

ASX Announcement

3 July 2015

Invigor signs first contract in alcohol sector for Insights Retail Analytics

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has entered into a 12 month subscription agreement with a leading company in the alcoholic beverages sector to use Invigor’s Insights Retail Analytics platform (“Insights Retail”).

Insights Retail, a cloud based analytics solution, will deliver competitive intelligence data for the customer’s brand name beer and spirit products. The data is gathered from offline print media, online retail websites and Google data including search volumes and AdWords. Covering all major alcohol retailers and brands across Australia, Insights Retail will draw on the most comprehensive data sets to deliver actionable insights in customisable reports, charts and dashboards.

Invigor’s Executive Chairman Mr Gary Cohen said: “No other big data analytics company in Australia is providing this level of intelligence to brands, importers and marketers in the alcoholic beverages sector. The Insights Retail Analytics solution provides key persons within an organisation the ability to understand market share and analyse the price of competitors to better inform pricing and marketing strategies.”

A video explaining Insights Retail Analytics can be found at www.vimeo.com/user36564000/insightsretail

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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.