

ASX Announcement

31 March 2017

Invigor partners with GoDaddy to drive SpotLite subscriptions

- **Marketing collaboration allows Invigor to leverage the world's largest domain name registrar to boost SpotLite's subscription pipeline, starting in the Australian market.**
- **GoDaddy customers to get 50% discount for the first three months on subscriptions to Invigor's cloud-based SpotLite competitor pricing analysis platform.**
- **Strong signup and conversion rates within first two months, over 20 businesses signing up to use SpotLite.**
- **New SpotLite features released with more to come in coming weeks.**

GoDaddy Agreement

Leading big data solutions company **Invigor Group Limited (ASX: IVO)** ("**Invigor**", "**the Company**") is pleased to announce it has teamed up with the world's largest domain name registrar **GoDaddy Inc (NYSE: GDDY "GoDaddy")**, with more than 14.5 million customers worldwide and more than 63 million domain names under management around the world. This collaboration will significantly help drive subscriptions for Invigor's Australian first price tracking solution SpotLite. First announced in December 2016 (*see ASX announcement 15 December 2016*) and officially launched in February 2017 (*see ASX announcement 6 February 2017*), SpotLite is a revolutionary cloud-based software-as-a-service platform that provides businesses of all industries and sizes with invaluable real-time competitor pricing data and analytics.

Under the marketing agreement, GoDaddy's customers will receive a 50% discount during the first three months of their subscriptions to Invigor's SpotLite platform.

The Agreement leverages the strong synergies that exist between the SpotLite cloud-based market intelligence platform and GoDaddy's range of services, which are used by millions of online retail businesses around the world.

Conversion

Since the official launch in February, initial subscriptions have been pleasing with over 20 businesses signing up to use SpotLite. Conversion rates from the free trial to paid subscriptions are also encouraging and growing with both domestic and international businesses as paying customers.

New Releases

Invigor is also pleased to announce that it is rolling out a number of improvements to the SpotLite platform this week, following user feedback and careful analysis of usage patterns in order to enhance not only the user experience, but provide businesses with new functionality to help them increase productivity and grow revenue.

New features will allow customers to include additional information regarding the products they're tracking through product meta data (suppliers, brands and stock keeping unit codes), as well as a product pricing summary with a quick view of recent changes. Additional upgrades, including a new bulk import feature are currently in the development pipeline.

Management Commentary:

Invigor's Chairman and CEO, Mr Gary Cohen, said: *"We are thrilled to partner with GoDaddy who have a globally-recognised brand that is trusted by millions of internet-savvy business owners in Australia and around the world.*

Attracting a partner of GoDaddy's scale demonstrates the growing recognition that Invigor is an innovation-leader in the big data analytics market, and will significantly strengthen the subscription growth pipeline for the SpotLite platform.

The conversion rate for users provides solid validation for SpotLite, demonstrating that the platform has quickly become an invaluable tool for a growing number of business owners and managers looking for insights that give them a significant competitive advantage in the marketplace."

GoDaddy's Vice President Australia and New Zealand, Ms. Tara Commerford, said *"GoDaddy helps entrepreneurs and small businesses find their domain name, create a website and drive results for their ventures online. Through this collaboration with SpotLite, subscribers will have the opportunity to try GoDaddy's online tools to help promote their ideas."*

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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 GoDaddy

GoDaddy powers the world's largest cloud platform dedicated to small, independent ventures. With more than 14.5 million customers worldwide and more than 63 million domain names under management, GoDaddy is the place people come to name their idea, build a professional website, attract customers and manage their work. Our mission is to give our customers the tools, insights and the people to transform their ideas and personal initiative into success. To learn more about the company, visit www.GoDaddy.com.