

ASX Announcement

20 October 2015

Presentation

Invigor Group Limited (ASX: IVO) will be presenting this week at the TechKnow Invest Roadshow. A copy of the slides supporting the presentation are attached.

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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.



Creating Value Through Data

Investor Presentation
October 2015

Company Summary & Investment Highlights

Complementary suite of **big data products** that source, aggregate, analyse & publish insights & content for businesses & consumers

Key products all growing in demand:

- **Insights Retail:** Competitive Analytics platform for brands & retailers
- **Shopping Ninja:** Provides best value option to consumers on over one hundred thousand products
- **Insights Visitor:** Analytics platform that can extract data from any Wi-Fi hotspot or from Telcos
- **Condat AG:** Smart media solutions including semantic engine & content distribution capability

Rapidly increasing uptake across all three products – **more than 35 brands/retailers** using Retail Analytics, >50K sessions/users of Shopping Ninja (trebled in past two months) & first rollouts of Visitor Analytics

Potential for a wide variety of revenue streams – ability to target retailers, brands, consumers, telcos & government

With Condat AG acquisition Invigor able to provide end-to-end solution encompassing marketing, business intelligence, content creation & distribution

Guidance (year end 31/12/15) – **EBITDA \$0.5-1.0m** on revenue of **\$6.0-7.0m**

Highly experienced & credentialed board & management – Menulog Co-Founder, Gary Munitz recently appointed MD

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Corporate Structure

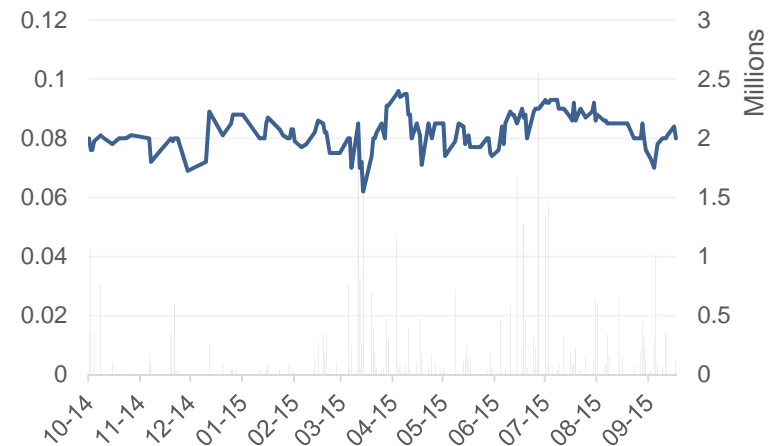
Trading Information (at 15/10/15)

Ticker	IVO
Price	\$0.08
Market Capitalisation	~\$25.5m
52 week range	\$0.06-0.10
Shares on issue	319m

Board of Directors

Gary Cohen	Executive Chairman
Gary Munitz	Managing Director
Gregory Cohen	Executive Director
John Hayson	Non-Executive Director
Vic Lorusso	Non-Executive Director
Paul Salter	Non-Executive Director
David Neufeld	Company Secretary & CFO

12-month Share Price



Source: CommSec –
15/10/15

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Big Data Market Insights

- PricewaterhouseCoopers estimate that Australian retail & consumer businesses, by not leveraging their existing internal data, are missing an enormous opportunity worth \$3.8 billion ¹
- Big Data helps solve current advertising inefficiencies, with over **40%** of **\$500 billion** global advertising spend currently wasted ²
- Big Data market forecasted to be worth **\$50 billion** by 2017³



¹ Ref: IDC, Dec 2013 forecast & ADMA

² Australian Digital Marketing Association

³ Wikibon.org



Connecting The Dots

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- Invigor uses its complementary suite of big data products to source, aggregate, analyse & publish insights & content for the benefit of businesses & consumers.
- Its interconnected data sets enable enterprise clients including retailers, brands, shopping centres & government bodies to identify & better understand competitors, consumers, markets & demographics while providing the consumer with the best value-for-money.
- After the addition of Condat's capability Invigor has the ability to provide an end-to-end solution spanning sales, product management, business intelligence, marketing, advertising, content creation & distribution, while monetising each step of the process.

