

**ASX ANNOUNCEMENT
INVOCARE LIMITED (ASX:IVC)**

Wednesday 11 August 2021

InvoCare embraces digital by partnering with Memories, a market leader in online memorials

Highlights

- InvoCare has today announced a strategic investment and commercial partnership with a global market leader in digital memorialisation, Memories, to offer customer-focussed online memorial products to our client families.
- This reflects InvoCare's commitment to evolving its offerings with industry-leading digital products.
- InvoCare's initial shareholding will comprise a \$4 million cash contribution with both parties recognising the strategic value InvoCare brings to Memories as a distribution channel and strategic partner. InvoCare can be granted additional shares over time based on the success of the relationship.

InvoCare Limited (**InvoCare**) and Memories Group Limited (**Memories**) today announced an industry leading partnership that will see InvoCare's network of funeral homes and memorial parks utilise Memories' online memorial products for their client families throughout the Asia-Pacific region.

Memories is a secure digital legacy service dedicated to commemorating important moments and achievements of loved ones. At a time when there is a growing desire to recognise life online, the platform meets these needs by providing a secure and advertisement-free environment that gives the user complete control over content. Families and friends can share photographs, videos and mementos online and collaborate to build lasting tributes to lives well lived.

The investment is subject to usual conditions precedent and upon completion (expected within one month) will establish InvoCare as a cornerstone shareholder in the Memories business.

"This partnership reflects InvoCare's commitment to innovation and finding new opportunities to assist families in honouring life by celebrating memories of a loved one," said InvoCare CEO Olivier Chretien. "We are energised by the benefits and possibilities that Memories will provide to our client families, and our business."

"Memories offers a market leading online memorial product," added Memories CEO Tom Ainsworth, "so partnering with a market-leading funeral service provider like InvoCare is the ideal alliance for us."

The alliance will see InvoCare offering digital memorialisation products across its portfolio of funeral brands, memorial parks and pet cremation businesses over the coming months. Mr. Chretien comments:

"Empathy is at the heart of what we do, and nothing will replace the personal care our people give to our client families. However, we are increasingly seeing demand to use digital platforms to complement the personal care we provide, and this alliance with Memories will allow our client families to store all of their treasured memories in one secure online destination".

-ENDS-

This announcement has been authorised by the Board of InvoCare Limited.

BACKGROUND

About InvoCare

InvoCare, headquartered in Sydney, is a leading provider of funeral services in Australia, New Zealand and Singapore, and operates private memorial parks and crematoria in Australia and New Zealand. It is also the largest provider of pet cremation services in Australia.

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Advising InvoCare on the engagement was the Sydney team of Artesian Venture Partners. Artesian is a leading Australian venture capital firm and the provider of venture advisory services to large corporations, government, industry groups and investment companies.

About Memories

Memories has experienced exponential growth over the past 18 months with membership expanding from 3,000 to 5.8 million across 195 countries. A Series A capital raise in May 2021 concluded with Memories attracting \$34 million, more than double its \$15 million investment target, which will help it continue its growth strategy within the digital legacy and future messaging spaces.

Memories is the partner-publisher of digital tributes for Australia's Nine Mastheads as well as Australian Community Media, which includes more than 140 leading rural and regional news brands.

Uniquely, Memories isn't solely focused on online memorials, but provides a closed social network based around Timelines where users record important moments and life events and create Future Messages to send to themselves and others months or years into the future.

Visit www.memories.com.au or get the app at the App Store or Google Play.

For more details, contact:

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