



FY2016 – Half Yearly Review  
Creating value from data



# Financial Summary



Revenue:  
\$4.55M



EBITDAI\*:  
(\$861K)



Net Loss:  
(\$2.6M)



Cash Flow:  
(\$3.6M)

EBITDAI\*: Earnings before Interest, tax, depreciation, amortisation and impairment

# Strong operational progress



- \$900,000 worth of new contracts announced
- First major contract outside Germany - with Ericsson UK
- Major contract with ZDF



- Successful installation at SupaCenta, Moore Park, NSW
- JV to monetise 6 million annual passenger movements at Manly Wharf
- Partnership secured with Sprooki for loyalty marketing purposes



- 3 year contract with The Good Guys
- Treasury Wines contract secured
- Epson, TCL and Navman renew contracts
- New alliance with IDC, international data research group



# Strong operational progress

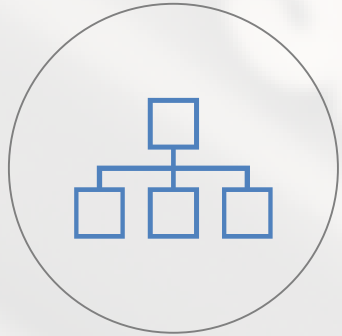


- Release of improved product experience
- Updated user experience and website
- Joint Venture in place with The Big Smoke for The Know, digital marketing magazine



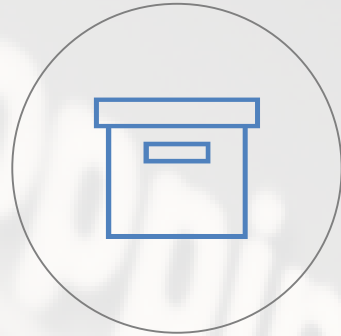
- Releases October
- Low cost and affordable
- Targeting SME's in all markets
- Upsell to Insights Retail
- Significant new revenue stream

# Definitive growth pathway



**2014:**

- Established Teams



**2015:**

- Launched products



**2015 - 2016:**

- Acquired Condat
- Further investment in products and teams



**2016:**

- Implementation
- Scale up operations

## Key focuses for second half FY2016:

- Convert growing pipeline into sales
- Improve operational cash flow
- Disposal of noncore assets
- Explore strategic partnerships



**Problem:**

How to measure and influence the consumer purchase journey?

**Solution:**

Data > insights > action

# The consumer pathway



<p><b>Awareness</b></p>	
<p><b>Consideration</b></p>	
<p><b>Purchase</b></p>	
<p><b>Advocacy</b></p>	



# Well placed for growth

- Invigor's product suite has been established and validated
- Revenue forecast to increase in second half
- Underpinned by growth in all business divisions
- Assessing several strategic partnerships
- Sufficiently funded to meet financing requirements
- Pipeline of new revenue generating contracts continues to grow
- Major sales and growth opportunities materialising





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