

ASX Announcement

23 January 2017

Invigor partners with Optus to deliver Wi-Fi Analytics for the Australian Open

- Partnership with Optus provide insights to Tennis Australia on Melbourne Park visitors
- First major deployment for Invigor with Optus
- New revenue generating Insights Visitor contracts pending across retail, transport, hospitality, tourism, conventions, and major events sectors

Leading big data solutions company Invigor Group Limited (ASX: IVO) ("Invigor") is pleased to announce the first major deployment of its Insights Visitor platform with telecommunications company Optus to deliver Wi-Fi analytics and insights to Tennis Australia for the 2017 Australian Open tennis tournament.

This is a major coup for Invigor and is in line with the previously stated goal of securing Wi-Fi installations into major events. In conjunction with Optus, which is the exclusive telecommunications partner at the event, Invigor has integrated its Insights Visitor platform to a mixed vendor Wi-Fi network comprising more than 300 Cisco and Aruba access points. The Wi-Fi network covers all of the spectator areas including Rod Laver Arena, Margaret Court Arena and Hisense Arena, as well as the Australian Open Festival precinct at Birrarung Marr.

Dashboards and reports from the Insights Visitor platform provide Tennis Australia with real-time insights into spectator numbers, movement and dwell times of the 700,000⁺¹ visitors that attend the tournament.

The agreement with Optus is significant for Invigor as it marks their first major deployment in partnership and presents a platform which combines Optus' end-to-end enterprise telecommunications capabilities with Invigor's WiFi analytics and engagement solution.

Invigor's Chairman and CEO, Mr Gary Cohen, said: *"We are pleased to be working with Optus and Tennis Australia to deliver insights and analytics for one of the most recognised and attended major sporting events in Australia. It provides excellent validation for Insights Visitor and positions us very strongly to pursue and secure more contracts for other major events."*

"Insights Visitor is performing exceptionally well and the pipeline of tenders is growing as more venue and precinct owners and operators recognise that Wi-Fi networks are now the key infrastructure for consumer engagement and sales and marketing initiatives. It represents a major revenue opportunity for Invigor that we are intent on capitalising on, and we expect more contracts to materialise very shortly."

Invigor will shortly update shareholders on the new Insights Visitor contracts, progress with its financing activities, and new business wins from its Insights Retail and Condat divisions.

¹ <http://event.ausopen.com/bythenumbers-2016/#attendance>

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For further information, please contact:

Gary Cohen
Chairman & CEO
+61 2 8251 9600

Released through: Ben Jarvis, Six Degrees Investor Relations: +61 (0) 413 150 448

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<https://twitter.com/InvigorGroup>

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.

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