

ASX Announcement

15 December 2016

Invigor's SpotLite launches with SME customers in Australian first

- **SpotLite goes live for SME customers**
- **Affordable price tracking and market intelligence solution**
- **Available across most industries and international markets**
- **Expected annualised revenue of \$1M from full release in January 2017**

Leading big data solutions company, Invigor Group Limited (ASX: IVO) ("Invigor") is pleased to announce that in a first for Australia, the Company's *SpotLite* market intelligence and price tracking solution has gone live with a range of SME customers, as part of the beta testing phase for the product.

SpotLite is a software-as-a-service (SaaS) solution developed by Invigor to provide the SME market with affordable access to real-time competitive pricing data and analysis across a broad range of retail segments, and is offered to customers on a monthly subscription basis. The full launch of *SpotLite* is expected in January 2017, with an expected annualised revenue contribution in excess of \$1M from that point. See www.spotlite.com.au.

Invigor's *SpotLite* solution is based on the existing technology and IP that powers the enterprise level *Insights Retail* data analytics platform. *Insights Retail* currently provides some of Australia's leading retailers and brands with live market pricing intelligence in the consumer electronics and alcoholic beverage categories.

Customers participating in Invigor's beta testing phase for *SpotLite* are utilising the self-service portal to access accurate pricing information and features including self-generated reports, customisable dashboards, alerts and local support. In its current phase of development, *SpotLite* offers pricing data and analysis across most industries and is also able to service both Australian and International markets.

Invigor's CEO, Gary Cohen, said: "The launch of the beta phase for *SpotLite* marks a significant milestone in the Australian-first roll out of price tracking software for the SME market. Smaller businesses now have affordable access to real-time pricing intelligence typically reserved for larger organisations, and positive customer feedback is a strong endorsement of the solution.

"*SpotLite* provides Invigor with a significant opportunity to further strengthen its revenue base through targeting the higher volume SME market across an expanded range of retail industry segments. The pipeline for the *Insights Retail* product also continues to grow, and the complementary *SpotLite* beta launch further embeds Invigor's position as a leading pricing intelligence provider for the broader Australian retail sector."

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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.