

ASX Announcement

29 July 2015

Investor Presentation

Attached is an investor presentation supplementing the Company Update released earlier this month.

For further information, please contact:

Gary Cohen
Executive Chairman
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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.



Creating Value Through Data

Investor Presentation
July 2015

Company Summary & Investment Highlights

Complementary suite of **big data products** that source, aggregate, analyse and publish insights and content for businesses and consumers

Three key products all growing in demand:

- **Insights Retail:** Competitive Analytics platform for brands and retailers
- **Shopping Ninja:** Provides best value option to consumers on over one hundred thousand products
- **Insights Visitor:** Analytics platform that can extract data from any WiFi hotspot or from Telcos

Increasing uptake across all three products – five brands/retailers using Retail Analytics,

~**5k downloads** of Shopping Ninja and first rollout of Visitor Analytics with Sunshine Coast Council

Potential for a wide variety of revenue streams – ability to target retailers, brands, consumers, telcos and government

Longer term plan is to provide a comprehensive solution encompassing marketing, business intelligence, content creation and distribution

Guidance (year end 31/12/15) – **EBITDA \$0.5-1.0m** on revenue of **\$6.0-7.0m**

Highly experienced and credentialed board and management – Menulog Co-Founder, Gary Munitz recently appointed MD



Corporate Structure

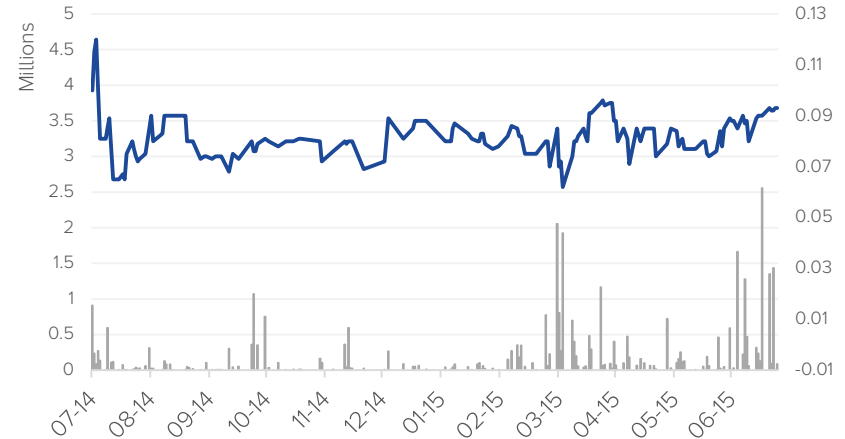
Trading Information (at 27/7/15)

Ticker	IVO
Price	\$0.093
Market Capitalisation	~\$21.2m
52 week range	\$0.06 -0.12
Shares on issue	228m

Board of Directors

Gary Cohen	Executive Chairman
Gary Munitz	Managing Director
Gregory Cohen	Executive Director
John Hayson	Non-Executive Director
Vic Lorusso	Non-Executive Director
Paul Salter	Non-Executive Director
David Neufeld	Company Secretary and CFO

12-month Share Price Chart



Source: CommSec – 27/7/15



Big Data Market Insights

- PricewaterhouseCoopers estimate that Australian retail and consumer businesses, by not leveraging their existing internal data, are missing an enormous opportunity worth \$3.8 billion ¹
- Big Data helps solve current advertising inefficiencies, with over **40%** of **\$500 billion** global advertising spend currently wasted ²
- Big Data market forecasted to be worth **\$50 billion** by 2017³



