

ASX Announcement

14 November 2016

Invigor secures two new contracts for Insights Visitor

- **Iconic Sydney CBD Shopping precinct deploys Insights Visitor through OneWifi partnership**
- **Zoos Victoria trials Insights Visitor at all of its three zoos in Victoria**
- **Six new Insights Visitor contracts secured in four months**
- **Substantial revenue opportunity from media placement using Insights Visitor**
- **Pipeline for Insights Visitor continues growing rapidly with new contracts pending**

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) is pleased to announce the continued rollout of its Insights Visitor platform into locations with major consumer traffic flows.

Insights Visitor has been successfully deployed into the retail and dining areas of a major iconic Sydney CBD Shopping precinct, the name of which remains confidential at this time. Together with WiFi installed and operated by OneWiFi (operating as Infrastructure Logic Pty Ltd), a leading managed WiFi service provider, Invigor will provide managers and marketing staff with real-time analytics and insights into the behaviours, interests and activities of visitors to this iconic Sydney CBD shopping precinct.

The Insights Visitor platform provides an understanding into who is frequenting the shops and dining venues, how long they stay there, and which areas they visit. This information can then be used to shape marketing initiatives and in-centre activities to deliver a better visitor experience.

Invigor is also pleased to announce that Zoos Victoria, which includes Melbourne Zoo, Werribee Open Plains Zoo and Healesville Sanctuary, will trial Insights Visitor on their WiFi network to better understand patron movements within and between their zoos. A detailed understanding of how visitors connect with the zoos will enable Zoos Victoria to better engage with patrons and improve their experience.

The opportunity to generate significant revenue using our Insights Visitor platform gathers apace. Manly Wharf is the first substantial project where we are rolling out our engagement model with retailers and we are also now speaking with advertisers who can see the potential of being able to reach their audience more effectively rather than using more traditional means.

Invigor’s Chairman and CEO, Mr Gary Cohen, said: *“It is encouraging to note that Insights Visitor has been deployed as the WiFi analytics and engagement platform at this iconic Sydney CBD shopping precinct – a major CBD attraction for tourists and local shoppers. This significantly strengthens Invigor’s presence in the retail sector, and gives us an added advantage when tendering for other major retail shopping precincts.*

“These two new contracts reflect the ongoing and rapid sign up of our Visitor platform to high profile locations with significant foot traffic such as Manly Wharf, Preston Markets, the Sunshine Coast Council precinct and Moore Park Supa Centa. In the last four months, we have secured six new Visitor contracts

alone and our pipeline of tenders is building rapidly. We will report on additional wins very shortly. Further, we are now seeing a real opportunity to monetise the use of such venues with our engagement model.”

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About Insights Visitor

Insights Visitor is a unique analytics and customer engagement platform that caters for bricks and mortar locations and major population centres. The proprietary hardware and software uses WiFi and a range of other sensors to assist venue owners and operators in delivering additional revenue streams, reducing costs and increasing operational efficiencies by better understanding customer tastes and preferences as well as the utilisation of physical spaces.

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 OneWiFi

OneWiFi, operated by Infrastructure Logic Pty Ltd, a licensed Carrier, is a WiFi service provider, delivering a portfolio of Managed and Carrier WiFi infrastructure to venue operators, local government, state authorities, and telecom service providers. For venue operators, our best-of-breed solution delivers a superior frictionless customer experience for visitors.

OneWiFi's business model is based on a shared infrastructure model and in-turn shared economics, which provides all stakeholders the lowest total cost of ownership (TCO). This enables OneWiFi to provide carrier-grade WiFi services at a fraction of the cost of traditional build, own and operate models.