

ASX Announcement

1 February 2016

Shopping Ninja hits new milestone with 25,000 downloads

- **130% Growth from November 2015**
- **Growth spurred by iOS app launch**
- **Major retailers continue to join as affiliates**
- **New product vertical to be rolled out.**

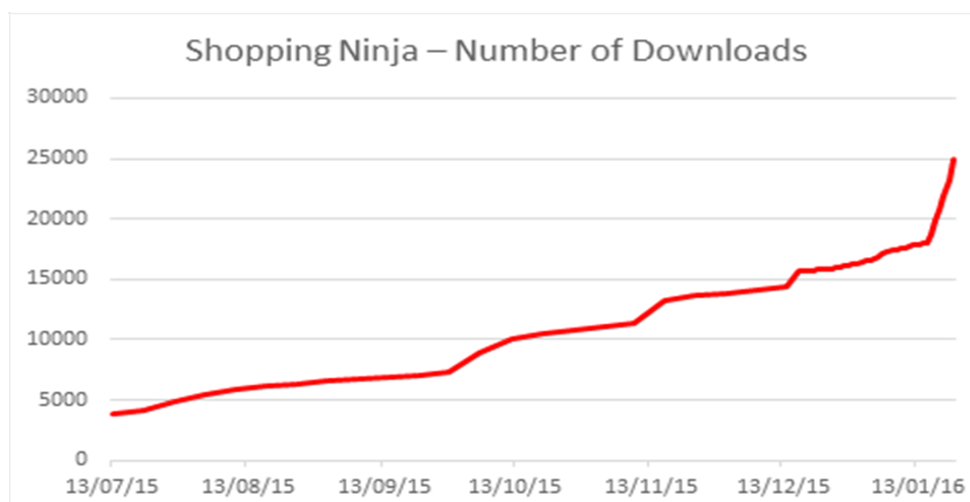
Leading big data solutions company Invigor Group Limited (ASX: IVO) ("Invigor") has seen its consumer price comparison service Shopping Ninja reach a new milestone with 25,000 downloads of the product. This represents a 130% increase in downloads since November 2015.

Free to consumers and available as a browser plug-in, Android or iOS app, Shopping Ninja has the ability to communicate real time price comparisons with consumers wherever they are and on whatever device they choose.

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

Numerous retailers continue to sign as affiliates of the product, paying a commission to Invigor for sales generated via Shopping Ninja. Invigor will shortly be announcing a new product vertical that will be available for Shopping Ninja users.

Invigor's Chairman & CEO Mr Gary Cohen said: "The growth of Shopping Ninja users since its release mid last year has been excellent. The 130% growth in users to 25,000 since November demonstrates that Shopping Ninja is delivering real value to consumers."



More information about Shopping Ninja 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.