¹ Ref: IDC, Dec 2013 forecast & ADMA

² Australian Digital Marketing Association

³ Wikibon.org



Connecting The Dots

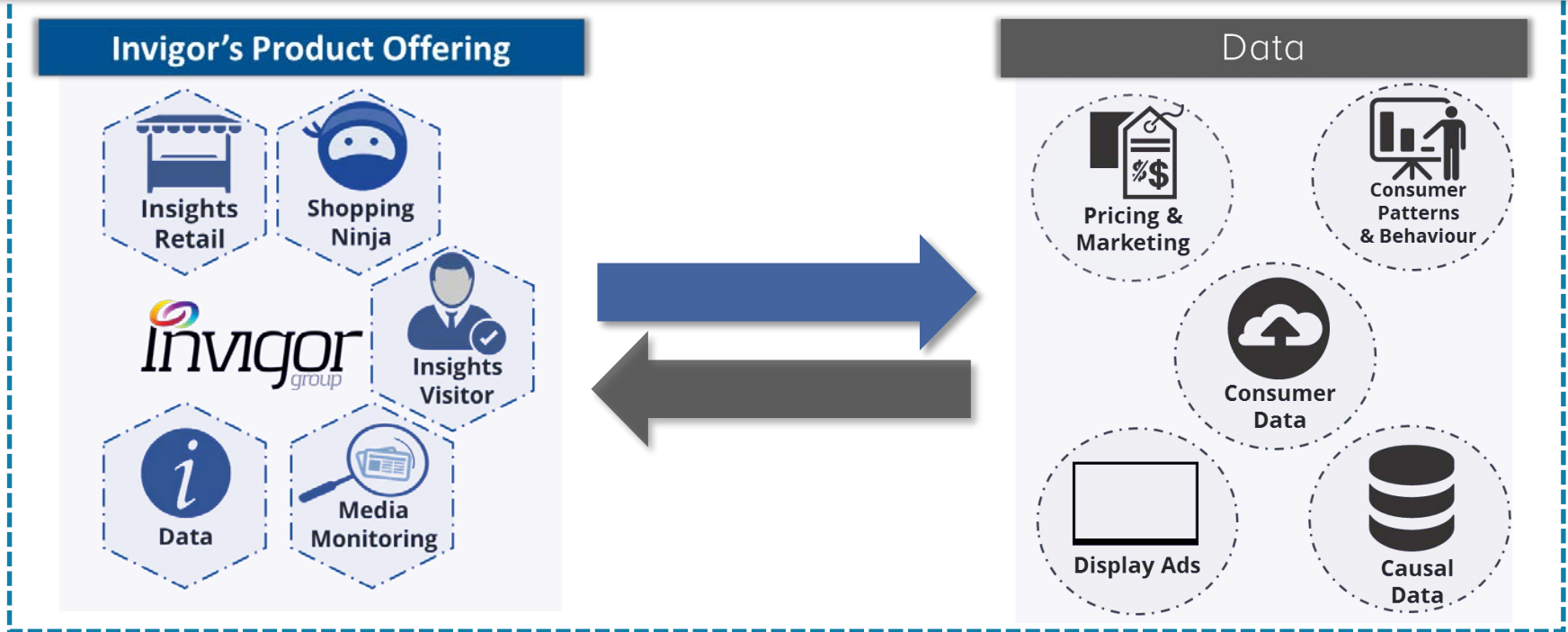
Creating Value Through Data

- Invigor uses its complementary suite of big data products to source, aggregate, analyse and publish insights and content for the benefit of businesses and consumers.
- 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.



Invigor's Core Intellectual Property

Core IP



Key Partnerships



Meraki



Insights Retail Analytics for Brand Owners & Retailers

- Analytics platform targeted at brands and retailers
- Provides real-time data on competitor products, pricing, advertising and other changes in the market
- Presently covers consumer electronics, whitegoods & alcohol verticals. Other verticals to follow
- Five customers signed including Navman, TCL and a leading company in the alcoholic beverages sector
- Pipeline of more than 30 brands, retailers and distributors

Enhance brand & retail strategy decision making with real time Insights data



Creating Value Through Data



Insights Retail Analytics for Brand Owners & Retailers



Cloud based, business-to-business, competitive market insights software



Detailed live and historical pricing and product information for a number of consumer products



Personalised alerts for retailers and brands when reports are made available



Available to the alcoholic beverages, consumer electronics and whitegoods industries – health and beauty coming soon

Relevant to brands and retailers alike



NAVMAN

JB HI-FI

DealsDirect.com.au
Love a bargain®

dyson



LG



Carlton & United
Breweries

SONY

FOUNDED EN 1743
MOËT & CHANDON
CHAMPAGNE
★

Creating Value Through Data



Insights Visitor Analytics

A holistic solution for retail property owners, venues, hotels, department stores, local governments, smart cities, websites and apps providing access to an almost infinite range of consumer usage, trends and behaviour information and delivering insights into customers interactions with competitors

A 360° VIEW OF VISITORS

1. Connect

Connect with your consumers through Wi-Fi, interact via Bluetooth and make them feel a part of your community.

