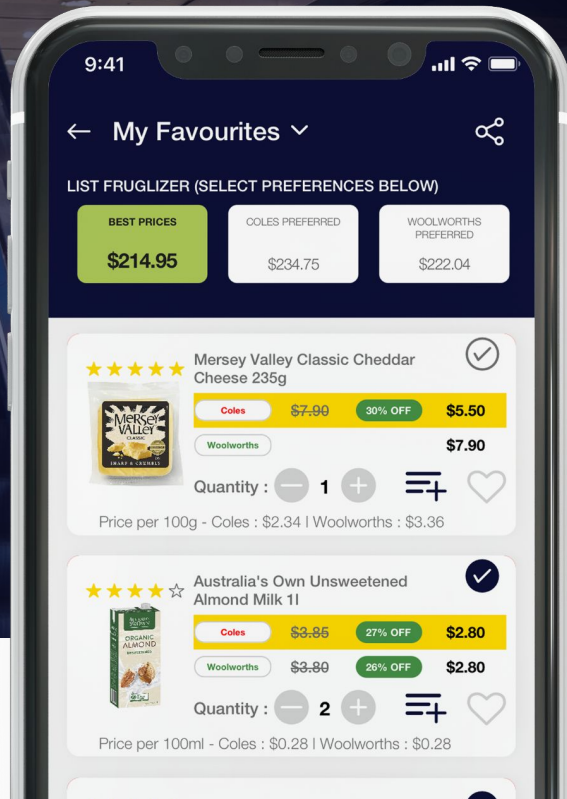


# frugl

## Australia's Best Grocery Comparison App

Powering Retail Analytics and Intelligence For Business

FRUGL GROUP LIMITED | May 2021



# Disclaimer

The material in this presentation has been prepared by Frugl Group Limited ABN 80 096 870 978 (Frugl) (Company) and includes general Company information and product overview, as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial obligations or opportunities. It does not take into account your particular investment objectives, financial situation or needs. Before acting on any information you should seek independent financial advice. All investments involve risks. To the extent permitted by law, no responsibility for any loss arising in any way (including by way of negligence) from anyone acting or refraining from acting as a result of this material is accepted by the Company, including Frugl Group Limited and any of its related bodies corporate. This presentation may contain forward looking statements including those regarding our intent, belief or current expectations with respect to our businesses and products. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and outside the Company's control. Investors and others should carefully consider such factors and other uncertainties and events. The Company makes no representation or warranty as to the accuracy of any forward-looking statements in this presentation and undue reliance should not be placed upon such statements. Forward-looking statements may be identified by words such as "aim", "anticipate", "assume", "continue", "could", "estimate", "expect", "intend", "may", "plan", "predict", "should", "will", or "would" or the negative of such terms or other similar expressions that are predictions of or otherwise indicate future events or trends. The forward-looking statements included in this presentation speak only as of the date of this presentation. We are under no obligation, and do not intend, to update any forward-looking statements contained in this presentation.

# Who we are



**Frugl** is a retail intelligence ecosystem that acquires publicly available grocery data, enriches it, and utilises it to power two independent retail platforms.

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.

Insider knowledge & extensive experience in the retail category

A Venn diagram consisting of three overlapping circles. The top circle is light blue and contains the text 'Insider knowledge & extensive experience in the retail category'. The bottom-left circle is dark blue and contains the text 'Proven expertise in data analytics'. The bottom-right circle is medium blue and contains the text 'Rich consumer & product data sets'. The circles overlap in the center and at the intersections.

Proven expertise in data analytics

Rich consumer & product data sets



# What we do

Frugl gathers product and pricing data from a range of retailers before further organising and enriching it via automated processing and machine learning.

The data is then made available to shoppers via the **Frugl Grocery** mobile comparison and wellness app, with app usage generating additional retail intelligence in the form of behavioural and shopper segment data.

The combined product, pricing and shopper data is then collated for use by the **InFocus Analytics** retail intelligence platform for commercial use by retailers, suppliers and other associated businesses.



