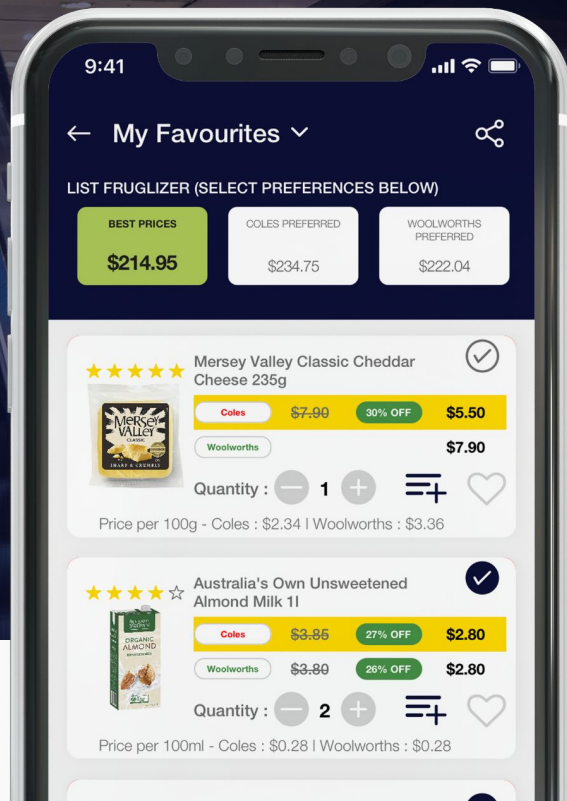


frugl

Australia's Best Grocery Comparison App

Powering Retail Analytics and Intelligence For Business

FRUGL GROUP LIMITED | May 2021



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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

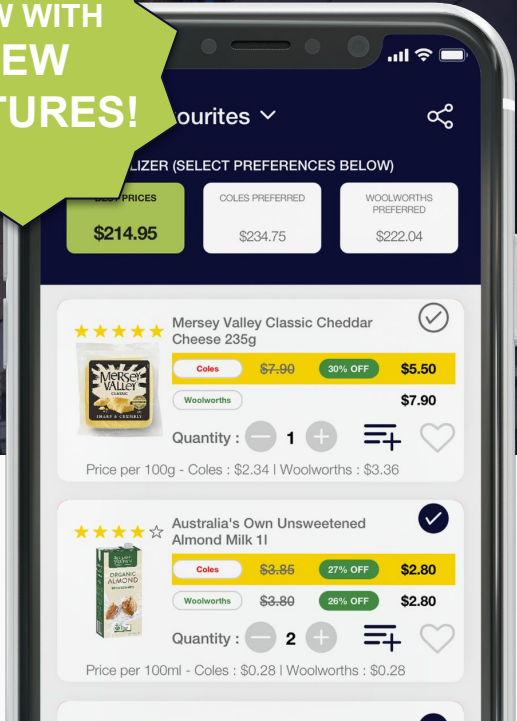
Frugl aggregates product, pricing, promotional, ingredient, nutritional and allergen data to provide shoppers with the lowest grocery prices, as well as health & nutritional information across Australia's leading supermarkets to help shoppers make informed decisions for their family's well-being.

Learn more about Frugl features at www.frugl.com.au

AS SEEN ON



NOW WITH
NEW
FEATURES!