4. Next Action

Create value for your organisation by increasing customer loyalty, brand advocacy, dwell time and revenue.



2. Learn

Learn more about your consumers. Who they are? What do they like? How do they perceive you?

3. Engage

Interact with your consumers in a meaningful and engaging way.



Insights Visitor Analytics

ACTIONABLE INSIGHTS – THE PULSE OF YOUR BUSINESS



Stunning Insights. Intuitive Interfaces.

Insights web based dashboard and mobile friendly display keep you informed real-time. Have your venue performance at your fingertips with action alerts, traffic, conversion and more.

- **TRAFFIC**
Foot traffic, heat maps, flow maps, new vs repeat visitors and identify missed opportunities
- **VISITOR INFORMATION**
Demographic, psychographic, activities, interests and opinions (AIO's) and trends
- **CONVERSIONS & GOALS**
Sales, footfall conversion, new vs. returning customers, increase average transaction value, optimise layouts, maximise marketing ROI and effective resource allocation
- **INTERACT**
Connects physical and digital environments giving consumers a true multi-channel and omni-channel experience in-store providing a more personalised and meaningful interaction

Creating Value Through Data



Shopping Ninja – Price Comparison for Consumers



How to shop with Shopping Ninja

1. Shop for any product across your favourite retailers

2. The Shopping Ninja browser extension and application will appear across the top of your screen automatically

3. Click through to the best retailer and enjoying savings on your purchase



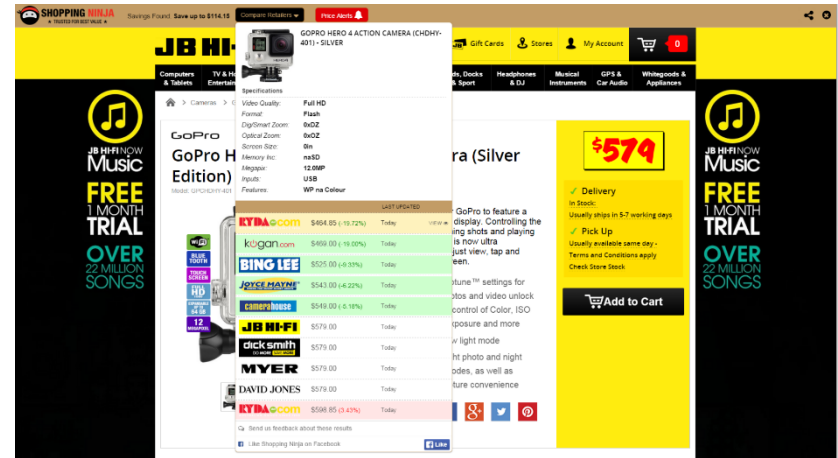
Shopping Ninja – Price Comparison for Consumers

Shopping Ninja is Australia's first price comparison browser extension and mobile application that provides Australians with the best value shopping on consumer goods across a large range of retailers.

Shopping Ninja covers over **100,000** products across **consumer electronics, whitegoods and alcoholic beverages** and is refreshed up to **three times a day**.

