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

## FRUGL PARTNERS WITH STUDENT EDGE, GIVING ACCESS TO 1.1 MILLION POTENTIAL USERS

### Highlights

- **frugl** partners with **Student Edge**, giving access to a highly engaged price-conscious and health-aware audience of 1,100,000 potential users
- **Student Edge** is the largest members based organisation for high school and tertiary students in Australia, offering student advocacy, money saving tips and other student services
- Key elements of the campaign include direct email campaigns supported by online advertising, competition promotions and social amplification
- The partnership goal is to drive **frugl** app downloads, account creation and repeat usage

**Frugl Group Limited (ASX:FGL)(Company)** is pleased to announce it has reached agreement with **Student Edge** for the promotion of the Company's grocery comparison and wellness mobile application **Frugl Groceries ('frugl' or 'App')**.

**Student Edge**, founded in 2003, is the largest member based organisation of high school and tertiary students in Australia with over 1,100,000 members Australian wide. An advocacy service for students, Student Edge helps students navigate their study experience with general advocacy, partnerships with brands to help students save money, and other services.

Under the terms of the partnership, **Student Edge** has agreed to actively promote the **frugl** grocery comparison mobile app to its membership, with activity to include direct email campaigns, inclusion in the Student Edge email newsletter, targeted display advertising and social amplification via its social media channels.

Commenting on the partnership with **Student Edge**, **frugl** Managing Director Mr Sean Smith said;

*"The challenges that 2020 has placed in front of today's students is enormous, including substantial increases in financial pressure. By partnering with Student Edge we are looking to help today's digitally savvy students cut their grocery bills each week, whilst driving audience growth of the **frugl** grocery comparison mobile app to facilitate commercialisation of our retail and customer analytics capability."*

Commenting on the partnership with **frugl**, Student Edge Co-Founder and Chief Product Officer Jeremy Chetty said;

*"We are excited to partner with Frugl as it helps our members and aligns with one of core pillars of financial management by saving them money."*

- ENDS -

**For further information, please contact:**

Loren King  
Company Secretary  
**Frugl Group Limited**  
P: +618 6489 1600  
[info@fruglgroup.com.au](mailto:info@fruglgroup.com.au)

**frugl** is a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst 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.

[fruglgroup.com](http://fruglgroup.com) | [frugl.com.au](http://frugl.com.au) | [infocusanalytics.com](http://infocusanalytics.com)

The **frugl** Corporate Video can be viewed at <https://vimeo.com/367911850>