



ASX Announcement

14 JULY 2021

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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

26,250,000 Unlisted options
exercisable at \$0.15 on or before
30 June 2022

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.

PLACEMENT TO SOPHISTICATED AND PROFESSIONAL INVESTORS

Frugl Group Limited (ASX:**FGL**) (**Frugl** or the **Company**) is pleased to announce it has received firm commitments to raise \$825,000 through a placement to sophisticated and professional investors), pursuant to section 708 of the Corporations Act 2001 (Cth) (**Placement**).

Frugl will issue a total of 16,500,000 fully paid ordinary shares (**Shares**) at \$0.05 per share, with 1-for-1 free attaching options exercisable at \$0.10 within 3 years from the date of issue (**Options**). The issue price represents a 1.2% discount to the 15-day VWAP up to and including Friday 9 July 2021. Proceeds from the Placement will be used for marketing and the ongoing work for the commercialisation of the Company's Frugl app and data analytics products.

The 16,500,000 Shares and 16,500,000 Options will be issued under the Company's current placement capacity pursuant to ASX Listing Rule 7.1 (500,000 Shares and 16,500,000 options) and 7.1A (16,000,000 Shares) to raise \$825,000 before costs.

The Options will be a new class of security, and the Company will apply for quotation as a listed class of options as soon as practicable following issue.

The Company has appointed CPS Capital Limited (**CPS**) as the Lead Manager of the placement. CPS will be paid a standard 6% fee for monies raised under the placement.

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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