Shopping Ninja's unique features

1. It's retail agnostic
2. It has the most robust data set
3. It has an independent revenue stream



Shopping Ninja – Price Comparison for Consumers



Allows consumers to
get the lowest prices



Automatic Comparison
Shopping without leaving
the site



100% free to use with
seamless installation process



Price alerts – display &
notifications



Invigor Monetisation Model

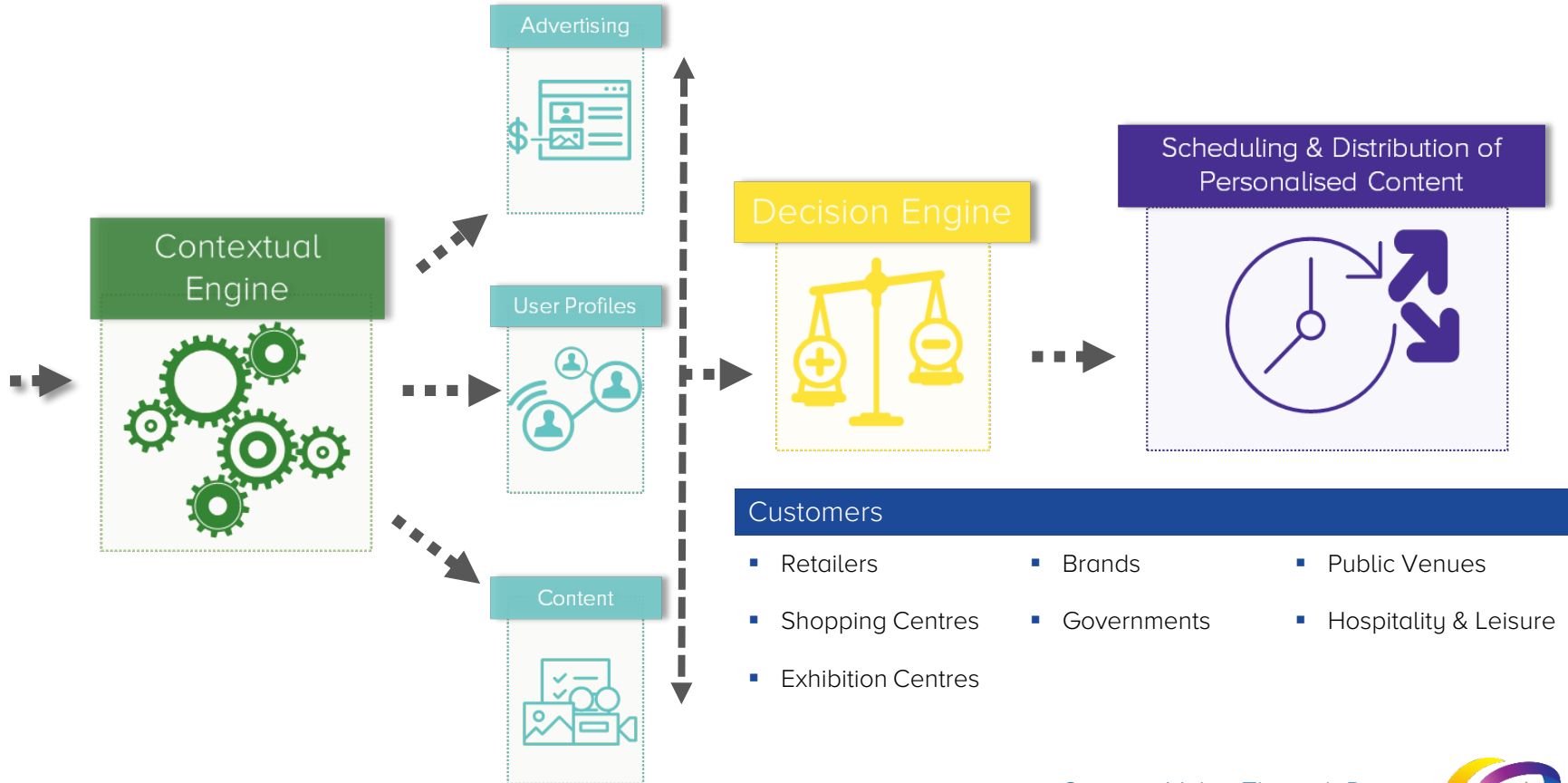
1. **Insights Retail** – Annual subscription based on number of categories
2. **Insights Visitor** – Monthly subscription and professional services
3. **Shopping Ninja** – Commission on sales and promotional platform for brands and retail
4. **Insights Data** – Transaction based model

All products work individually or may be combined to provide more meaningful data of consumer behaviour and spending



Long Term Strategy

Invigor's Core Product & Data IP



Creating Value Through Data



Catalysts for Invigor

- Additional contracts for Insights Retail and Insights Visitor
- Growth in Shopping Ninja downloads and sales using the service
- New verticals to be launched across Retail and Shopping Ninja
- Advertising revenues
- Potential for expansion into other markets





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