

11 October 2021

ASX Announcement

Partnership extension with Metcash's ALM group.

- Invigor renews its partnership with ALM for a further year.
- Invigor's Pricing Insights will deliver access to granular and dynamic data with a 360-degree view of ALM's brands, including Celebrations, IGA and Bottle O and its competitors.

Invigor Group Limited (ASX: IVO) ("**Invigor**" or "**the Company**") refers to its recent ASX Announcement of October 8 2021, detailing the Terms of the current \$8m capital raise being undertaken by PAC Partners to sophisticated and professional investors. In light of this current raising, the Company wishes to ensure that the market is fully informed of pertinent contract extensions that have been executed since the finalisation of the Terms Sheet.

The Company has extended its partnership with ALM Liquor, part of the global Metcash group as well as renewing its current agreement for the Company's Pricing Insights solution.

The contracted revenue is in the range of \$75,000 to \$85,000 over the next year. Details of the contract are set out at the end of this release.

This comes off the back of Invigor releasing its half yearly results in August demonstrating a 50% increase in client acquisitions and a 167% increase in revenue.

Invigor houses the largest pricing data base of liquor, whitegoods, consumer electronics and FMCG data across major brands and retailers in Australia. Capturing online and offline pricing by brand, retailer, local regions and by State, the Company provides its pricing insights to numerous brands and retailers.

Invigor's CEO Rohan Dhowan says "In today's very dynamic online world where there's more choices for consumers and increased competition for retailers, the need from both brands and retailers for live and accurate data is not only growing faster than expected but is essential to a company's long-term profitability."

An ALM spokesman says "ALM is pleased to be extending our partnership with the Invigor Group for another year and increasing our scope to ensure we receive the breadth and accurate data we need to make better decisions for our brands".

Contract Details:

- Australian Liquor Marketers Pty Ltd
- Term 1 year renewal 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.

Approved and authorised for release by the Chairman.

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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. www.invigorgroup.com | info@invigorgroup.com | twitter.com/InvigorGroup | linkedin.com/company/invigor-group