Capture, organise & enrich publicly available retail data



frugl

Frugl Grocery price comparison & wellness B2C mobile app



INFOCUS  
ANALYTICS

Retail analytics & customer intelligence B2B platform

# Our Consumer Product: Frugl Grocery



## Lower Prices & Healthier Options

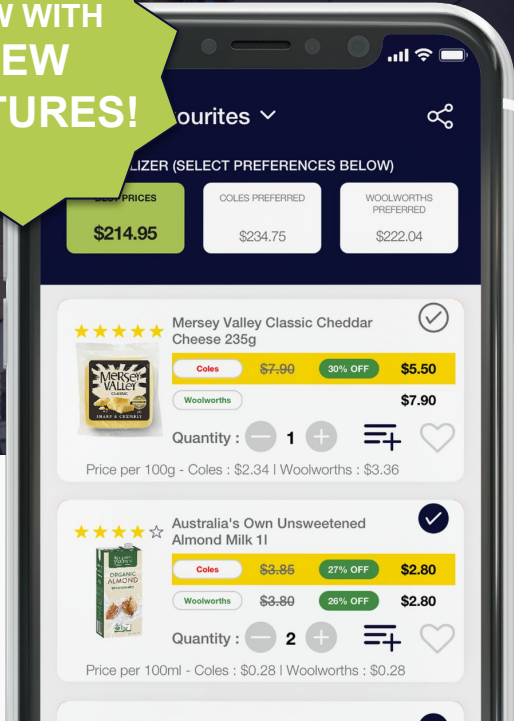
Frugl aggregates product, pricing, promotional, ingredient, nutritional and allergen data to provide shoppers with the lowest grocery prices, as well as health & nutritional information across Australia's leading supermarkets to help shoppers make informed decisions for their family's well-being.

Learn more about Frugl features at [www.frugl.com.au](http://www.frugl.com.au)

AS SEEN ON



NOW WITH  
NEW  
FEATURES!



LATEST DEALS



ALLERGEN ALERTS



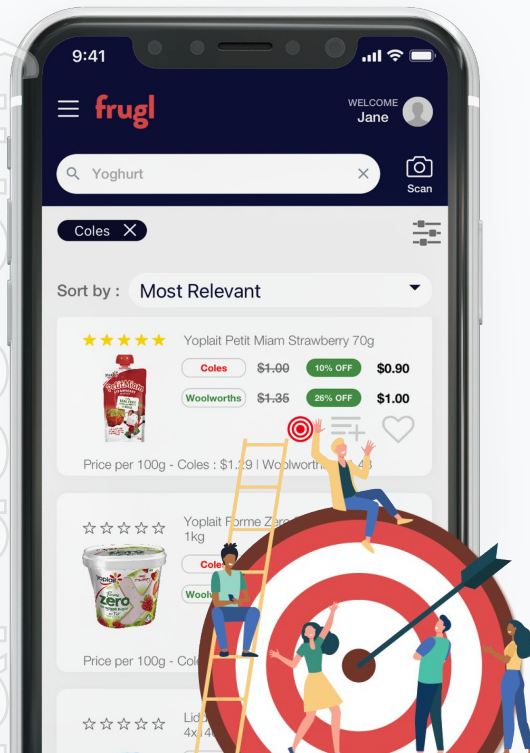
PRICE COMPARISON



CUSTOM LISTS



# Frugl Grocery: #1 New Feature



Find 'more products like this'...



See alternative products to a product you find by tapping the **Bullseye button** on the product card. This will bring similar products into view.



Tap the **Bullseye button** again to deactivate and return to your original search.

...with new **Search Bullseye**

# Frugl Grocery: #2 New Feature

## Narrow your search for products...



Filter products by country of origin, diet types and more! You'll find the product you want with ease.

