frugl

Directors

Jon Wild, Chairman

Mathew Walker, Corporate Director

Sean Smith Managing Director & CEO

Andrew Bickley, Company Secretary

Issued Capital

ASX Code: FGL

163,500,000 Ordinary Shares

23,048,883 (FGLO") Quoted options exercisable at $0.50 on or before 30 June 2021

Overview

Frugl is a retail intelligence ecosystem that acquires publicly available grocery data, organises it, enriches it, and utilises it to power two independent retail platforms; Frugl Grocery and InFocus Analytics.

With management drawn from major Australian and International retail organisations, Frugl combines extensive retail experience, proven expertise in data analytics and strategy, and enterprise-scale retail data sets ready for immediate commercialisation.

# FRUGL RELEASES MAJOR UPDATE OF GROCERY COMPARISON APP

HIGHLIGHTS

f Version 2.1 of Frugl Grocery has been publicly released to Apple and Android appstores.

f New Advanced Search Filters to allow users to focus search by diet, country of origin and allergen exclusions.

f New Target Function allows users to further focus search results by similar products.

f Lists now include product quantities for more accurate basket totals and potential savings.

f Marketing activities to commence to drive increased app usage and collation of behavioural data for commercialisation

Frugl Group Limited (ASX: FGL) ("**Frugl**" or the "**Company**") is pleased to announce a major update of **Frugl Groceries**, the Company's grocery comparison and wellness mobile application (**frugl** or the **App**) providing shoppers with exciting new features and improved App performance.
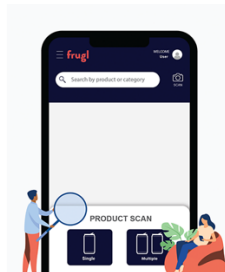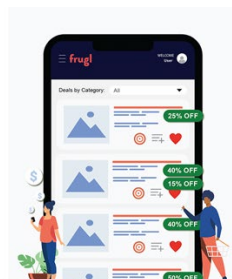

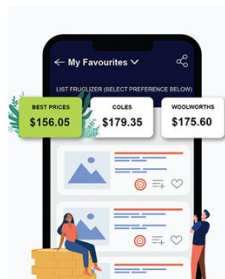Search for products by name, by category or by scan
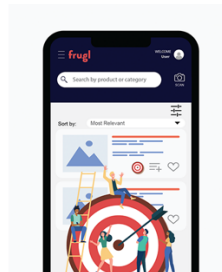
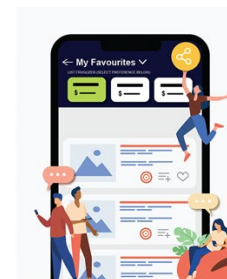Refine your search with filters and 'find more like this' with targeted sorting
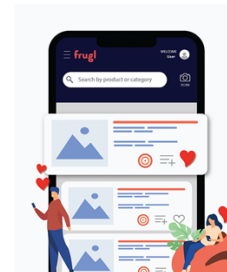
Add products to ♥ favourites so you can see when they're on special in Deals

View weekly grocery specials in Deals.Your favourite items display first

Compare prices and fruglize your list to get the cheapest total cost across retailers


You can even share your list with friends, family and more!

The major update, available now through both Apple and Android appstores, includes the following major upgrades:

Search and Filter Products by Dietary Preferences

A highly sought after feature for existing users of the Frugl app ability for users to narrow their product search using filters. Now with the functionality of advanced filtering users can narrow their search for products and personalise their results to their needs. Key levels that filters can be applied on include Store, Origin, Allergens, Additives and Dietary requirements such as Vegan or Gluten Free.
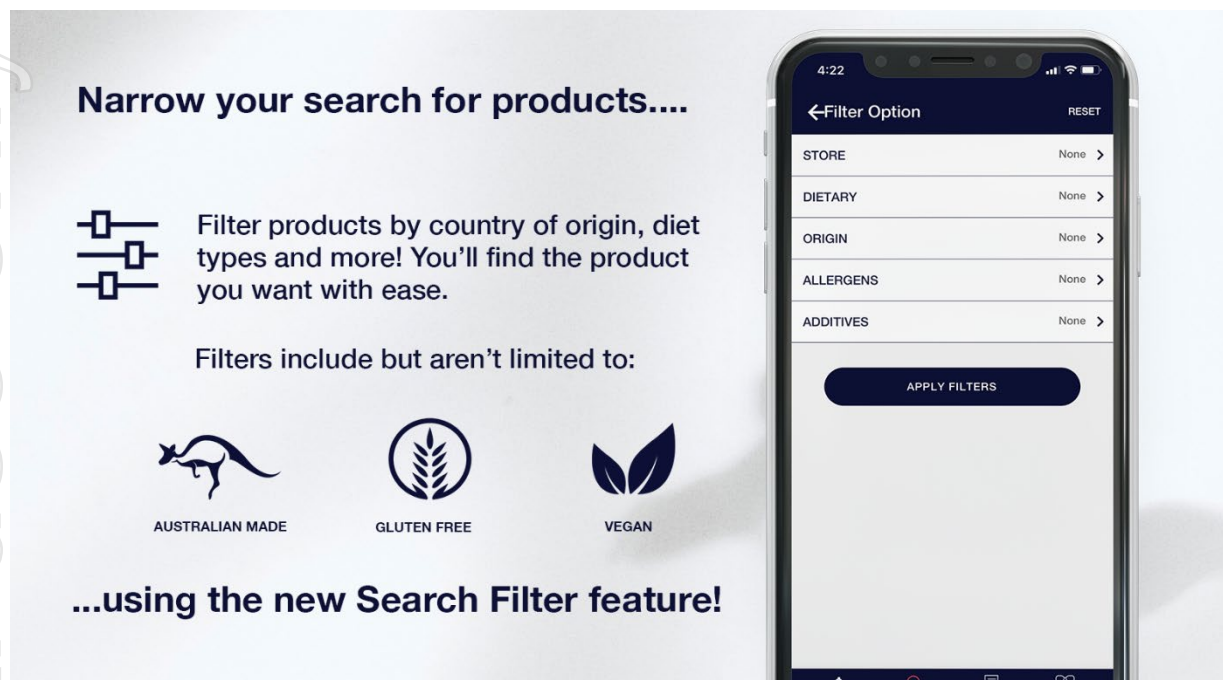

Find 'More Products Like This' With New 'Bullseye Filter'

Frugl search results now incorporate the Bullseye feature, allowing users to find similar and more relevant products to the product that best met their original search criteria.
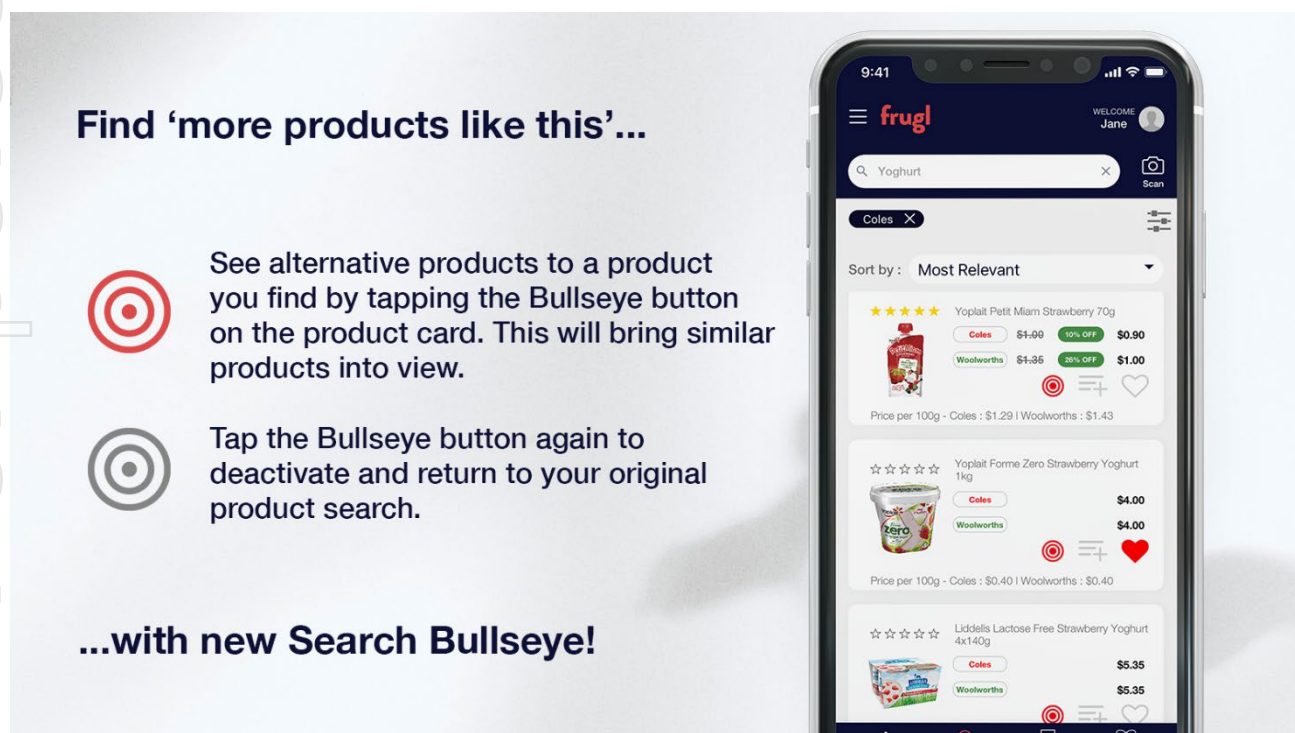
Save More Accurate Custom Lists with Product Quantity Feature

