

## ASX Announcement

30 March 2015

### Invigor launches Shopping Ninja

#### *Australia's first independent consumer price comparison browser plug-in and mobile app*

- **Forecast revenue of \$3m in first 12 months with expected growth to \$20m within following two years**
- **Invigor will earn revenue from sales generated through Shopping Ninja**
- **Several million dollar investment in underlying technology platform**
- **Independent and retailer agnostic price comparisons initially established in consumer electronics, white goods and alcoholic beverage sectors**
- **Invigor's database contains information on around 100,000 retail products across the three verticals**

Data analytics group **Invigor Group Limited** ("**Invigor**" or "**the Company**") (**ASX: IVO**) announced today that it has launched Shopping Ninja, Australia's first independent price comparison browser plug-in which provides consumers with real time price comparisons for products across the consumer electronics, white goods and alcoholic beverage categories from major Australian retailers. A mobile application (app) will also be made available in the coming months.

Shopping Ninja initially works as a plug-in for the desktop versions of all major browsers utilising Invigor's own database which contains information on around 100,000 products across the initial three retail categories. It discretely notifies shoppers when and where the product they are browsing for is available at a lower price. All prices are updated daily, with some categories updated more frequently.

Invigor will receive a commission from sales generated through Shopping Ninja's use by consumers. In the first 12 months, the Company expects to generate revenue of \$3 million, with expectations of this increasing to \$20 million over the following two years. The forecast growth in revenue is based on Shopping Ninja being applied to new retail categories and other markets outside of Australia which are under consideration. The platform is expected to make a significant contribution to Invigor's future earnings.<sup>1</sup>

Shopping Ninja is Invigor's first consumer-facing product with the underlying technology based on the Company's Business-to-Business (B2B) retail analytics solution which provides price comparison data to Australian retailers and brands in the consumer electronics, whitegoods and alcoholic beverage markets so they can measure pricing, marketing and brand share of voice trends. Invigor has invested several million dollars in the underlying technology platform to create this new Business-to-Consumer (B2C) platform.

Invigor's Executive Chairman Gary Cohen commented: "Shopping Ninja is truly transformative as it unobtrusively supports a user's natural online shopping experience to purchase more smartly. It is a game-changer for the Australian consumer and a great example of how the deployment of data analytics in an easy to use application like Shopping Ninja is giving the edge back to the consumer. It's essentially a personal shopping assistant that automatically finds the lowest prices when you shop online."

"Launched initially as a consumer preview to a limited audience, we look forward to this feedback ahead of a public launch in May. Shoppers will be able to seek out the best price for their favourite beer or whisky (something that is

truly unique today) or for a TV or camera, by deploying Shopping Ninja from their desktop or smart device. The alcoholic beverage industry is particularly complex to cover and we have done the hard work for our B2B product to enable the consumer to benefit. Shopping Ninja will measure pricing from all major Australian retailers daily to ensure there is a comprehensive independent price comparison. Shoppers can even be alerted when their chosen product reaches a desired price.”

“The launch of Shopping Ninja is an important milestone for Invigor and we are encouraged by its potential. Our B2B Insights Retail Analytics and Insights Visitor Analytics platforms are also experiencing solid market interest with a number of significant trials underway and we expect to update the market with some positive developments with both divisions in the very near future.”

Shopping Ninja Consumer Preview can be installed as a free download from:  
[www.shoppingninja.com.au/consumer preview](http://www.shoppingninja.com.au/consumer_preview)

**For further information, please contact:**

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**About Invigor Group Limited**

Invigor Group is a leading information technology and digital solutions company. It specialises in innovative business intelligence, big data solutions for businesses and consumers which are supported by strategic consulting, development and marketing services. Invigor delivers its cloud based solutions to a broad range of clients including: retailers, brands, mobile network providers, local and state governments, advertising and media agencies.

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<sup>i</sup> This announcement does not alter the Company’s previously released guidance for 2015




**Shopping Ninja**

*Never miss a deal*



**Shopping Ninja**  
*Never miss a deal*

 **INSTALL EXTENSION NOW**

Supported Browsers



## Shopping Ninja

Our team of highly trained ninjas sneak around the web for the best deals and surprise you when you least expect it. No more hunting. Always get the best price and never miss a deal.