Filters include but aren't limited to:



AUSTRALIAN MADE

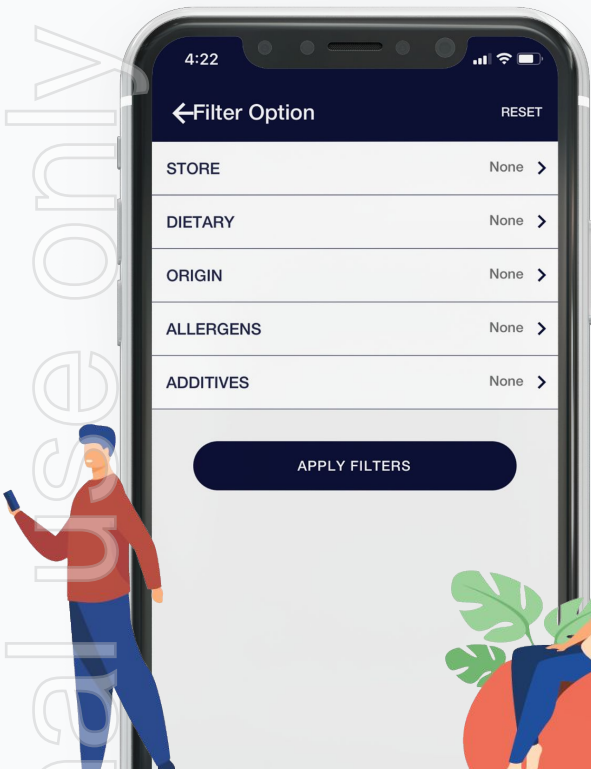


VEGAN

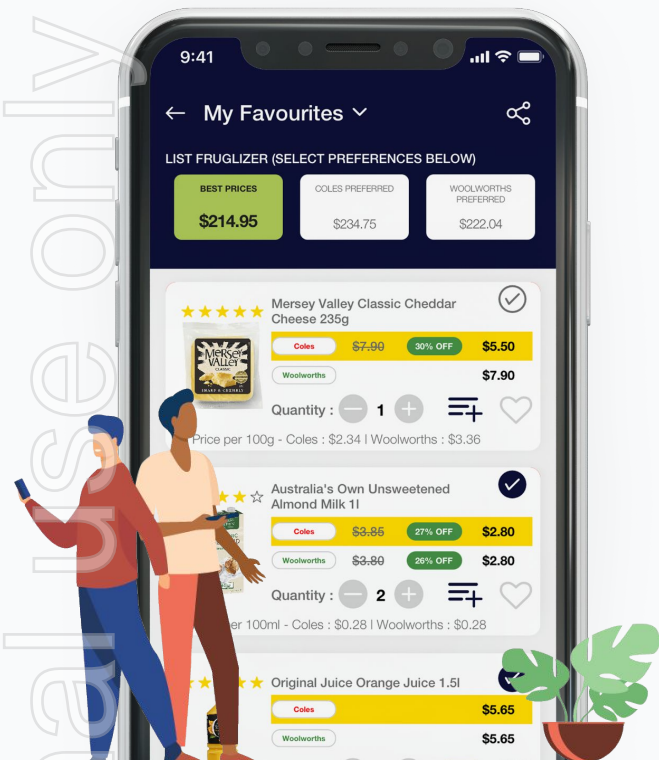


GLUTEN FREE

...using the new **Search Filter** feature



# Frugl Grocery: #3 New Feature



## Realistic basket totals...



Plus or minus the quantity of any item you have in your shopping list to accurately represent your basket.



Compare your total basket prices between supermarkets to see how much you can save.

