

## ASX Announcement

10 December 2015

### Shopping Ninja downloads up 40% for November

Leading big data solutions company Invigor Group Limited (ASX: IVO) ("Invigor") has seen a significant increase in the take up of its consumer facing price comparison tool Shopping Ninja. Shopping Ninja provides consumers with real time price comparisons across more than 100,000 offers 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.

Shopping Ninja has seen as increase during November 2015 of:

- 40% increase Month on Month in downloads to the browser extension and app
- 100% increase Month on Month in traffic to [au.shoppingninja.com.au](http://au.shoppingninja.com.au)

Invigor's Executive Chairman and CEO Mr Gary Cohen said: "With a huge focus on building the user base for the Shopping Ninja product these are great signs as we move into the Christmas buying season. We are currently working on some very clever campaigns to accelerate the take up during this period. Mobile is key to the success of this business and we will continue to drive product innovation".

#### For further information, please contact:

Gary Cohen  
Chairman & CEO  
+61 2 8251 9600

Matthew Wright  
NWR Communications  
+61 451 896 420  
[matt@nwrcommunications.com.au](mailto:matt@nwrcommunications.com.au)

#### 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.