

## ASX Announcement

22 December 2017

### Invigor signs MoU with Microsoft

#### Highlights:

- New MoU follows completion of successful joint pilot with Microsoft and major Australian shopping centre group
- MoU brings together Microsoft and Invigor's capability and resources to optimise Invigor solutions on Microsoft Azure and jointly promote both solutions to retail customers and partners
- Major revenue opportunity for Invigor increasing access to a large potential retail customer base

Leading big data solutions company **Invigor Group Limited** (ASX: IVO) ("**Invigor**" or "**the Company**") is pleased to announce that it has signed a new, binding Memorandum of Understanding (MOU) with Microsoft Pty Ltd following completion of a successful pilot project between the two companies.

This new MoU follows the previous agreement between the parties signed in May 2017 which saw Invigor launch and pilot its predictive analytics solution, Shopper Insights, on Microsoft Azure, for a major Australian shopping centre group.

Under the new MoU, Microsoft and Invigor will collaborate to drive digital transformation in the retail industry, a key strategic vertical focus for both organisations. Microsoft will provide Invigor with co-marketing funds, technical training and development resources to support product development and accelerate the growth in customer adoption of Invigor's Shopper Insights and Spot Lite solutions on Microsoft Azure.

Invigor will continue to develop its solutions using Microsoft Azure, in particular Azure Data Lake Store and Analytics, and Cognitive Services.

**Invigor CEO Gary Cohen said:** "The completion of a successful pilot project with Microsoft is the catalyst to expand the roll out and deepen the relationship between the two organisations. Invigor delivers unique data-driven Pricing and Loyalty solutions to the retail industry which complement Microsoft products such as Microsoft Azure and Microsoft Dynamics365, used by retailers and brands. Likewise, Microsoft's large, global network of resellers and customers represents a major growth platform for Invigor.

"We look forward to accelerating growth opportunities and to building transformational data-driven commerce solutions for retailers and brands of all size leveraging Microsoft Azure and go-to-market capabilities. Early signs to date is that this is a valuable commercial partnership opportunity for Invigor."

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### **About Invigor Group Limited**

Invigor Group (ASX:IVO) is a B2B data intelligence and solutions company that turns data analytics into dollars for the retail and service industries. Invigor's innovation in owned retail platforms and unique cross-channel data ecosystem allows businesses to have a holistic view of their customers and competitive landscape to not only understand, but effectively engage with today's physical and digital consumers. Combined with proprietary data and predictive engines, Invigor Group provides strategic insights, solutions and recommendations that empower businesses to successfully influence future customer strategy and increase long-term profitability.

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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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