...now with **Product Quantities**

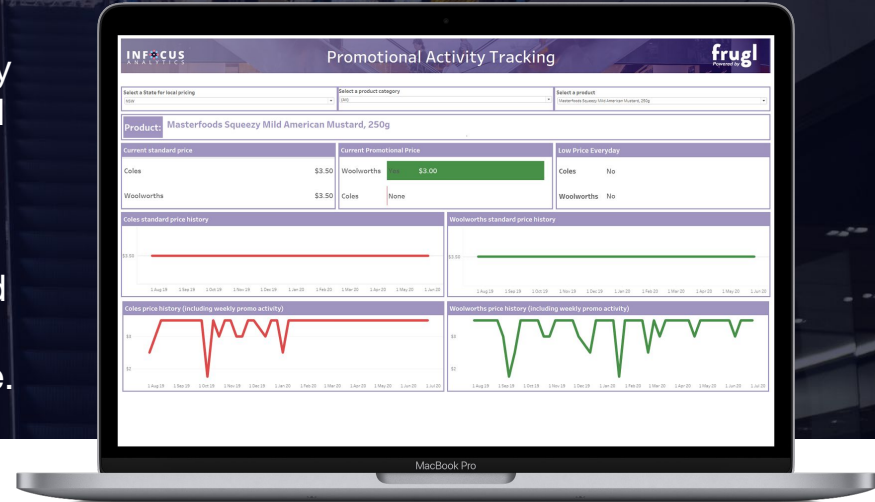


# Our Business Product: InFocus Analytics ● ● ●

## Retail business intelligence

Our retail analytics platform can help businesses understand customers and competitive environments by developing data driven solutions and applying analytical techniques to create relevant and actionable insights.

Our goal is to create close, collaborative working relationships with our clients and to build innovative and intelligent data solutions that utilise machine learning across large datasets data to unlock real business value.



DATA ACQUISITION



PRODUCT & PRICING  
ANALYTICS



PROMOTIONAL  
ANALYTICS

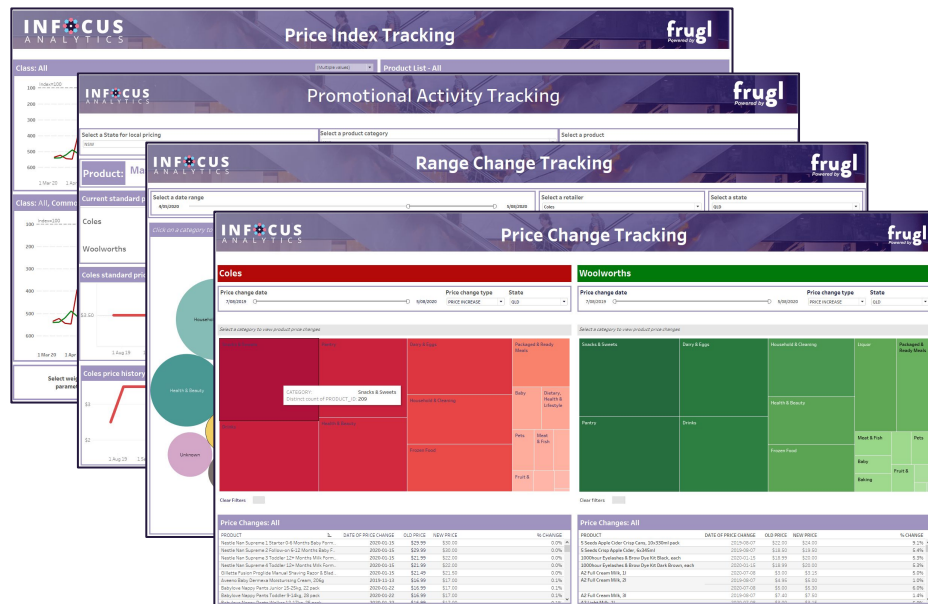
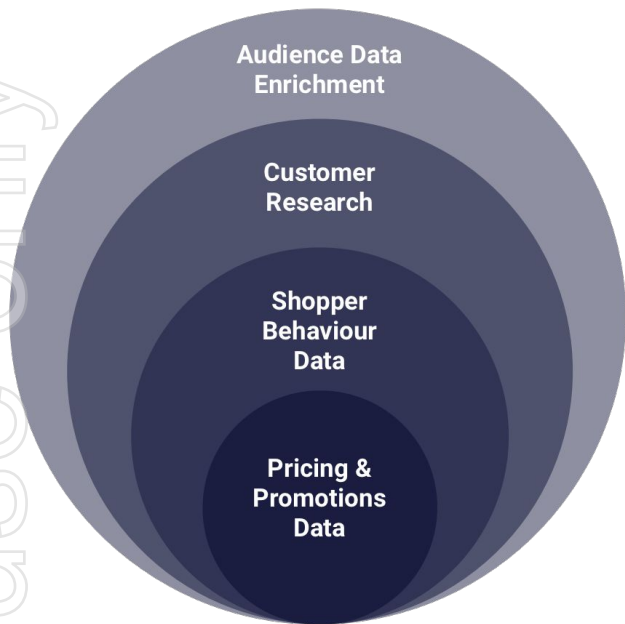


COMPETITOR RANGE  
ANALYTICS



COMPETITOR PRICE  
TRACKING

# Layering Retail and Customer Analytics



Retailers and brands who wish to understand the true impact of pricing, ranging and promotional tactics on shoppers can leverage behavioural insights alongside competitive data to understand and inform long-term product, price strategy and promotional planning.

