

**Invigor secures 100% customer renewal rate, Total Contract Value of +\$1m**

- **Invigor secures 100% of remaining customer contracts up for renewal in the first half of CY22 period during the second half of June 2022.**
- **Major brands that retained with the platform include Asahi/CUB, Pernod Ricard, TGG and Smeg.**
- **Annualised revenue for these renewals is in the range of \$600,000 - \$650,000.**
- **Average contract length is 1.8 years, resulting in a total contract value (TCV) of \$1m.**
- **In aggregate, contract renewals represent a 15% increase in Invigor's annual recurring revenues (ARR).**
- **Strong industry conditions, with an average of 5.4m households shopping online each month so far in 2022.**

**Invigor Group Limited (ASX:IVO) 'Invigor' or 'the Company'** is pleased to announce that it has successfully secured extensions for 100% of the remaining customer contracts, due for renewal in the first half of CY2022 period, during the second half of June 2022.

The successful contract extensions will lock in renewed annual revenues for IVO of between \$600,000 - \$650,000, reflecting growth in annual recurring revenues of 15%.

In addition, the average contract length across Invigor's renewal portfolio was more than 20 months (~1.8 years), resulting in an accretive total contract value (TCV) to the Company of more than \$1m.

Established brands in the Invigor client suite that renewed their contracts included multinational beverage conglomerates Asahi/CUB (Carlton United Breweries) and Pernod Ricard, and home appliances major The Good Guys (TGG).

**Demand outlook**

Industry data presented in Australia Post's May 2022 Ecommerce Update Report showed online purchases rose by 10.9% year-on-year in May<sup>1</sup>

So far in 2022, an average of 5.4 million households have purchased something online each month, consolidating the gains seen in 2021.

In that context, Invigor's 100% success rate for contract renewals was achieved in a favourable market environment for effective data analytics applications.

<sup>1</sup>[https://auspost.com.au/content/dam/auspost\\_corp/media/documents/inside-australia-online-shopping-update-feb-22.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/inside-australia-online-shopping-update-feb-22.pdf)

Through its proprietary data set – comprising one of the largest retail pricing databases in Australia – Invigor offers its clients a unique competitive advantage in consumer behaviour analytics and price optimisation strategies.

***Commenting on Invigor’s trading update, CEO Rohan Dhowan, said:***

“Invigor’s long-standing relationships with major international and local brands continue to grow and expand, underpinned by the strategic investments we are making in our underlying technology.

The average partnership length for Invigor clients is now more than three years – a testament to the stickiness and value our tools deliver to brands and retailers.

Based on our discussions with our existing customers, it’s clear the growth in Invigor’s recurring revenue stems from an increased appetite from those customers for more data.

Importantly, the Company’s SaaS platform is purpose-built with the necessary scaling capacity to meet the pickup in demand from retailers and brands, who want access to the most reliable and comprehensive data insights.

Given this trend, and combined with the recent pickup in inflation, we expect demand for our data insights to remain robust as retailers and brands strive for a competitive edge in the fast-growing ecommerce market.

We expect these macro factors will contribute to strong revenue growth across our existing client base, while also fostering a solid business development pipeline of new customers, especially into the FMCG & CPG sectors.”

**Approved and authorised for release by the Board**

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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](http://www.invigorgroup.com) | [info@invigorgroup.com](mailto:info@invigorgroup.com) | [linkedin.com/company/invigor-group](https://linkedin.com/company/invigor-group)