

ASX Announcement

7 January 2016

Invigor Group announces new appointments

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) is pleased to announce a number of strategic new appointments as it continues to strengthen its management team.

Invigor has appointed Gary Pianko as Sales Director of its Insights Visitor platform and Efe Yaman as Program Director. In addition, David Fraser has become the Director of Shopping Ninja.

Invigor’s Chairman and CEO Mr Gary Cohen said: “We are very excited to announce these new appointments as this marks a significant boost across our management team. Invigor is in a phase of continued growth and we believe these appointments will be integral in ensuring that our positive momentum is maintained.”

With a background in accounting and finance, Gary Pianko has worked for some of the most well-known corporations in Australia including Telstra, National Australia Bank (NAB) and the National Broadband Company (NBN), in a career that has spanned almost 30 years. Most recently, he was a marketing and management specialist in Telstra’s Wifi Networks team and previously held the role of Senior Marketing and Industry Engagement Manager.

Efe Yaman was previously Senior Technical Program (Delivery) Manager and Agile Coach with N11.com, the Turkish equivalent of Amazon.com. Efe has developed a career as a passionate senior program manager and director who has worked in the fast-moving e-commerce, digital and media sectors for more than 15 years, primarily based in Istanbul and Sydney. Efe has previously worked for Cudo Pty Ltd in Sydney and the Sky Broadcasting Group in the UK.

David Fraser, who has been with Invigor for six months having previously held positions in digital marketing acquisition at Citibank, will shift into the role of Director of the Shopping Ninja division.

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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.