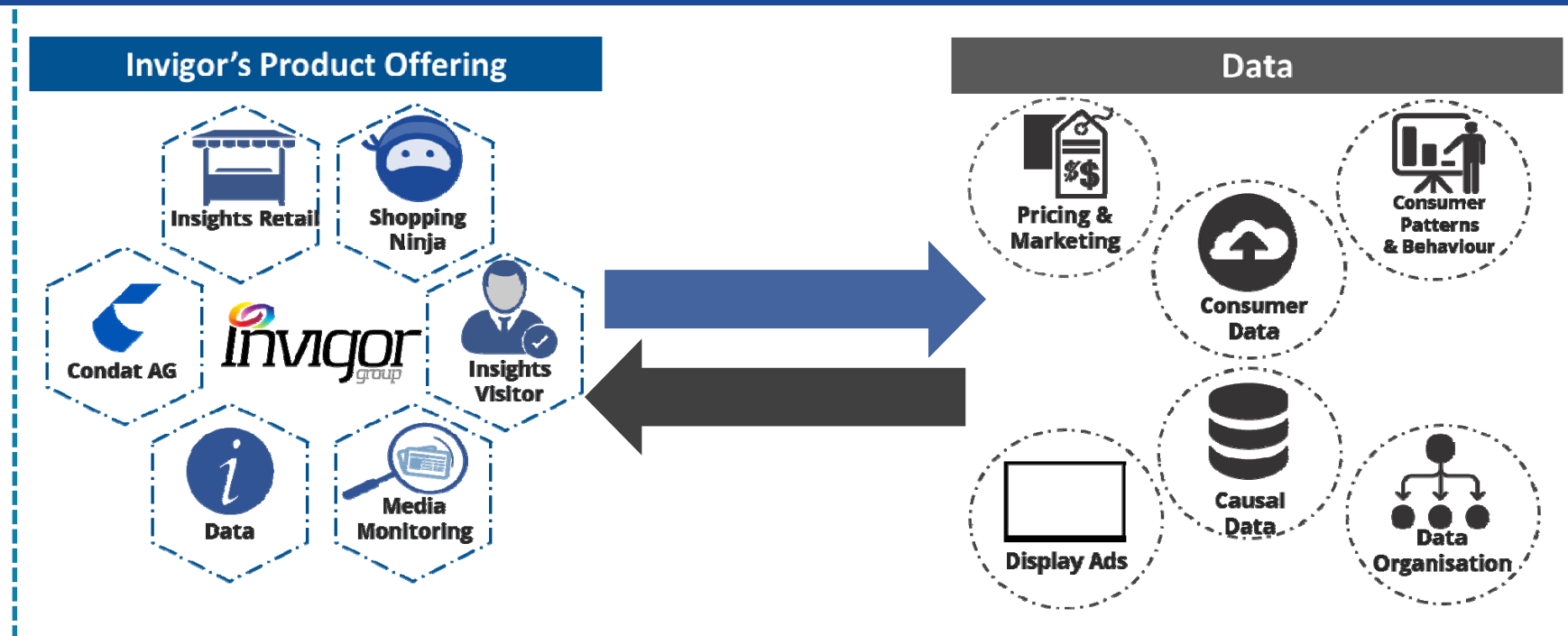


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Invigor's Core Intellectual Property

Core IP



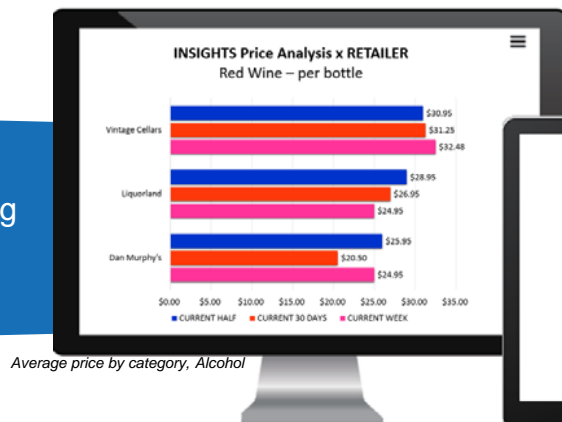
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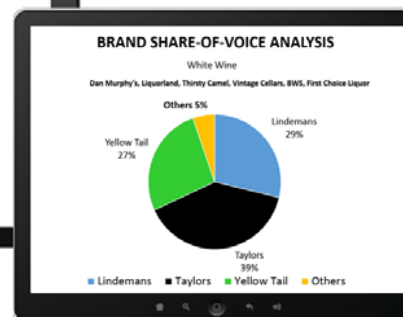
Insights Retail Analytics for Brand Owners & Retailers

- Analytics platform targeted at brands & retailers
- Provides real-time data on competitor products, pricing, advertising & other changes in the market
- Presently covers consumer electronics, whitegoods & alcohol verticals – health & beauty to be launched by end of Q4 FY 15
- More than 35 customers signed including well known brands & retailers
- Annual recurring revenue expected to grow to \$1m by end of Q1 FY16.

