

## ASX Announcement

22 June 2016

### Invigor launches SpotLite, affordable market intelligence for SMEs

- Pricing and market intelligence solution designed for small to medium sized retailers and brands
- Self service and managed service options
- Available for most industries and geographies.
- Affordable solution, opens the market to tens of thousands of SMEs

Invigor Group Limited (ASX:IVO) is pleased to announce the launch of SpotLite, a pricing and market intelligence solution designed for small to medium sized retailers and brands. SpotLite empowers SMEs in almost any retail industry in Australia and internationally to make smarter pricing decisions by providing them with an affordable retail market intelligence solution.

Based on the market leading solution Insights Retail which provides competitive market intelligence in the Consumer Electronics and Alcohol beverage industries, SpotLite provides businesses of almost any industry with real time retail pricing intelligence that is available through both a simple self-service portal and as a managed service. There will be no lock-in contracts with simple monthly pay as you go plans designed for almost any budget.

Invigor's CEO, Gary Cohen said "Insights Retail has proven to be the pricing and market intelligence solution of choice of leading brands and retailers in Australia in consumer electronics and liquor industries. With SpotLite we can now address a large range of verticals from health & beauty, office supplies, pet foods, sporting goods, groceries, fashion, homewares and many others. We can also service the international market with our simple self service portal. This is all based on our existing IP and proven solution designed to empower SMEs at an extremely affordable price."

SpotLite will be released in July 2016.

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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.