# Frugl Revenue Model Summary

Revenue Model	Solutions	Dependencies	Customer Targets	Market Potential
<b>1. Retail Intelligence (Product, Price, Range &amp; Promotion analysis)</b>	<b>InFocus Analytics (IA)</b> <ul style="list-style-type: none"> <li>High quality retail intelligence</li> <li>Machine Learning data modelling</li> <li>2 years of historical data</li> <li>Online platform delivery (SaaS)</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing retail data acquisition</li> <li>Data warehouse solution</li> <li>Data Science expertise &amp; client management</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers (product, range &amp; promotional planning)</li> <li>Over 2,000 grocery suppliers</li> <li>Associated retail verticals (liquor, pet supplies, supplements, pharmacy etc)</li> </ul>	AU data analytics market > \$1B *Gartner Report
<b>2. Customer Behavioural Intelligence and Shopper Panel Research</b>	<b>InFocus Analytics (IA)</b> <ul style="list-style-type: none"> <li>Customer behavioural intelligence added as additional service</li> </ul> <b>Frugl Research Panel</b> <ul style="list-style-type: none"> <li>Rewards-based membership</li> </ul>	<ul style="list-style-type: none"> <li>Frugl app user growth to drive profile &amp; behavioural data</li> <li>Establishment of Rewards Program to support panel development</li> <li>Customer research expertise</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers (Marketing)</li> <li>Over 2,000 grocery suppliers</li> <li>Market research agencies</li> <li>Associated retail verticals (liquor, pet supplies, supplements, pharmacy etc)</li> </ul>	AU market research industry > \$3.1B *IbisWorld Industry Report
<b>3. In-app Merchandising &amp; Advertising</b>	<b>Frugl Grocery Mobile App</b> <ul style="list-style-type: none"> <li>In-app merchandising &amp; advertising space created at key points in the user journey</li> </ul>	<ul style="list-style-type: none"> <li>In-app merchandising space created at key points in the user journey</li> <li>Frugl app user growth</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers (Marketing)</li> <li>Over 2000 grocery suppliers</li> <li>Non-grocery advertisers</li> <li>Media agencies</li> </ul>	AU digital ad spend \$8.8B *IAB Australia
<b>4. Data Enrichment &amp; Online Advertising</b>	<b>Data Exchange for Ad Platforms</b> <ul style="list-style-type: none"> <li>Frugl segment and behavioural data to enrich audience profiles</li> <li>Audience profiles utilised for targeted digital ad campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Frugl app user growth</li> <li>Collated segment profile data</li> <li>Collated behavioural data sets</li> </ul>	<ul style="list-style-type: none"> <li>Digital Media agencies</li> <li>Data Management Platforms</li> <li>Data Exchanges</li> <li>Direct digital advertisers</li> </ul>	AU data spend in 2019 \$485 Million *OnAudience.com
<b>5. E-commerce Capability</b>	<b>Frugl Grocery Mobile App</b> <ul style="list-style-type: none"> <li>Inclusion of transactional capability to Frugl app</li> </ul>	<ul style="list-style-type: none"> <li>Audience growth and app use</li> <li>Development of transactional capability within Frugl app</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers</li> <li>Over 2000 grocery suppliers</li> <li>Associated retail verticals</li> </ul>	2021 AU Food & Personal Care ecommerce estimate = \$7.7B (USD) *Statistica.com