Enhance brand & retail strategy decision making with real time Insights data



Brand share of voice, Alcohol

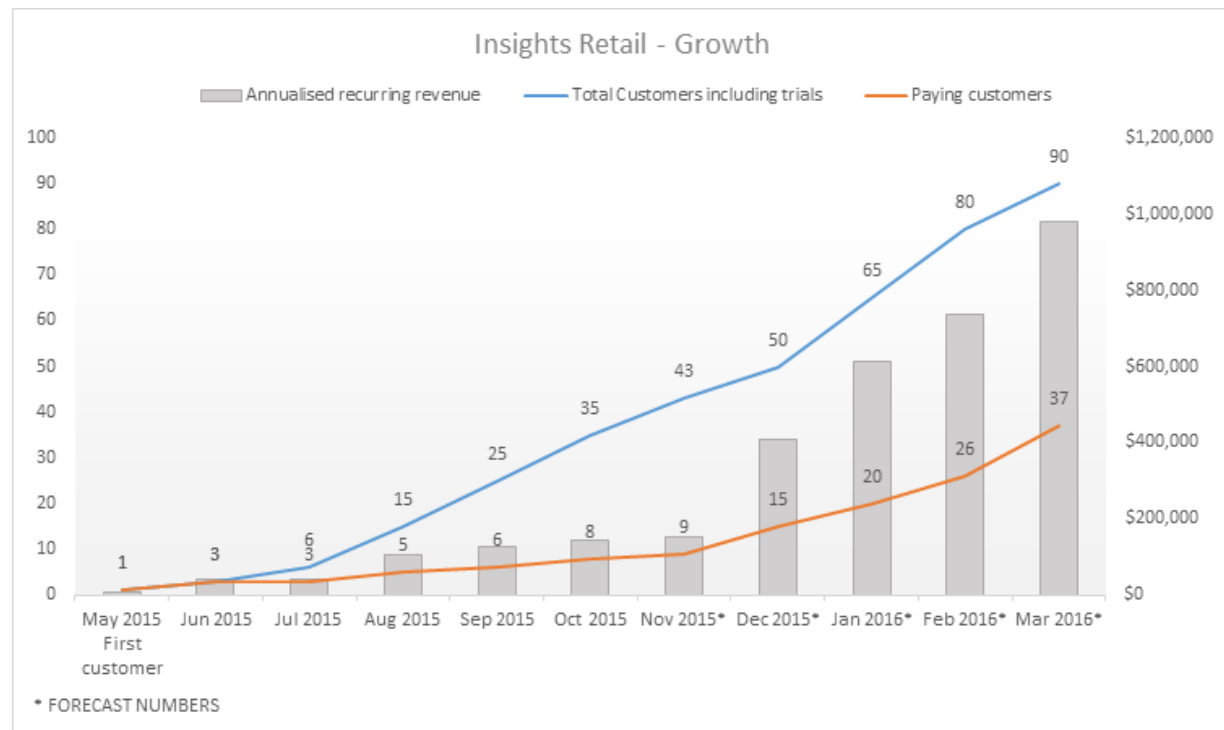


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Insights Retail Growth

- Revenue from Insights Retail expected to reach \$1m recurring by end of Q1 FY16
- Rapid growth due to numerous customers moving from trial into full contracts



Insights Retail Supports

Brands, retailers & suppliers



Optimise market position



Proactively set price, marketing & brand strategies & manage stock



Optimise channel partner relationships based on accurate on & offline product price analysis, freight & Google data

Retailers



Management of store layout



Product inclusion/exclusion in all marketing activities

Unique selling proposition



Cloud based



Uniquely covers on & offline competitive intelligence across all SKUs



Client generated customised dashboards based on their needs



Intuitive interfaces & reports



Enhanced Invigor Insights analysis using sophisticated algorithms

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Insights Visitor Analytics

A holistic solution for retail property owners, venues, hotels, department stores, local governments, smart cities, websites & apps providing access to an almost infinite range of consumer usage, trends & behaviour information & delivering insights into customers interactions with competitors

A 360° VIEW OF VISITORS

1. Connect

Connect with your consumers through Wi-Fi, interact via Bluetooth & make them feel a part of your community.

4. Next Action

Create value for your organisation by increasing customer loyalty, brand advocacy, dwell time & revenue.



2. Learn

Learn more about your consumers. Who they are? What do they like? How do they perceive you?

3. Engage

Interact with your consumers in a meaningful & engaging way.

