Shopping Ninja also finds delivery options, store location and warranty details so consumers get a comprehensive overview of the value of each product. Another feature allows users to set a price alert to notify them when the best deal becomes available at a later time.

Some of the major retailers compared by Shopping Ninja include Harvey Norman, Kogan, David Jones, Myer, Bing Lee, Kmart, Target and Dan Murphy’s.

For more information or to download Shopping Ninja please visit: www.shoppingninja.com.au

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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 Shopping Ninja

Shopping Ninja is Australia's first independent price comparison browser extension and mobile application (available for android on Google Play and soon to be available on the App Store) which provides consumers with real time price comparisons for products across the consumer electronics, white goods and alcoholic beverage categories from major Australian retailers. We cover over 100,000 products from all the major retailers and brands across TVs, cameras, computers, fridges and freezers, washing machines, vacuum cleaners, dishwashers, mobile phones and tablets as well as wine, beer, spirits, whisky and champagne.

You can trust Shopping Ninja for the best value every time.

Our team of highly trained ninjas sneak around the web for the best deals and surprise you when you least expect it. Shopping Ninja is a price comparison tool which empowers consumers with the knowledge that better prices and deals are available broken down by retailer for the products they are searching without the user having to leave the website they are on. It also gives consumers the choice to stay on the same website OR to go to the retailer's website that offers the better price and deal.