LATEST DEALS



ALLERGEN ALERTS



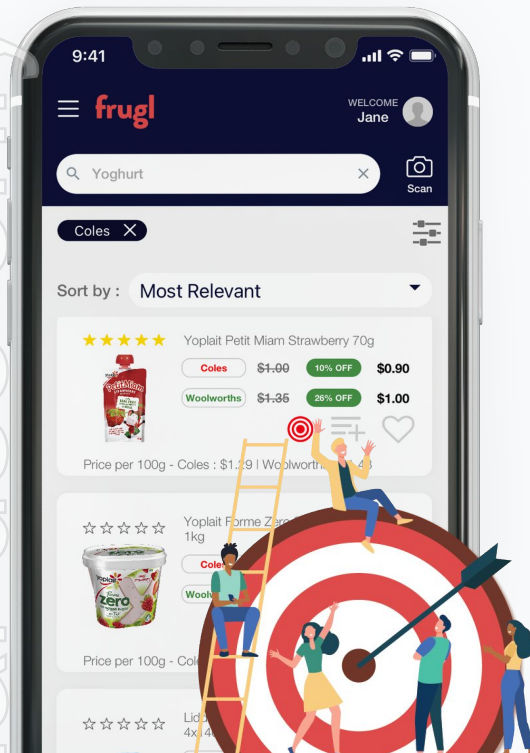
PRICE COMPARISON



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

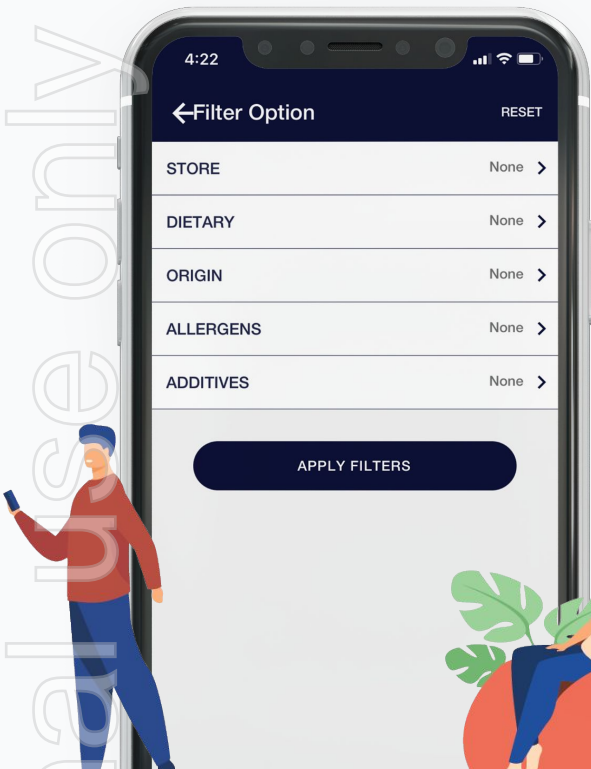


VEGAN

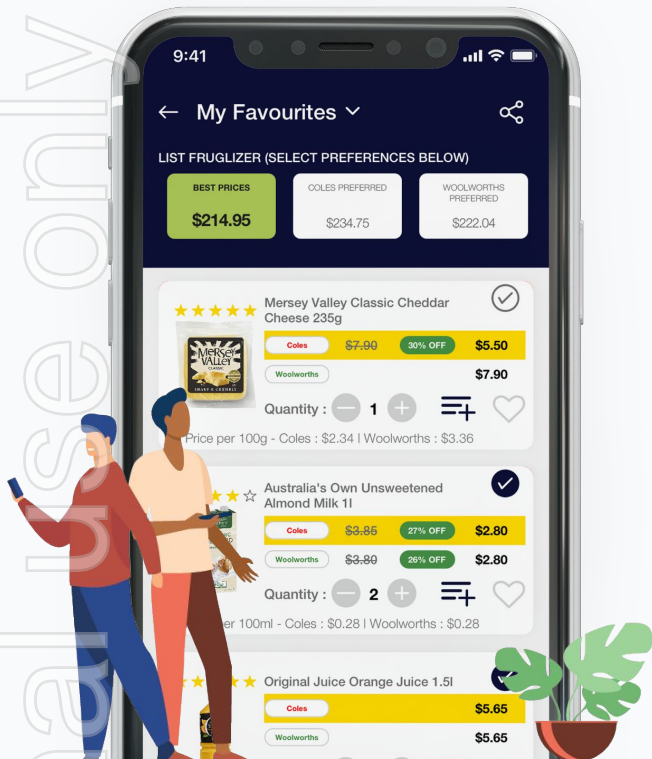


GLUTEN FREE

...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.

