

## ASX Announcement

14 June 2016

### New Version of Shopping Ninja Launched

- **New user flow released**
- **New Features to promote improve user experience and consumer retention**
- **Version 2 to create “Intuitive Smart Personal Shopping Assistant”**
- **“The Know” digital magazine launched with The Big Smoke**

Leading big data solutions company Invigor Group Limited (ASX: IVO) (“Invigor”) has released a new version of Shopping Ninja containing new user flow changes to improve customer satisfaction, email sign-ups and user engagement.

This new user flow has now been deployed to more easily attract and retain users making it much easier to get the App and the browser extension. It achieves this through a simplified step-by-step user experience that drives stronger user engagement. It is also backed up with new automated EDM templates to improve customer retention.

These new features are part of the steps towards Version 2 which will see Shopping Ninja position as an “Intuitive Smart Personal Shopping Assistant” that understands your shopping habits. Many exciting new features will be available in the coming months.

Also today Invigor together with their Joint Venture partner, The Big Smoke launched The Know digital magazine that will act as a voice to connect brands, products and users with relevant information and engaging content.

Invigor Chairman and CEO, Gary Cohen said “Shopping Ninja is set for a big year this year as it starts to become a personal shopping assistant to users to get the best value from the shopping experience. In the meantime we have rolled out a host of new features to drive new user sign-ups, provides clear knowledge of the benefits of using the application and maximizes user engagement to build brand trust and loyalty.

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### **About Invigor Group Limited**

Invigor Group is a leading information technology and digital solutions company. It specialises in innovative business intelligence, big data solutions for businesses and consumers which are supported by strategic consulting, development and marketing services. Invigor delivers its cloud based solutions to a broad range of clients including: retailers, brands, mobile network providers, local and state governments, advertising and media agencies.

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