Frugl users can now create and save more accurate custom shopping lists by now being able to include quantities in the total cost of their basket. This feature is integral to the App, helping shoppers understand how much their basket is going to cost as well as how much they can save by shopping across retailers. It is also a useful feature for Frugl users who make the most of bulk buying grocery products.
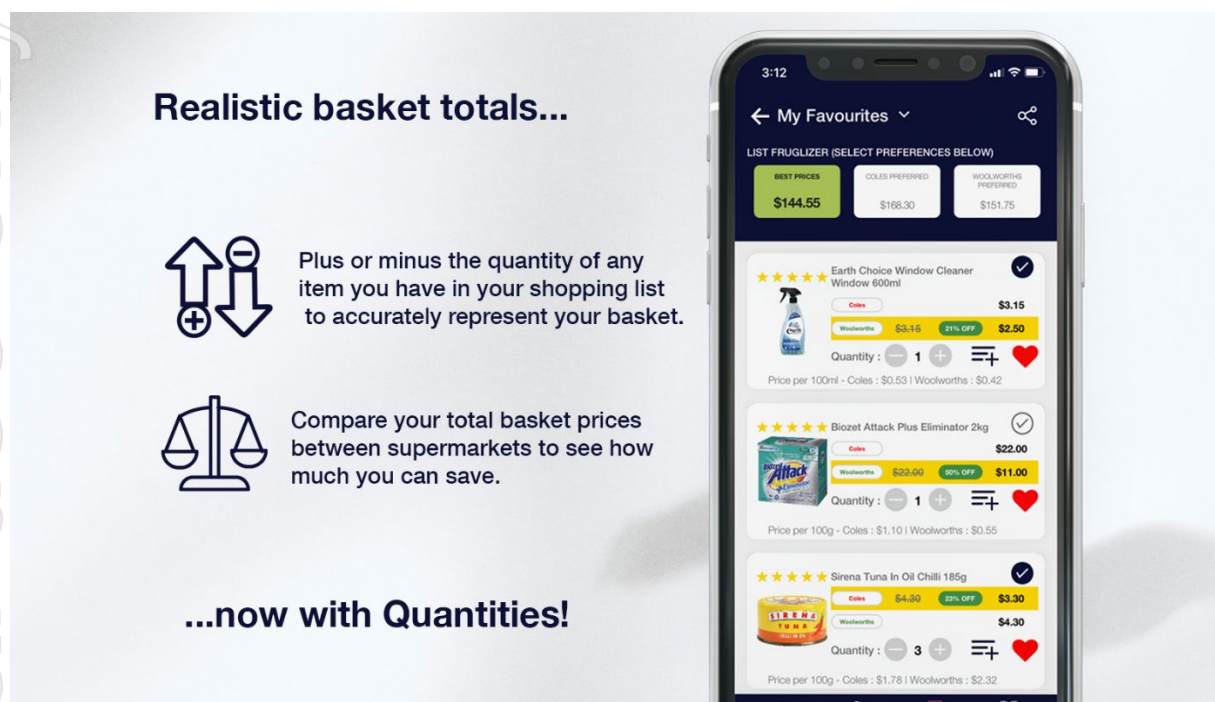
Performance Optimisation and Other Features

To further improve user experience, the latest version of the app optimises performance with increased processing speed and new caching capabilities that will enable future speed improvements as more users utilise the app and populate the caches.

Frugl also now incorporates improved user behaviour event tagging, allowing more advanced behavioural analysis of shopper bevahiours, which can be incorporated into the Company's commercial analytics business.

User Growth and Commercialisation Activities

User accounts have now totalled over 28,000, with the previous quarter showing an average monthly active user base of approx. 4000 users. With the latest release of the frugl app, the Company intends to increase marketing investment in the areas of public relations, branded advertising and influencer marketing to accelerate user growth and app usage, which has so far been limited to organic growth activities.

The Company has commenced delivering analytics services to Metcash as per the announcement dated 10th March 2021 and is working with the client on additional potential projects. Revenue from the Metcash agreement has commenced this quarter and further project discussions offer the opportunity for increasing customer revenue growth moving forward. The Company is also in discussions with other potential customers which will be announced in due course.

This announcement has been authorised by the Board of Frugl Group Limited.

For, and on behalf of, the Board of the Company
Jon Wild
Chairman
Frugl Group Limited

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