

## ASX Announcement

16 February 2016

### Major shopping centre to deploy Insights Visitor

- **Delivery of best-in-class analytics and associated services**
- **Pipeline for Insights Visitor continues to grow**

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has been engaged by a major Australian shopping centre to supply its Insights Visitor platform under a long-term contract. Under the engagement, Invigor will work with Infrastructure Logic, a leading Wi-Fi Managed Service Provider, to provide shopping centre managers and marketing staff with access to its Insights Visitor platform in addition to associated customer engagement services.

Insights Visitor is a unique analytics and customer engagement platform that caters for bricks and mortar locations. The proprietary hardware and software uses Wi-Fi and a range of other sensors to assist venue owners and operators in delivering additional revenue streams, reducing costs and increasing operational efficiencies by better understanding customer tastes and preferences as well as the utilisation of physical spaces.

Invigor’s Chairman and CEO, Mr Gary Cohen, said: “This engagement for Insights Visitor by a major shopping centre on a long-term contract is validation of our connected strategy for bringing retail market intelligence together with our Wi-Fi analytics to enable operators to have a more holistic view of their business.”

#### **For further information, please contact:**

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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.