

## ASX Announcement

24 May 2018

# MOU with Neal Analytics secured with Microsoft Partnership

### Highlights:

- **MOU executed with US-based Neal Analytics, ‘Microsoft Global Partner of the Year for Business Analytics’**
- **Partnership will strengthen both parties’ data analytics solutions in their current markets and extend Invigor’s channel to market to North America and EMEA**
- **MOU leverages Microsoft’s global partner network**

Leading data intelligence solutions company, **Invigor Group Limited** (ASX: IVO) (“**Invigor**” or “**the Company**”), is pleased to confirm that it has signed a Memorandum of Understanding (MOU) with US-based, specialised data analytics company, **Neal Analytics**. See NealAnalytics.com. Details regarding the MOU are set out in the Appendix to this release.

Neal Analytics is highly regarded for its expertise in analytics, cloud, artificial intelligence (AI) and machine learning. Customers include iconic retailers and consumer goods brands such as Coca-Cola, Costco, Majid Al Futtaim Group, H&R Block, Barilla, Macys/Bloomingdale’s and many more blue-chip customers.

Under the MOU, both companies will partner to actively strengthen and promote each other’s data-driven solutions through their respective channels to market in Australia, Asia and North America.

Invigor will strengthen Neal Analytics’ advisory services and solutions, such as Advanced Demand Forecasting™ and SKU Max™, by providing real-time competitive pricing and promotional intelligence and improving accuracy and responsiveness of their AI-driven predictive analytics for major brands and retailers globally.

Invigor’s competitive price and promotion monitoring solution, SpotLite™, tracks prices and promotions of any product, on any online retailer and in any market globally on an intra-day, real-time basis. Over the past five years, Invigor has amassed extensive product catalogues and historical data on major categories such as liquor, consumer electronics, household goods, tools and health and beauty which it provides to key retailers and brands in Australia including The Good Guys, Sharp, Accolade Wines, Moet Hennessy, Pernod Ricard, Aussie HiFi, Hanes and Kinchrome.

The MOU will expand Invigor’s reach and customer footprint within North America and other regions in which both parties see demand for the combined product offering. Invigor will also help Neal Analytics increase their presence in Asia Pacific and customer footprint among retailers and brands in the region.

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The MOU was secured as a result of Invigor's recent partnership with **Microsoft** (refer ASX announcement: 22 December 2017), which has included both product development and co-marketing support, opening up introductions to customers and intensive global partnership network.

**Neal Analytics CEO, Dylan Dias said:** “Our go-to-market relationship with Invigor Group represents a critical step in Neal’s plans to deliver its Retail and CPG solutions portfolio in international markets.

We were impressed by the calibre of consultants at Invigor and are thrilled to be partnering with them on the deployment of Retail IQ in multiple scenarios: stock & shelf optimization, advanced demand forecasting, and pricing/promotion planning using their best in class solutions and data platform.

We look forward to a building a fruitful partnership with Invigor and to driving world-class digital transformation to our mutual customers.”

Invigor is also pleased to advise that discussions are underway with customers to capitalise on the collaboration with Neal Analytics. The Company will update shareholders as these developments materialise.

**Invigor CEO, Gary Cohen said:** “We are excited to be partnering with a company with the calibre of Neal Analytics.

Neal Analytics is a recognised leader in specialised data analytics and there are obvious and multiple synergies across the two businesses.

This MOU presents a unique opportunity to strengthen their solutions and market presence in Australia and also drive our customer opportunities for competitive pricing intelligence. As such, we look forward to working with Neal Analytics on bringing greater insights and value to retailers and brands in Asia Pacific and beyond.

We are also thankful our recent partnership with Microsoft have facilitated the introduction between Invigor and Neal Analytics and we are working closely with them focused on future customer deployments of our competitive pricing and promotion intelligence solution, SpotLite.”

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## Appendix

The MOU is intended to outline the high-level areas of cooperation and initial collaboration and with the exception of certain areas the MOU is not intended to be a comprehensive or binding legal document.

The MOU term is for one year but prior to the expiration of the Term the parties will negotiate and execute such binding agreements, including but not limited to the Invigor Referral Agreement as may be required to provide appropriate commercial terms and conditions that may not be embodied by this MOU.

### Business Development

During the Term, the parties will:

- i. Actively promote the products, services, competencies and experience of each other to third parties in North America, Australia and Asia through their respective network; and
- ii. Actively look for opportunities to introduce third parties to the other where an opportunity may exist for the other party to offer its products and services to those third parties.

### Marketing Activities

The parties agree to provide each other with the following in support of the business development effort. Initial activities will include but not be limited to:

- i. Provide each other with sales and marketing collaterals (e.g. presentations, demo and proposals);
- ii. To announce any joint customer wins and/or the working relationship
- iii. To provide cross-promotion of each parties' services via the other parties' own website
- iv. The parties will bear their own costs of all marketing collaterals pertaining to this collaboration as may be agreed in writing.

### Support and Market Relationships

Each party commits to provide service and support to the other, where appropriate, to facilitate the good working relationship of each party with any companies or organisations introduced by the parties, including

- i. Ensuring that the terms of any commercial agreements entered into with an introduced party remain confidential and not be disclosed to any third party outside of this without written consent;
- ii. Maintaining a positive, professional and collaborative working relationship with the staff and management of introduced parties.

### About Neal Analytics

Neal Analytics helps companies turn data into a valuable asset and a competitive advantage. Whether it's trying to understand past performance or predict the future, our expert analysts and data scientists will work with businesses to find the untapped value that's hidden in the ever-growing forest of data.

Neal Analytics was named 'Microsoft Global Partner of the Year for Business Analytics' for 2017 – selected among hundreds of Microsoft partners worldwide – for its demonstrated excellence in innovation and implementation of customer solutions based on Microsoft technology.

### **About Invigor Group**

Invigor Group (ASX: IVO) is a B2B data intelligence and solutions company that turns data analytics into dollars for the retail and service industries. 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. 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 and recommendations that empower businesses to successfully influence future customer strategy and increase long-term profitability.

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