

ASX Announcement

12 April 2017

Invigor signs partnership with VMO to digitise Manly Wharf Precinct

- **Invigor establishes a three-year partnership with digital-out-of-home advertising market leader VMO to enhance Manly Wharf with digital content**
- **Six state of the art digital screens across the precinct to leverage Invigor's Insights Visitor platform**
- **Project solidifies Manly Wharf as a leading digital precinct**
- **VMO operate 9,500 digital screens across Australia - potential for further future partnerships between Invigor and VMO**

Invigor Group Limited (ASX:IVO) ("Invigor", "the Company") is pleased to announce it has established a partnership with VMO (previously, Val Morgan Outdoor), through the joint venture with the operators of Manly Wharf ("JV"), to install and commercialise digital media advertising assets within Sydney's world-famous Manly Wharf precinct.

Under the agreement, six digital screens will be installed within the Manly Wharf precinct, including two large format screens.

The deal builds on Invigor's previous announcement in August 2016 when it established the JV with Melic Pty Ltd, which operates Manly Wharf, to offer free Wi-Fi services powered by Insights Visitor to monetise the significant traffic flow through the precinct. Invigor subsequently partnered with Sprooki (Refer ASX Announcement 8 February) to offer visitors exclusive targeted offers together with rich retail content directly on their mobile devices through the Manly Wharf Offers Portal.

The partnership between the JV and VMO will leverage data collected through the Invigor's Insights Visitor platform, in combination with VMO's exclusive audience measurement technology; DART (Digital outdoor Audience in Real Time). DART is the only real time audience measurement system of its kind, anonymously measuring viewer demographics and engagement. The technology will be used to gather audience insights and help advertisers improve targeting of content to consumers at Manly Wharf.

Invigor Chairman and CEO Gary Cohen said: "This is an exciting opportunity to unlock further revenue potential while providing additional value to travelers, retailers and advertisers. The partnership with VMO also showcases the benefits of the Insights Visitor platform in transforming Manly Wharf into a leading digital precinct. Invigor and VMO are both innovation leaders who understand the value of digital data, it will be fantastic to work with a partner of such high calibre on this project."

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VMO is market leading in the digital-out-of-home (DOOH) advertising with near 9,500 screens across Australia - making it the largest digital-out-of-home network in the country. Their network of screens, includes:

- Over 1,400 screens in over 400 shopping centres
- 2,720 screens found at petrol stations
- 5,200 screens in hundreds of health clubs across the country.

VMO Managing Director Anthony Deeble added: “we’re thrilled to be working with a forward thinking company such as Invigor to build what is sure to become one of the most technologically innovative commuter hubs in Australia. The digital assets have been design specifically for Manly Wharf considering its iconic Australian location. VMO’s innovative technology together with Invigor’s vision is sure to provide a positive experience for the community and visitors alike.”

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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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