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Insights Visitor Supports

Shopping centres, retailers, councils, hospitality & leisure groups



Better understand & interact with visitors & customers



Improve in store sale conversion



Targeted advertising 1-to-1 or 1-to-many



Modify store layouts



Improve service & reduce head count



Better understand & price floor space



Enable crowd management



Better manage corporate spaces & client interactions

Unique selling proposition



Unique data set combines insights from Retail, Shopping Ninja & Wi-Fi, delivering unprecedented analytics on customers activities, interests &



Combines the Telco scale transaction volume & mobile analytics capability of Amethon product with the proven reporting engine of Insights Retail



Alert engine enables targeted messaging to clients' visitors & customers



'Next Action' logic can direct & report on customers upcoming interactions

Key Visitor Partnerships



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Shopping Ninja – Price Comparison for Consumers



How to shop with Shopping Ninja

1. Shop for any product across your favourite retailers

2. The Shopping Ninja browser extension & application will appear across the top of your screen automatically

3. Click through to the best retailer & enjoying savings on your purchase

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Shopping Ninja – Price Comparison for Consumers

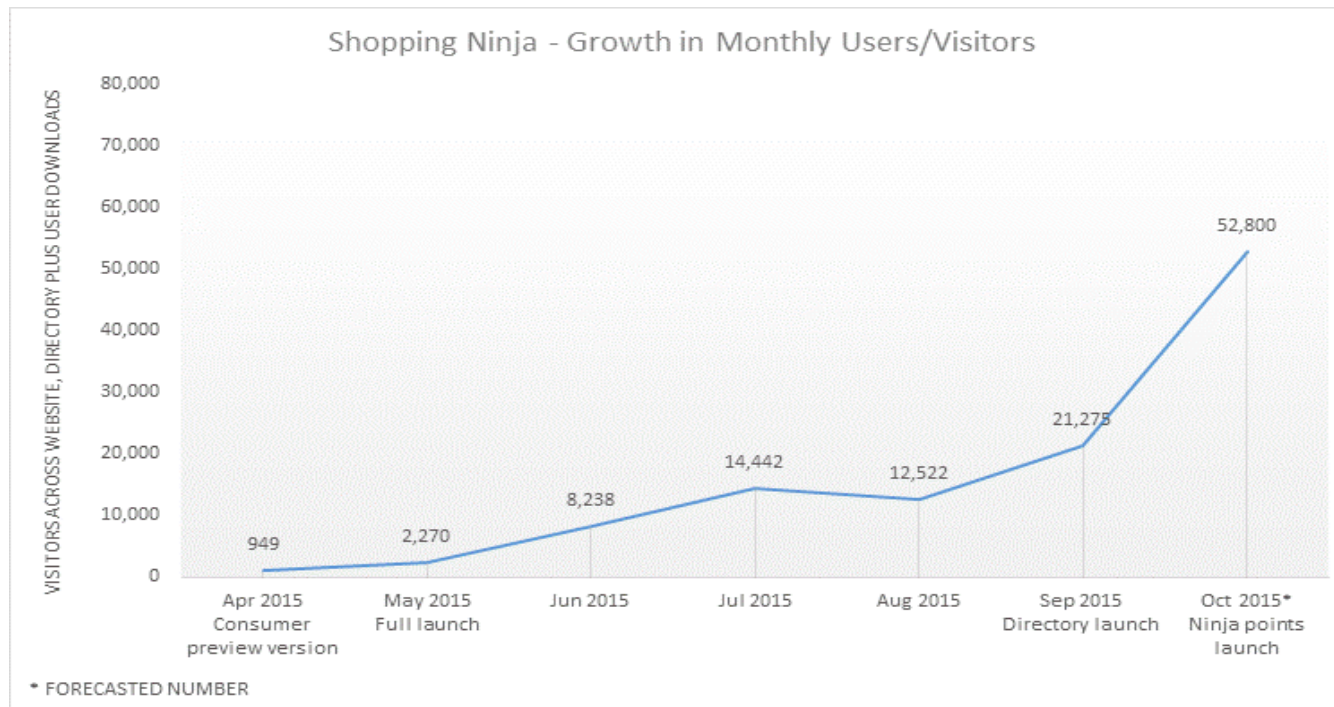


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Shopping Ninja – Growth in Users

Outstanding growth in uptake of Shopping Ninja since launch in May 2015



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Condat AG



Smart media & mobility solutions provider aiming to deliver content in the **best possible way**



Smart Media Engine – **analyses semantic content of metadata automatically & enriches** it with online information.