**Slashing**  
**\$\$ OFF**  
**Your shopping cart**



**GET THE LOWEST  
PRICES**

*nothing but savings*



**AUTOMATIC COMPARISON  
SHOPPING**

*without leaving a site*



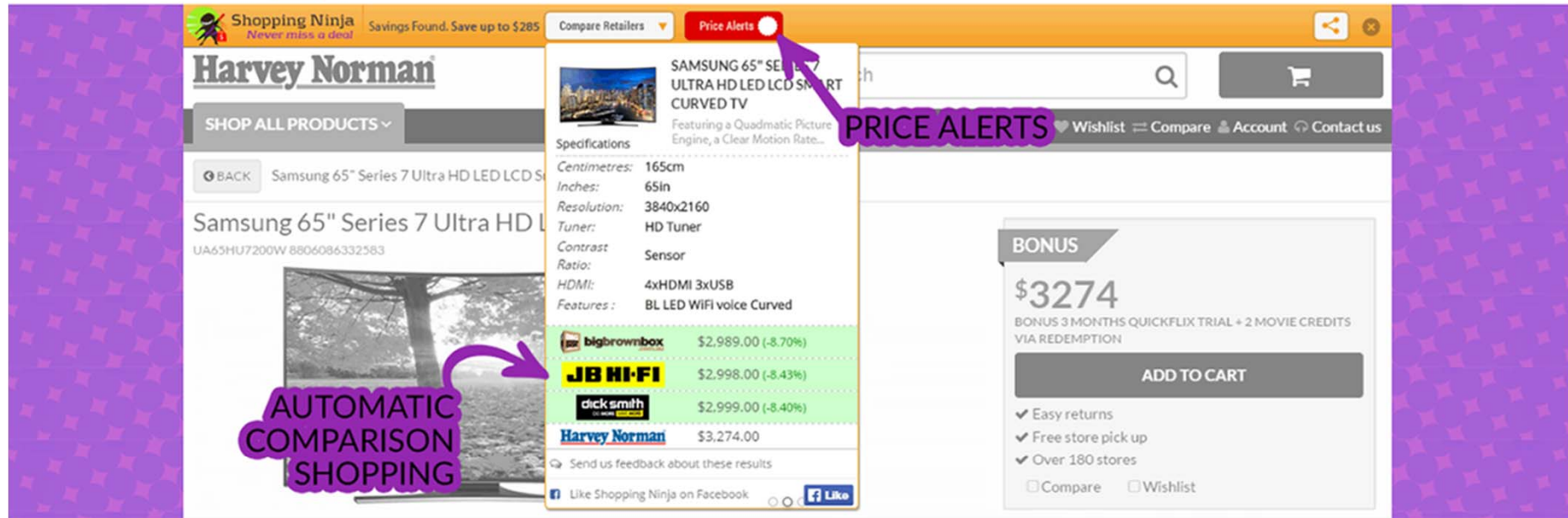
**100% FREE  
TO USE**

*installs in seconds*



**PRICE  
ALERT**

*display and notifications*



Shopping Ninja Savings Found. Save up to \$285 Compare Retailers **Price Alerts**

**Harvey Norman**

SHOP ALL PRODUCTS

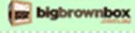



BACK Samsung 65" Series 7 Ultra HD LED LCD S

Samsung 65" Series 7 Ultra HD LED LCD S  
UA65HU7200W 8806086332583


**AUTOMATIC COMPARISON SHOPPING**

Specifications

- Centimetres: 165cm
- Inches: 65in
- Resolution: 3840x2160
- Tuner: HD Tuner
- Contrast Ratio: Sensor
- HDMI: 4xHDMI 3xUSB
- Features: BL LED WIFI voice Curved

