

## ASX Announcement

7 July 2017

### Invigor secures Zoos Victoria as Insights Visitor customer

- **Invigor's Insights Visitor platform to be deployed at Werribee Open Range Zoo, Royal Melbourne Zoo and Healesville Sanctuary**
- **Solution will provide a user-friendly sign up for visitors connecting to Zoos Victoria's free WiFi, service while gathering valuable customer insights**
- **Contract is another major enterprise and government contract win for Invigor, further validating its industry-leading big data and data analytics solutions**

Leading big data solutions company **Invigor Group Limited (ASX: IVO)** ("**Invigor**", "**the Company**") is pleased to announce it has secured another major public-sector customer for its industry-leading big data products, with Zoos Victoria to deploy the Insights Visitor platform at three major tourist destinations.

Following a successful proof-of-concept trial (*Refer ASX announcement 14 November 16*), Zoos Victoria will leverage Insights Visitor platform to provide an easy-to-use sign up process for visitors connecting to its free wi-fi services at Werribee Open Range Zoo, Royal Melbourne Zoo and Healesville Sanctuary.

The zoos are among Victoria's most popular domestic and international tourist destinations, having attracted more than 2.5 million visitors in 2015-16. This included more than 200,000 international guests and 160,000 interstate tourists, alongside 250,000 predominantly local active members.<sup>1</sup>

Using the cloud-based Insights Visitor platform, Zoos Victoria will leverage its existing free wi-fi infrastructure to better understand who their customers are and how they behave, including how visitors move around the zoos and how long they dwell at each exhibit.

Based on the insights gathered through Insights Visitor, Zoos Victoria staff will be able to engage with visitors in a more meaningful way to ensure patrons have the best possible experience by shaping marketing activities and helping guests to avoid potential traffic bottlenecks.

The contract win provides significant marketplace validation for the Insights Visitor platform in a high-traffic, high-profile government setting, while also highlighting Invigor's ability to transition trial deployments into revenue-generating customer contracts.

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<sup>1</sup> [https://www.zoo.org.au/sites/default/files/ZV\\_AnnualReport2015-2016.pdf](https://www.zoo.org.au/sites/default/files/ZV_AnnualReport2015-2016.pdf)

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**Management Commentary:**

Invigor's CEO Mr. Gary Cohen said: "This contract further demonstrates Invigor's ability to transition sales inquiries and trial deployments into revenue-generating sales contracts as potential clients witness firsthand the remarkable paradigm-shifting insights our big data technology can deliver.

"Cloud-based data analytics is now a critical and indispensable tool for government agencies and departments at all levels. Invigor's cutting-edge technology is ideally placed to capitalise on this trend and strengthen our revenue base.

"Invigor has a robust sales pipeline and expects to secure additional clients and product categories in the coming months."

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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.