

## ASX Announcement

23 May 2016

### **IVO and The Big Smoke sign JV to promote Shopping Ninja**

- **Media Company, The Big Smoke (TBS) announces a JV with IVO to promote Shopping Ninja**
- **JV to produce digital content to help Advertisers and Brands showcase their products**
- **Exposure to over 200,000 unique users per month to promote Shopping Ninja brand**
- **The JV to generate revenue as well as a significant ROI for the Advertisers and Brands**

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has partnered with media Company, The Big Smoke, to produce a joint digital advertising product that will offer Australian brands and retailers a unique way to showcase their products and stories to a more targeted audience and at the same time leverage and promote the Shopping Ninja brand.

Shopping Ninja is Australia’s first price comparison browser add-on and mobile application. It covers over 100,000 offers from all the major retailers and brands across consumer electronics, whitegoods and alcoholic beverages.

Together, The Big Smoke and Shopping Ninja will be showcasing brands by combining the strongest elements of native content and unique data collection capabilities, providing an engaging and user-focused advertising solution. The Big Smoke and Shopping Ninja will be able to expose compelling native content to over 200,000 unique users per month creating a dialogue that will influence how readers consume and respond to digital advertising.

Gary Cohen, Chairman and CEO of Invigor said “We see the partnership with The Big Smoke as an exciting opportunity to engage with consumers by increasing trust and recognising value from Shopping Ninja, while driving sustainable long term growth with a very cost effective model that also generates significant revenue.”

“The Big Smoke is one of Australia’s leading digital publishers and has successfully built their business model around premium native content amongst a digital ecosystem that extends across bloggers, podcasters and social media influencers who they represent when working with brands. Together we can grow the users of Shopping Ninja whilst generating significant value to all” said Gary Cohen.

Alexandra Tselios, CEO and Publisher of The Big Smoke said “We understand why many retailers are struggling to see a transparent ROI on their advertising spend, and are dissatisfied with many of their digital activities. We have put together a team of native content creators which includes top advertising executives who understand very well how to communicate a brands story. By being able to create quality native content as a publisher with an engaged Australia-wide audience, we have an incredible opportunity to truly impact the conversation between brands and consumers. This partnership will allow

The Big Smoke and Invigor to provide an innovative media buy solution across the retail sector, and produce relevant and shareable content. We want to change the narrative around how readers view the brands they interact with while continuing to grow as a valuable content platform for our audience”.

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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.

**About The Big Smoke, Belleford Group Pty Ltd**

Belleford Group Pty Ltd is the Publisher of The Big Smoke, one of Australia’s leading opinion sites with over 350 writers from all walks of life including household names, Politicians, influencers and every-day Australians. The Big Smoke’s content is discussed on commercial radio most days of the week Australia-wide and is also home to a curated digital marketplace. In 2015, The Big Smoke launched a sister-site in Portland Oregon, producing content by US writers catering to the US market.