

## ASX Announcement

9 May 2017

### Indonesian shopping mall launches Sprooki's mobile engagement and analytics platform

- **120,000 m<sup>2</sup> Plaza Ambarrukmo shopping centre the first to launch Sprooki's award-winning mobile engagement solution in Yogyakarta**
- **First new contract since announcement that Sprooki is being acquired by Invigor**
- **Represents second mall secured in Indonesia with further customers opportunities across Asia**
- **18 malls now contracted to Sprooki in Asia using its engagement and commerce solution to deliver personalized, location-relevant retail content from tenants and brands to shoppers**
- **Sprooki providing retailers and mall operators with a "mobile first" engagement and insights solution that delivers a more personalized shopper experience based on real-world and digital shopping behavior.**

Invigor Group Limited (ASX: IVO) ("Invigor", "the Company") is pleased to announce that mobile engagement company Sprooki continues to expand its Asian presence with the signing of a new three-year contract to provide loyalty and commerce solutions for a large shopping mall in Indonesia. Invigor announced the proposed acquisition of Sprooki on 27 April 2017.

The 120,000m<sup>2</sup> Plaza Ambarrukmo is the premier shopping, dining and lifestyle destination in Yogyakarta. In addition to more than 230 exclusive local and international brand name stores, the shopping centre features premium restaurants and a movie theatre across seven floors.

The mall recently launched a new shopping companion mobile application powered by Sprooki's solution to improve and personalized the experience of patrons and to assist retailers with better shopper engagement, conversion and loyalty. Sprooki's market-leading loyalty, engagement and analytics solution is the technology underpinning the shopping companion app.

The Plaza Ambarrukmo mobile app includes among other features exclusive, personalized retail content such as recommended offers, events, store information and promotions including food and beverage to entertainment and fashion, aiming to give occasional visitors and regular customers location and profile relevant content while they shop. The mall aims to innovate in Indonesia's retail industry, enabling a shopping journey aligned to the customer's omnichannel behaviour, where shoppers frequently reference mobile and digital touchpoints before and during their visit, helping them to get more out of their day at the mall. At the same time, Plaza Abarrukmo has visibility into the digital behavior, campaign and store preferences of their shoppers through Sprooki's analytics.

**Michael Gethen, Co-founder and Managing Director of Sprooki:** *"Sprooki is delighted to enable Plaza Ambarrukmo with our solutions for engaging with customers and understanding their behaviour, interests and preferences. Our mobile platform will give the retail tenants an effective way to drive frequency of visits and increase sales conversions while significantly enhancing the shopper's experience."*

**Invigor Chairman and CEO Gary Cohen added:** *“One of the attractions of the Sprooki business to Invigor was the strength of its customer growth opportunities and its ability to expand its shopping centre footprint in Asia. This contract is evidence that Sprooki is converting its tenders to new revenue-generating, long-term contracts in Asia.*

*“Sprooki is aggressively pursuing other contracts in Indonesia, a country with a population of 260 million people and almost 330 million mobile connections<sup>1</sup>, evidence that the broader Indonesian population are some of the most engaged mobile users in the world. Sprooki’s engagement, loyalty and analytics solutions means mall owners and retailers have the best arsenal to effectively engage with shoppers and drive sales growth. Equally, consumers can capitalise on the products and services that are matched to their unique profiles, allowing them to take advantage of all benefits that shopping centres turned into Digital Precincts, such as Plaza Ambarrukmo, can offer.*

*“Invigor expects to report on further revenue-generating contracts shortly, including more from Sprooki, in Australia, Asia and Europe.”*

**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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**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 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.

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

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<sup>1</sup> <https://www.techinasia.com/indonesia-web-mobile-statistics-we-are-social>