

ASX Announcement

25 July 2016

World leading market intelligence group, IDC to use Insights Retail

- **Invigor to provide retail market intelligence to IDC, a world leading market intelligence group**
- **IDC to provide Invigor with vendor spotlight reports and marketing events**
- **Opportunity to expand sales pipeline and cross-sell opportunities with blue chip clients**

Invigor Group Limited (ASX: IVO) (“Invigor”) has signed a deal with International Data Corporation Australia (“IDC”), one of the world’s leading market intelligence firms. The agreement with IDC will see Invigor provide retail market intelligence across a range of consumer electronic categories and IDC to provide Invigor with vendor specific reports across the Invigor product suite.

The deal is designed to initially focus on the Australian and New Zealand markets, with a view to expand to other jurisdictions in due course.

Invigor’s Chairman and CEO, Gary Cohen said that “This agreement with one of the world’s leading market intelligence firms not only validates our strategy of providing real time market intelligence to leading brands and retailers but also now to major research organisations. More importantly we will have Invigor’s unique technology profiled by one of the leading research organisations that advises vendors and purchasers on IT decisions”.

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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 IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.