# Commercial Timeline

	2019 Jul - Dec	2020 Jan - Jun	2020 Jul - Dec	2021 Jan - Jun	2021 Jul - Dec
<b><u>Data Acquisition &amp; Enrichment</u></b>  Acquisition of large retail data sets for analysis, enrichment and commercial product creation.	Retail data acquisition automation (2x major retailers, full product inventory).	Acquisition of retail catalogue data across major and 2nd tier retailers commences.	Business development accelerates, first commercial project commences.	First major commercial contract for ongoing data services signed with Metcash.	Expansion of commercial data & intelligence services to include shopper behavioural data.
<b><u>InFocus Analytics (B2B)</u></b>  Development and commercialisation of retail intelligence platform utilising SaaS model alongside custom solution development.	Development of cloud-based Snowflake data warehouse and automated ETL processing.	Development of retail intelligence & visualisation platform (InFocus Analytics).	Utilisation of InFocus Analytics for business development activity.	Commercial contracts for InFocus Analytics SaaS product to commence.	Inclusion of customer behavioural data into InFocus Analytics for new and existing customers.
<b><u>Frugl Grocery Mobile App (B2C)</u></b>  The development of a unique grocery comparison and wellness mobile app to drive audience growth, app usage, and behavioural data collection.	Development commences for Frugl Grocery mobile app for iOS and Android platforms	Version 1.0 of Frugl Grocery launches on Apple and Android, beta testing commences	Version 2.0 of Frugl Grocery launches following beta test phase	Version 2.1 (major update) of Frugl Grocery to launch with substantial feature and performance improvements	Frugl marketing activity to accelerate user growth and behavioural data collection, to unlock additional revenue models.



# Key Management - Frugl Group Limited



**SEAN SMITH**

CHIEF EXECUTIVE OFFICER

Sean's broad expertise includes retail marketing, data analytics, general management, data commercialisation and e-commerce.

His experience includes executive roles with the Woolworths Group, Dimmi, Orbitz Worldwide and Ticketek.



**ALISTAIR MCCALL**

CHIEF DATA OFFICER

Alistair is a data analytics and strategy professional with over 18 years experience commercialising data with major brands and agencies including the Woolworths Group, MercerBell and Vodafone.



**JON WILD**

CHAIRMAN

Jon has led marketing strategy from start-ups to multinationals, including Unilever, British Telecom, O2, Telstra, Groupon and Orbitz Worldwide. He is currently consulting to both early stage and mature online AU businesses.

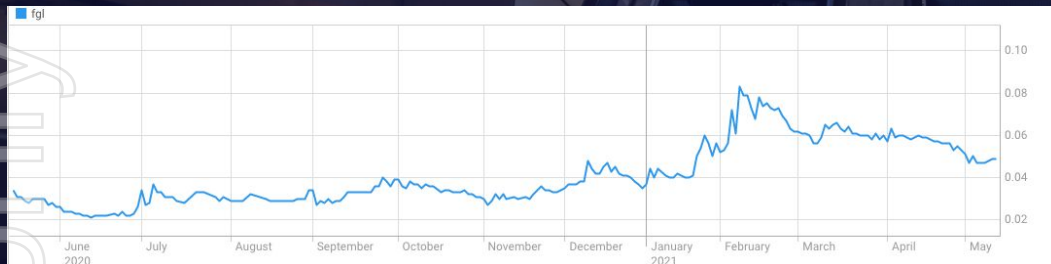


**MAT WALKER**

NON-EXECUTIVE DIRECTOR

Mat is an entrepreneur with extensive experience in the management of public and private companies. In a career spanning three decades, he has served as Executive Chairman or Managing Director for public companies with operations globally.

# Corporate Snapshot



**frugl**

	Shares (ASX:FGL)	Options * (unlisted)
Current Issued Capital (includes future issues of shares announced to the market, but not yet issued)	163,500,000	26,250,000
Current Market Capitalisation (\$0.05/share)	8.2M (AUD)	
Current T40 Shares Held	71%	

\* Unlisted Options are exercisable at \$0.15 on or before 30 June 2022

Thank you

Corporate Enquiries:  
Sean Smith, Managing Director  
Email: [info@fruglgroup.com.au](mailto:info@fruglgroup.com.au)

frugl

(ASX:FGL)

