



## ASX Announcement

21 October 2020

### Invigor signs \$310,000 contract with Diageo Australia

- **Invigor signs a two-year contract with Diageo Australia.**
- **Diageo Australia is a leading premium spirits company in Australia.**
- **Contract revenue \$310,000 over the two years.**
- **Access to Invigor's existing historical pricing and promotional data as well as real-time competitive pricing intelligence across the whole Australian liquor market.**
- **Annualised Revenue from continuing operations on track for \$2.1 M for FY20 up 40% on FY19.**
- **Pipeline continues to strengthen with leading brands and retailers.**

**Invigor Group Limited** (ASX: IVO) ("**Invigor**" or "**the Company**"), has secured a major two-year contract with Diageo Australia with regards to its Pricing Insights solution.

Diageo Australia is the leading premium spirits company in Australia with brands including Johnny Walker, Ciroc, Tanqueray, Baileys, Smirnoff, Bundaberg and Guinness.

The contracted revenue is \$310,000 over the next two years. Details of the contract are set out at the end of this release.

Diageo will have access to historical pricing and promotional data as well as real-time competitive pricing intelligence across the whole Australian liquor market. This will allow Diageo to drive more strategic decisions and opportunities for direct growth.

The Company has also recently signed another major liquor group and with the recent wins it has seen its annualised revenue increase by 40% year on year (FY2020 compared with FY2019), bringing the annualised revenue from continuing operations (after the sale of TillerStack) to \$2.1M for FY 2020. Further the pipeline for Insights has significantly strengthened with well-known brands and retailers.

#### **Comment**

**Invigor Executive Chairman, Gary Cohen said:** "This contract underpins our growing ARR stream, an important measure of performance. So too does our ability to lock in contracts with recognised brands and large companies like Diageo. It reflects the dependability and appeal of our solutions and the investment the Company has made in its latest technology and user experience.



**Contract Details:**

- Diageo Australia
- Term 2 years with an extension subject to a review
- Pricing Insights tool across all major brands and retailers
- Online pricing and promotions data along with catalogue information all in the one place
- No conditions precedent.

-ENDS-

**Approved and authorised for release by the Executive Chairman, Gary Cohen.**

**For further information, please contact:**

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**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. 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 and recommendations that empower businesses to successfully influence future customer strategy and increase long-term profitability.

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