

ASX Announcement

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Invigor further monetises Insights Visitor division with installation of Wi-Fi at Manly Wharf

- **Invigor to install Wi-Fi and overlay Insights Visitor platform at Manly Wharf.**
- **Insights Visitor to target engagement with over six million annual passenger transits through the formation of a JV.**
- **Revenue generating immediately through delivery of targeted advertising, promotions, and offers to transit passengers, consumers and tourists at Manly Wharf.**
- **Additional installation of Insights Visitor at major venues are pending.**

Invigor Group Limited (ASX: IVO) (“Invigor”) is pleased to announce that it has significantly strengthened its Insights Visitor division with a revenue generating Joint Venture (JV) to install Wi-Fi at Manly Wharf, a major transport hub and entertainment venue that attracts over six million passengers and consumers annually.

Invigor has entered into this JV with Melic Pty Limited to install Wi-Fi throughout the transport hub and monetise the significant passenger flow through the site.

The JV will earn revenue through the provision of targeted advertising, promotions and offers to commuters at Manly Wharf through the Wi-Fi network that is being installed.

Manly Wharf is a very unique transport hub with over six million commuters each year using the ferries travelling to and from the City of Sydney. It also hosts 19 retail outlets and restaurants, is a major tourist attraction, and as such, attracts a diverse pool of consumers, from commuters to international tourists.

With Invigor’s Insights Visitor platform Manly Wharf tenants, local businesses, and high profile brands will be able engage with transit passengers and visitors as they are transiting through, shopping or entertaining at Manly Wharf.

Invigor’s Chairman and CEO, Gary Cohen said: “This is Invigor’s first major foray into the monetisation of free Wi-Fi using the Insights Visitor platform.

“The value of this capability is very significant and will change free Wi-Fi hotspots from being an inevitable expense for venue operators, to generating profitable revenue. The unique nature of

Manly Wharf as a transport hub, shopping and entertainment venue, means it holds wide appeal for advertisers seeking to engage directly with consumers through their smart phones and mobile devices.

“As reported last month, Invigor expects to generate \$1 million in annualised revenue from its Australian Insights business. This JV forms part of this revenue base, and we are pleased to confirm that we expect to sign up additional venues that have very large consumer traffic flows which will in turn will facilitate further revenue generation.”

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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.