

**9 March 2020**

Australian Securities Exchange (**ASX**)  
Level 40, Central Park  
152-158 St George's Terrace  
Perth WA 6000

## **FAM TO PARTNER WITH DATA INTELLIGENCE LEADER INVIGOR GROUP**

**Family Insights Group Limited (ASX: FAM) (Company)** is pleased to announce to the market that it has signed a non-binding Memorandum of Understanding with leading data intelligence company **Invigor Group (ASX: IVO) (Invigor)** to explore co-developed analytics and data solutions for B2B customers.

**Invigor** is a leading data intelligence, insights and analytics business with customers in multiple industries including liquor, whitegoods and electronics. Increasingly it's client base requires diversified product analytics including grocery products and categories.

Under the terms of the Memorandum of Understanding, the **Company** and **Invigor** have agreed to explore opportunities to create mutual data and analytics solutions of each party. They will also explore revenue sharing opportunities for both shared data and analytics opportunities co-developed by each party.

The scope of the Memorandum of Understanding will extend to exploring mutual data licensing agreements to meet Invigor's existing customer requirements as well as agreeing to develop new customer proposals utilising the combined expertise across both parties.

### **Family Insights Group MD and CEO Sean Smith said:**

*"Invigor is known within the retail industry as a top of class data intelligence provider. We are very excited to be exploring ways to leverage our growing data asset and in-house analytics expertise to add value to their existing business, as well as working with them to accelerate new business growth within retail."*

**Invigor Group Executive Chairman Gary Cohen said;**

*"We look forward to working with Family Insights Group. Our skills and expertise are very much complementary and we believe we can create value for our clients to use data to manage and grow their business."*

**- ENDS -**

**For further information, please contact:**

**Family Insights Group Limited**

Quinton Meyers

Company Secretary

P: +618 6489 1600

[info@familyinsightsgroup.com](mailto:info@familyinsightsgroup.com)

**ABOUT FRUGL**

Frugl is a data insights business utilising a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst simultaneously analysing shopper behaviours in real time against the changing landscape of product merchandising and pricing changes across over 60,000 different products from major supermarket chains.

**ABOUT INVIGOR GROUP**

Operating across Australia, Asian, and European markets, Invigor Group is a B2B data intelligence and analytics company that provide data driven solutions to enable brands, suppliers and retailers to understand customers behavior, grow revenue and margin and build loyalty through actionable insights. As markets become more digitized and channels more fragmented, brands, retailers, and suppliers need to innovate and find new ways to engage customers, grow profitability and drive customer loyalty. Invigor has developed a suite of solutions to address this problem. The Company's solutions include a brand solution which is designed to better understand customer journeys, sales drivers and customer lifetime value as well as help brands overcome previous channel blockers by connecting direct to customers through loyalty driven capability. The Company also has a retail solution designed to find actionable insights from Point-of-Sale data for retailers to better understand customer purchase behaviour and promotional effectiveness. Separately the Company provides real time market pricing and competitor intelligence to assist Brands and Retailers with more effective pricing strategies.

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