Projected revenue **of \$7.0m for 2016**, 15% operating EBITDA* – approx 50 staff



Enables the **scheduling & editing of online content** to be made available as required.



Existing clients including all Germany's **major public broadcasters & key private outlets**



Assists with **content creation & distribution** through various digital channels

*Based in information provided by Condat & the Vendor.

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Condat customers

Broadcast



Corporate



GASAG

DAIMLER

German government



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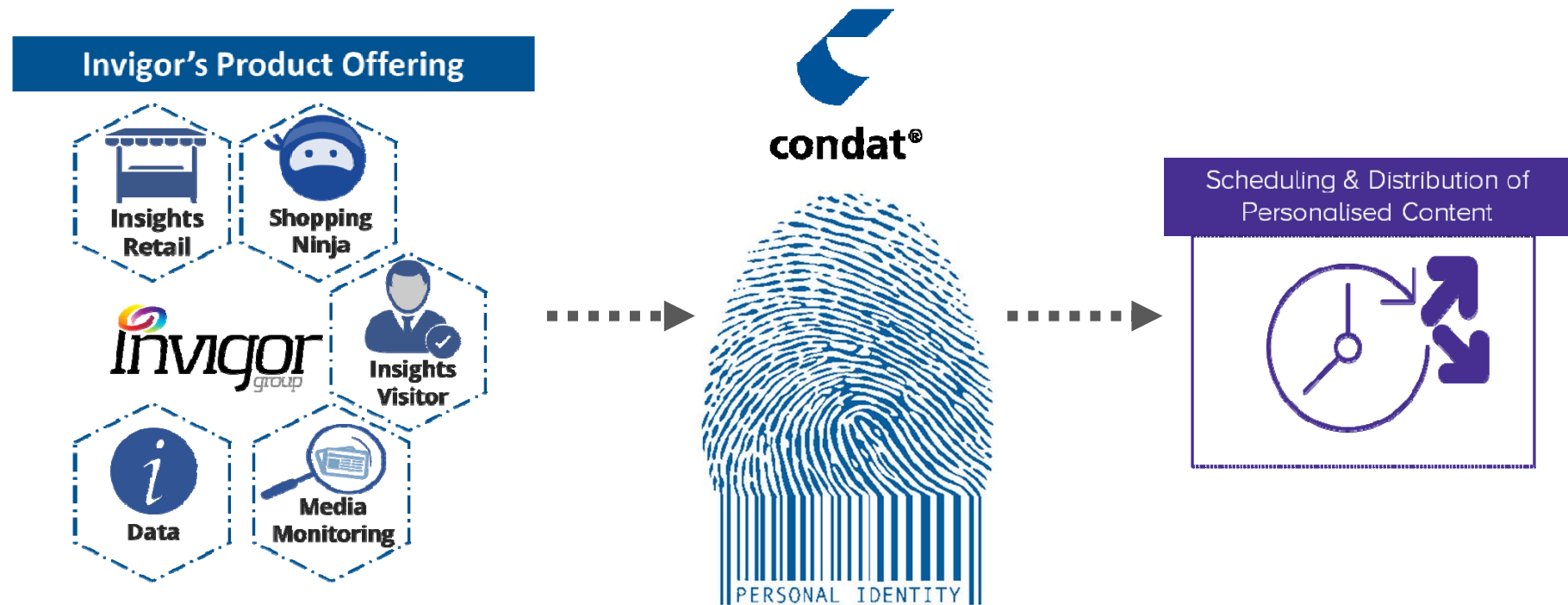


Condat acquisition – strategic benefits

- Valuable IP & tech savvy prowess adds depth & value to Invigor's products
- Significant cost synergies from joint development teams – lower cost infrastructure based in Berlin
- Provides opportunity to further develop Invigor's business plan at minimal additional cost
- Established reputation with major media & broadcasters in Germany
- Launch pad for Invigor Insights range into the European market



End-to-end data & content distribution



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Invigor Monetisation Model

1. **Insights Retail** – Annual subscription based on number of categories
2. **Insights Visitor** – Monthly subscription & professional services
3. **Shopping Ninja** – Commission on sales & promotional platform for brands & retail
4. **Insights Data** – Transaction based model
5. **Condat AG** – Software licence fees & professional services

All products work individually or may be combined to provide more meaningful data of consumer behaviour right through to personalised content distribution



Catalysts for Invigor

- Additional contracts for Insights Retail & Insights Visitor
- Growth in Shopping Ninja downloads & sales using the service
- New verticals to be launched across Retail & Shopping Ninja
- Integration of Condat capabilities to improve product offering
- Potential expansion into other markets





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