

ASX Announcement

11 September 2015

Major retail chain signs up for Insights Retail

- **A major retailer has signed a contract to implement the Insights Retail platform**
- **A leading hospitality group has signed a contract for the Insights Visitor platform**
- **New version of Shopping Ninja launched across all platforms**

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has signed a major retailer across its Australian retail chain to deploy Invigor’s Insights Retail platform.

Insights Retail is a competitive market intelligence platform for retailers and brands. The software collects real-time data across online and offline prices, freight, consumer demand and marketing activity. The platform analyses the data and offers clear next actions to clients to maximise revenue and margin.

Invigor is also pleased to announce that a leading Sydney based hospitality group has signed a contract to deploy Insights Visitor in its venues. The platform will initially be deployed at one key site with a view to it being rolled out across its other venues.

Insights Visitor is a consumer analytics and engagement platform for bricks and mortar spaces. The platform helps clients improve customer service, personalised customer messaging and ultimately generate more revenue. Information about the platform is available at <http://www.invigorinsights.com>.

Invigor’s Managing Director, Mr Gary Munitz, said: “We are excited to see the reaction from clients using our software. Our platforms provide clear and practical next actions that can be easily implemented and the impact for clients has been very positive. We see this as another important milestone in our strategy to become the leading data analytics provider for brands and retailers in Australia.”

Invigor also announced today that it has released a new version of Shopping Ninja that works across all platforms, including Apple devices (IOS). More information about this new version can be found at www.shoppingninja.com.au.

Invigor’s Executive Chairman, Mr Gary Cohen, said: “We are seeing significant growth opportunities across all our products and are especially excited about the latest version of Shopping Ninja that offers a much richer user experience and is fully compatible with all devices.”

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About Invigor Group Limited

Invigor Group (ASX:IVO) uses its complementary suite of big data products to source, aggregate, analyse and publish content for the benefit of businesses and consumers.

Today its interconnected data sets enable enterprise clients including retailers, brands, shopping centres and government bodies to identify and better understand competitors, consumers, markets and demographics while providing the consumer with the best value-for-money.

Using its current products and a pipeline of additional offerings Invigor will have the ability to provide an end-to-end solution spanning sales, product management, business intelligence, marketing, advertising, content creation and distribution, while monetising each step of the process.