

## ASX Announcement

9 November 2015

### Shopping Ninja launches iOS app for consumers

- **Shopping Ninja adds iOS app to suite of products available to consumers**
- **Provides consumers another avenue to Shopping Ninja's product offerings, accessing the most competitive price on a range of goods**
- **Growth in Shopping Ninja users continues – more than 11,000 downloads**
- **Major retailers continue to join as affiliates including Dan Murphy's and Appliances Online**

Leading big data solutions company Invigor Group Limited (ASX: IVO) ("Invigor") has successfully launched its iOS app for Shopping Ninja. Free to consumers from the App Store, it will combine with the Android app to give Shopping Ninja the ability to communicate with consumers wherever they are and on whatever device they choose.

Shopping Ninja provides consumers with real time price comparisons across more than 100,000 products from all the major retailers and brands, including TVs, cameras, computers, fridges and freezers, washing machines, vacuum cleaners, dishwashers, mobile phones and tablets as well as wine, beer, spirits, whisky and champagne.

Growth in users of Shopping Ninja has been exponential with downloads of the browser extension or app reaching more than 11,000 and visitors to the website of more than 70,000 after its full launch in May this year. Numerous retailers continue to sign as affiliates of the product and therefore pay a commission to Invigor for sales via Shopping Ninja.

Invigor's CEO, Mr Gary Cohen said: "We are focused on building a product suite that specifically meets the demands of our users and how they interact with our brand. Mobile is a major growth area and it was important to develop Shopping Ninja across these platforms to ensure further customer acquisition and satisfaction, therefore leading to continued growth for the business."

More information about the platform is available at: <https://www.shoppingninja.com.au/>

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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.