

## ASX Announcement

8 February 2017

### Invigor Group Launches Digital Precinct at Sydney's Historic Manly Wharf

- **Solution transforms transport hub into Digital Precinct by leveraging Wi-Fi, smart devices and big data analysis**
- **JV will share in revenue generated from intelligent advertising and targeted promotional campaigns**
- **Provides reference point for Invigor to showcase Wi-Fi model to more transport hubs**
- **Insights Visitor tender pipeline growing favourably in Australia and some international markets**

Invigor Group Limited (ASX: IVO) ("Invigor") is pleased to announce that it has now successfully gone live with its Insights Visitor Wi-Fi solution throughout Manly Wharf creating a digital precinct that will leverage Wi-Fi, smart devices and Big Data to better understand and engage with commuters and visitors.

The launch follows Invigor's announcement in August 2016 that it had established a Joint Venture (JV) with Melic Pty Ltd, which manages the retail operations at Manly Wharf, to monetise the significant passenger flow through the precinct.

Invigor in partnership with Sprooki, utilises Sprooki's unique shopper engagement and commerce platform integrated with Invigor's Insights Visitor solution to enable rich retail content targeting functionality, such as location-targeted messaging, retailer offers, mobile vouchers, card-less loyalty and rewards, predictive product recommendations and wayfinding, delivered to commuters and shoppers at the most relevant time during their visit. This powers the Manly Wharf Offers Portal, an additional benefit and incentive for visitors to join the Free Wi-Fi.

The Manly Wharf Offers Portal contains exclusive offers that are updated frequently and range from food and beverage to entertainment and fashion, aiming to provide the Manly Wharf visitors convenience as well as the best experience and value during their visit to the precinct. Visitors can access the portal via their smartphones and other connected devices, browse what's on or find stores, download exclusive offers and vouchers through their mobile devices and collect or redeem them immediately in-store.

A promotional campaign for the Wi-Fi and Portal services has been met with early visitor sign up and usage patterns ahead of initial expectations.

**Invigor's Chairman and CEO, Gary Cohen said:** "Together with Sprooki, we have delivered a quality and engaging digital experience to Manly Wharf and we are confident that we can achieve meaningful revenue streams through intelligent advertising, promotional activities and targeted offers that are featured across the Wi-Fi network.

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“The success of this engagement also highlights the benefits from our partnership with Sprooki, a business that can deliver the very best in shopper engagement through Wi-Fi networks.

“Manly Wharf is well recognised in Australia and internationally and we will be actively promoting the success of the combined Insights Visitor/Sprooki platform to other transport hubs and venues to secure more contracts of a similar nature.

“Wi-Fi networks are now becoming the promotional medium of choice for major advertisers to directly target consumers and deliver personalised content. As such, we are exceptionally well placed to benefit from this trend. Invigor’s pipeline of opportunities to deploy Insights Visitor across a large number of venues in Australia and internationally is growing favourably and we expect new contracts to be secured shortly.”

**Sprooki Executive Director, Claire Mula said:** “As the gateway to Manly’s thriving retail and dining precinct, Manly Wharf is one of the most highly visited destinations in Sydney.” Ms Mula added: “We are delighted to support Invigor and Manly Wharf on their journey to transform and digitise the wharf and to engage with their customers in more data-driven and effective ways. In today’s world we are always connected and initiatives such as their Digital Precinct are exceeding the expectations of connected consumers.”

The Manly Wharf precinct is a unique transport hub that sees over six million commuters using the facility each year to travel to the city of Sydney and other destinations in and around Sydney Harbour. There are approximately 20 retail outlets and restaurants, making Manly Wharf a major tourism and entertainment hub. Invigor anticipates this contract will be key in securing more transport hubs under similar agreements.

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### **About Invigor Group Limited**

Invigor Group Limited (ASX:IVO) is an Australian company that develops a range of solutions to help measure and influence the consumer purchase journey, turning insights into revenue.

Invigor's solutions offers insights into market activity such as competitor pricing and consumer behaviour as well as allowing engagement with consumers through relevant content and digital real estate. Invigor's technology and innovation can be seen in one of Sydney's historic ferry terminals, Manly Wharf, where a high traffic transport hub has been transformed into a Digital Precinct.

Invigor is leading the way in data intelligence by providing comprehensive end-to-end business solutions with Wi-Fi analytics, consumer engagement, real-time pricing and market intelligence.

### **About Sprooki Pte Ltd.**

Sprooki offers an award-winning shopper engagement, analytics and commerce platform to help retail enterprises and brands engage with today's connected shoppers.

Today's connected shoppers use a mix of both physical and digital channels to browse and buy. While the overwhelming majority of retail purchases take place inside physical stores, Sprooki's engagement and commerce platform helps retailers to address the growing influence of mobile on both instore and digital sales.

Sprooki's data-driven software allows retail brands to win more customers when and where they choose to shop by capturing data and provide shoppers with more personalised, mobile-first retail content at the most relevant moment in their shopping journey

Based in Singapore, with offices, customers and partners across Asia-Pacific, Sprooki's mission is to help retailers and shoppers to engage with each other in more intelligent, relevant and mobile-first ways

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