

ASX Announcement

27 September 2016

Major Sydney homemaker centre deploys Insights Visitor powered Wi-Fi

- **Supa Centa Moore Park signs contract with OneWiFi for best in class shopping centre WiFi powered by Invigor's Insights Visitor**
- **Pipeline for Insights Visitor continues to grow**

Leading big data solutions company Invigor Group Limited (ASX: IVO) ("Invigor") has successfully deployed its Insights Visitor platform at Supa Centa Moore Park, a major homemaker shopping centre located in Sydney. In conjunction with the carrier grade WiFi installed and operated by OneWiFi (operated as Infrastructure Logic Pty Ltd), a leading managed Wi-Fi service provider, Invigor will provide shopping centre managers and marketing staff with real-time analytics and insights into the behaviours, interests and activities of centre visitors.

The Insights Visitor platform will provide a greater understanding into who is visiting the centre, how long they stay there and which parts of the centre they visit. This information can then be used to shape marketing initiatives and in-centre activities to deliver a better visitor experience.

Invigor's Chairman and CEO, Mr Gary Cohen, said: **"It is very encouraging to see that a high profile shopping centre has chosen Insights Visitor as their analytics platform. The solid partnership between Invigor Group and OneWiFi with Supa Centa Moore Park throughout the next few years is very important in terms of understanding consumer behaviour and predicting future trends. We look forward to updating the market with many more successful alliances in the near future."**

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.

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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.

About OneWiFi

OneWiFi, operated by Infrastructure Logic Pty Ltd, a licensed Carrier, is a Wi-Fi service provider, delivering a portfolio of Managed and Carrier Wi-Fi infrastructure to venue operators, local government, state authorities, and telecom service providers. For venue operators, our best-of-breed solution delivers a superior frictionless customer experience for visitors.

OneWiFi's business model is based on a shared infrastructure model and in-turn shared economics, which provides all stakeholders the lowest total cost of ownership (TCO). This enables OneWiFi to provide carrier-grade Wi-Fi services at a fraction of the cost of traditional build, own and operate models.