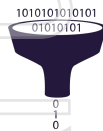
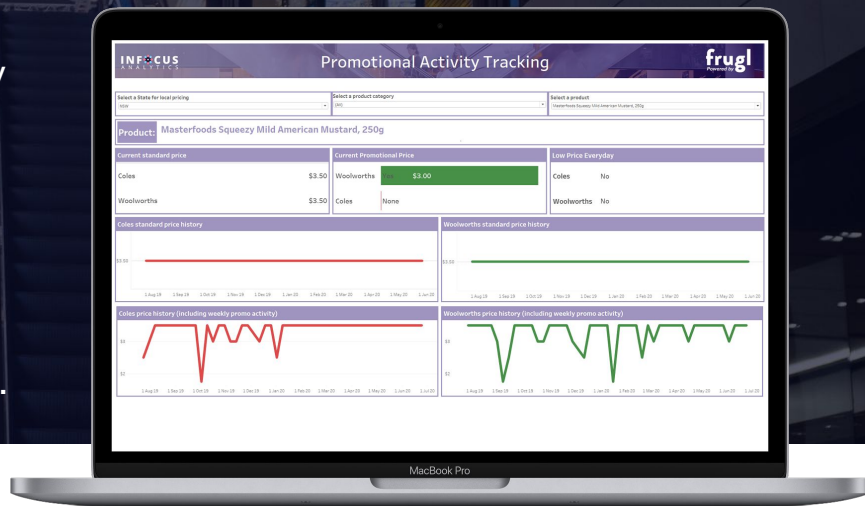
...now with **Product Quantities**

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

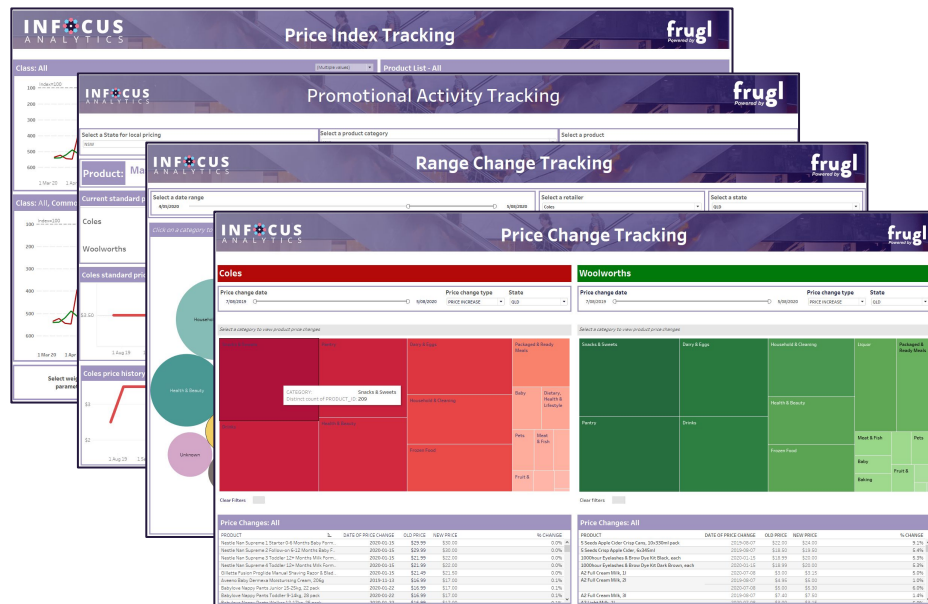
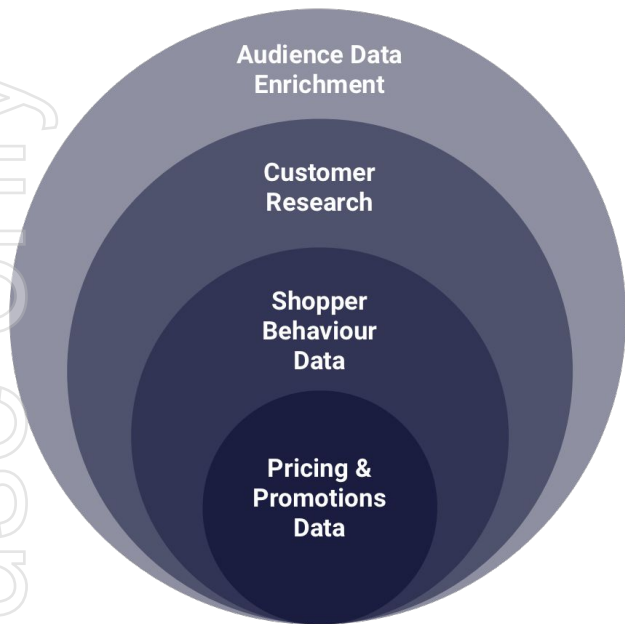