	\$2,989.00 (-8.70%)
	\$2,998.00 (-8.43%)
	\$2,999.00 (-8.40%)
	\$3,274.00

Send us feedback about these results

Like Shopping Ninja on Facebook 

**BONUS**

**\$3274**

BONUS 3 MONTHS QUICKFLIX TRIAL + 2 MOVIE CREDITS VIA REDEMPTION

**ADD TO CART**

- ✓ Easy returns
- ✓ Free store pick up
- ✓ Over 180 stores

Compare  Wishlist



**GET THE LOWEST PRICES**

*nothing but savings*



**AUTOMATIC COMPARISON SHOPPING**

*without leaving a site*



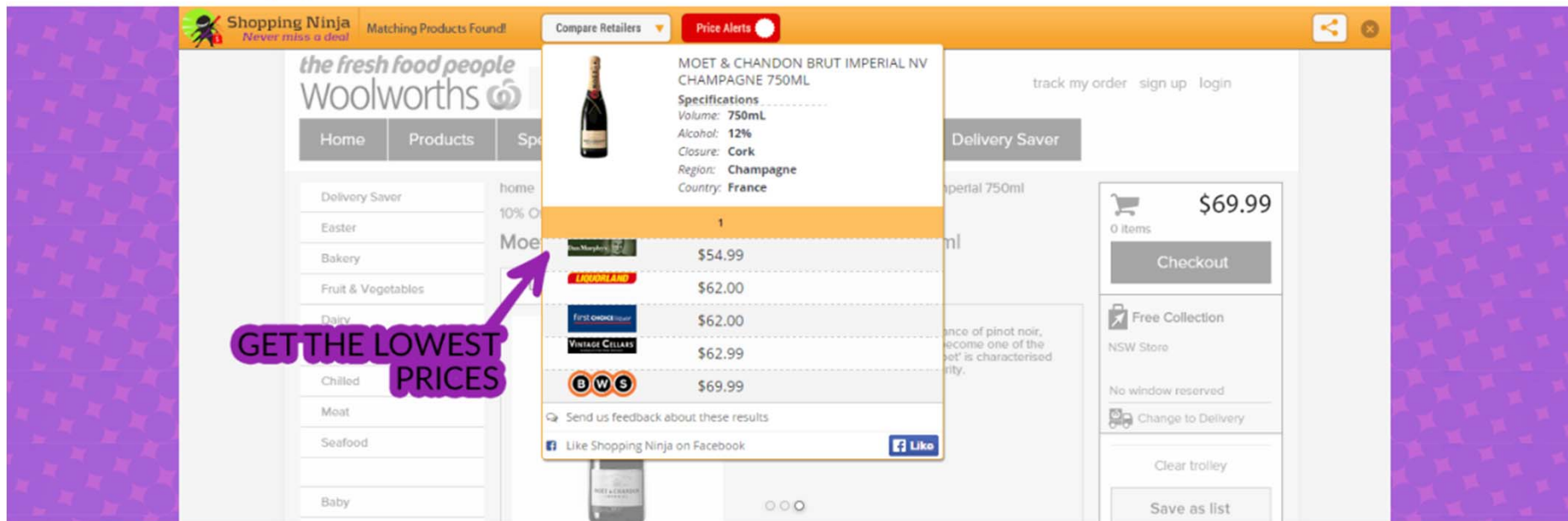
**100% FREE TO USE**

*installs in seconds*



**PRICE ALERT**

*display and notifications*



Shopping Ninja Matching Products Found! Compare Retailers Price Alerts

*the fresh food people*  
Woolworths

Home Products Specials

Delivery Saver 10% Off

Easter

Bakery

Fruit & Vegetables

Dairy

Chilled

Meat

Seafood

Baby

MOET & CHANDON BRUT IMPERIAL NV CHAMPAGNE 750ML

Specifications

- Volume: 750mL
- Alcohol: 12%
- Closure: Cork
- Region: Champagne
- Country: France

Retailer	Price
Don Mary's	\$54.99
LEONARD	\$62.00
FIRST CHOICE	\$62.00
VINTAGE CELLARS	\$62.99
<b>BWS</b>	\$69.99

Send us feedback about these results

Like Shopping Ninja on Facebook Like

track my order sign up login

Delivery Saver

perial 750ml

0 items \$69.99

Checkout

Free Collection

NSW Store

No window reserved

Change to Delivery

Clear trolley

Save as list



**GET THE LOWEST PRICES**

*nothing but savings*



**AUTOMATIC COMPARISON SHOPPING**

*without leaving a site*



**100% FREE TO USE**

*installs in seconds*



**PRICE ALERT**

*display and notifications*

# Easy steps to slash \$\$ off your shopping cart with your personal Shopping Ninja

- Go to [www.shoppingninja.com.au/consumerpreview](http://www.shoppingninja.com.au/consumerpreview)
- Install your free plug-in available for all major browsers
- Start shopping
- Your personal Shopping Ninja will sneak around the internet and find you the best deals and the best price
- You will be alerted via a discrete toolbar without having to leave the site you are searching
- Simply select the retailer with the best deal for you
- Your savings will be displayed



# Disclaimer

The Shopping Ninja website and browser extension (together the “Site”) are provided on an “as is” basis without any express or implied warranty of any kind by Invigor Group Limited (the “Operator”). The World Wide Web exists across open public networks that are neither secure nor private. Accordingly, you acknowledge and accept the risk that any communication to or from the Site may be intercepted, used or modified by third parties.

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