

ASX Announcement

10 February 2016

Leading Wine Company signs contract for Insights Retail

- Treasury Wine Estates to implement the Insights Retail platform
- One year contract for its alcohol beverage range.

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has signed a one year contract with Treasury Wine Estates Limited (ASX: TWE) to deploy Invigor’s Insights Retail platform for its alcohol beverage range.

TWE is one of the world’s largest wine companies with a rich heritage and a portfolio of some of the most recognised and awarded wine brands in the world.

Insights Retail is a competitive market intelligence platform across a range of product verticals for retailers and brands. The software collects real-time data across online and offline prices, freight, consumer demand and marketing activity. The platform analyses the data and offers clear next actions to clients to maximise revenue and margin.

Invigor’s Chairman and CEO, Mr Gary Cohen, said: “It is very encouraging that major international companies like TWE are deciding to use this platform as part of an armoury of tools to better understand their market”.

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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.

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