COMPETITOR RANGE
ANALYTICS



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
1. Retail Intelligence (Product, Price, Range & Promotion analysis)	InFocus Analytics (IA) <ul style="list-style-type: none"> High quality retail intelligence Machine Learning data modelling 2 years of historical data Online platform delivery (SaaS) 	<ul style="list-style-type: none"> Ongoing retail data acquisition Data warehouse solution Data Science expertise & client management 	<ul style="list-style-type: none"> Grocery retailers (product, range & promotional planning) Over 2,000 grocery suppliers Associated retail verticals (liquor, pet supplies, supplements, pharmacy etc) 	AU data analytics market > \$1B *Gartner Report
2. Customer Behavioural Intelligence and Shopper Panel Research	InFocus Analytics (IA) <ul style="list-style-type: none"> Customer behavioural intelligence added as additional service Frugl Research Panel <ul style="list-style-type: none"> Rewards-based membership 	<ul style="list-style-type: none"> Frugl app user growth to drive profile & behavioural data Establishment of Rewards Program to support panel development Customer research expertise 	<ul style="list-style-type: none"> Grocery retailers (Marketing) Over 2,000 grocery suppliers Market research agencies Associated retail verticals (liquor, pet supplies, supplements, pharmacy etc) 	AU market research industry > \$3.1B *IbisWorld Industry Report
3. In-app Merchandising & Advertising	Frugl Grocery Mobile App <ul style="list-style-type: none"> In-app merchandising & advertising space created at key points in the user journey 	<ul style="list-style-type: none"> In-app merchandising space created at key points in the user journey Frugl app user growth 	<ul style="list-style-type: none"> Grocery retailers (Marketing) Over 2000 grocery suppliers Non-grocery advertisers Media agencies 	AU digital ad spend \$8.8B *IAB Australia
4. Data Enrichment & Online Advertising	Data Exchange for Ad Platforms <ul style="list-style-type: none"> Frugl segment and behavioural data to enrich audience profiles Audience profiles utilised for targeted digital ad campaigns 	<ul style="list-style-type: none"> Frugl app user growth Collated segment profile data Collated behavioural data sets 	<ul style="list-style-type: none"> Digital Media agencies Data Management Platforms Data Exchanges Direct digital advertisers 	AU data spend in 2019 \$485 Million *OnAudience.com
5. E-commerce Capability	Frugl Grocery Mobile App <ul style="list-style-type: none"> Inclusion of transactional capability to Frugl app 	<ul style="list-style-type: none"> Audience growth and app use Development of transactional capability within Frugl app 	<ul style="list-style-type: none"> Grocery retailers Over 2000 grocery suppliers Associated retail verticals 	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
<u>Data Acquisition & Enrichment</u> 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.
<u>InFocus Analytics (B2B)</u> 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.
<u>Frugl Grocery Mobile App (B2C)</u> 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.

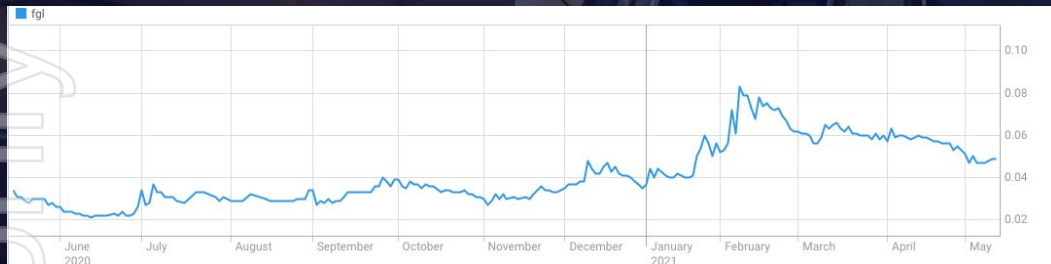


MAT WALKER

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)**

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

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(ASX:FGL)

