



ASX Announcement

20 January 2022

ACN: 096 870 978

T: 08 6489 1600

F: 08 6489 1601

E: info@fruglgroup.com.au

Suite 9, 330 Churchill Avenue,
Subiaco WA 6008

www.fruglgroup.com.au

Directors

Jon Wild, Chairman

Mathew Walker, Corporate
Director

Sean Smith, CEO

Sonu Cheema, Steve Samuel,
Joint Company Secretaries

Issued Capital

ASX Code: FGL

180,000,000 Ordinary Shares

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

29,500,000 Listed options
exercisable at \$0.10 on or before
20 July 2024

Overview

Frugl is a retail intelligence ecosystem that acquires publicly available grocery data, 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 retail experience, expertise in data analytics, and enterprise-scale data sets ready for immediate commercialisation.

FRUGL RELEASES VERSION 3.0 OF GROCERY COMPARISON APP

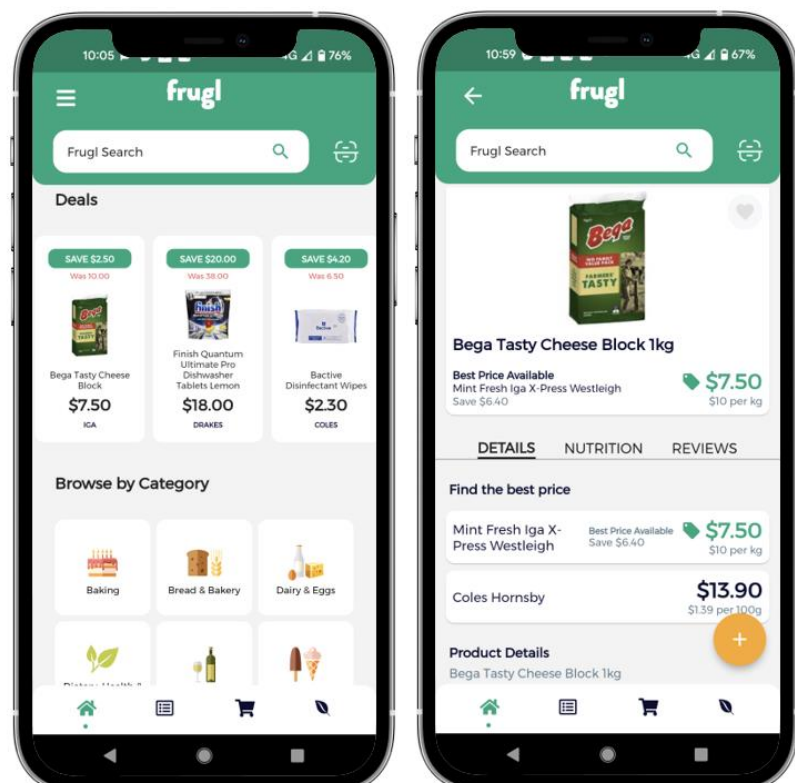
HIGHLIGHTS

- f FRUGL GROCERY VERSION 3.0 RELEASED FOR BOTH APPLE AND ANDROID MOBILE PLATFORMS**
- f NEW MOBILE APP INTERFACE DELIVERS MAJOR PERFORMANCE IMPROVEMENTS**
- f FRUGL GROCERY VERSION 3.0 NOW INCLUDES MULTIPLE RETAILERS INCLUDING WOOLWORTHS, COLES, ALDI, IGA**
- f GROCERY LIST IMPROVEMENTS INCLUDE CUSTOM LISTS, SHARED LISTS AND COLLABORATIVE LISTS**
- f SECURE AND STREAMLINED EXPERIENCE FOR FIRST TIME USERS INCLUDING SOCIAL LOGIN CAPABILITY**

Frugl Group Limited (ASX: FGL) ("Frugl" or the "Company") is pleased to announce to the market and shareholders the release of Version 3.0 of the Frugl Grocery App to Apple and Android platforms. Key features of release include:

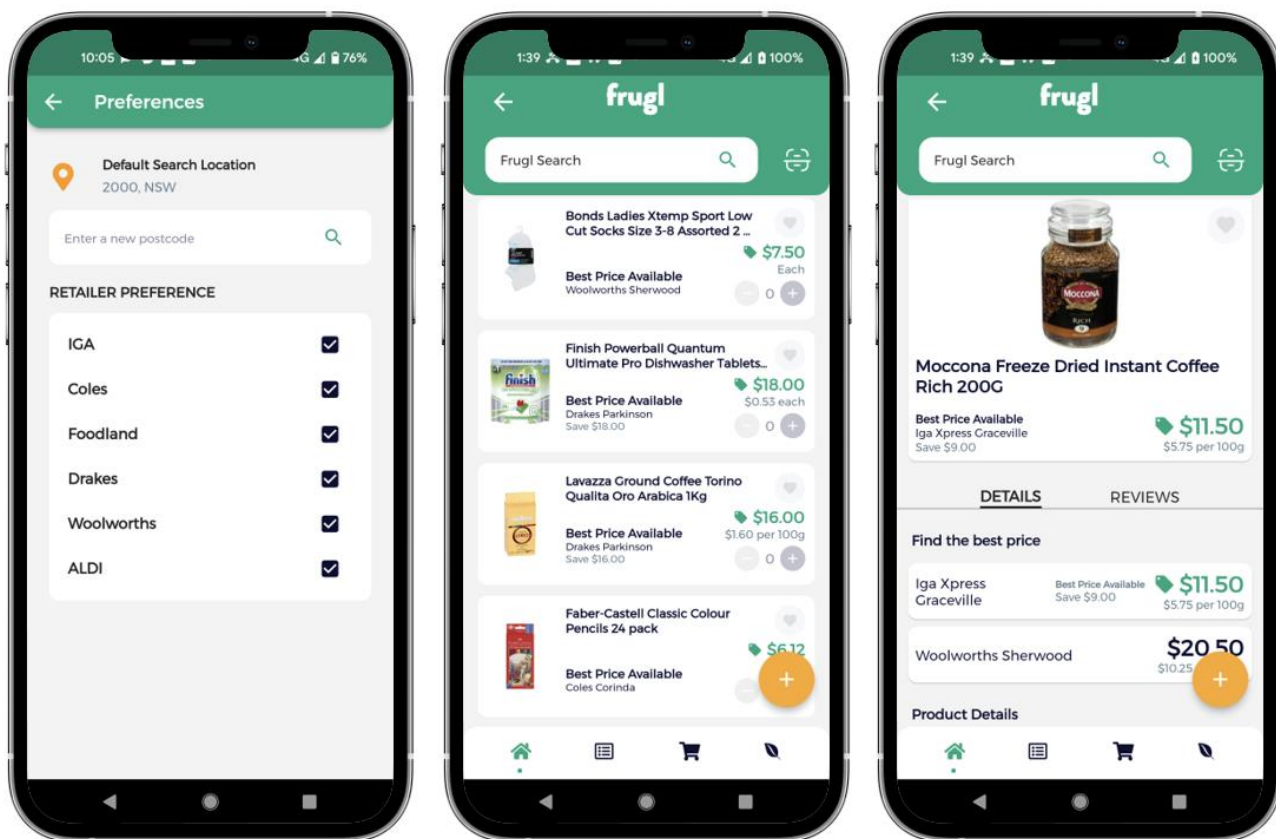
New User Interface and major performance improvements

A refreshed user interface and mobile app utilising leading edge technologies including Flutter and Augmented Reality libraries has delivered substantial performance improvements and better user experience.



Additional retailer capability

Frugl Grocery now has the capability to add unlimited retailers to the platform to enhance shopping options for users. Retailers may be within the grocery category, or any complementary categories the Company decides will add value to its users. On launch the Company has commenced adding products from additional grocery retailers Drakes, IGA, Foodland and Aldi, to add to products from Woolworths and Coles, and will be seeking to add new products and categories in the future.



Addition of Social Login feature

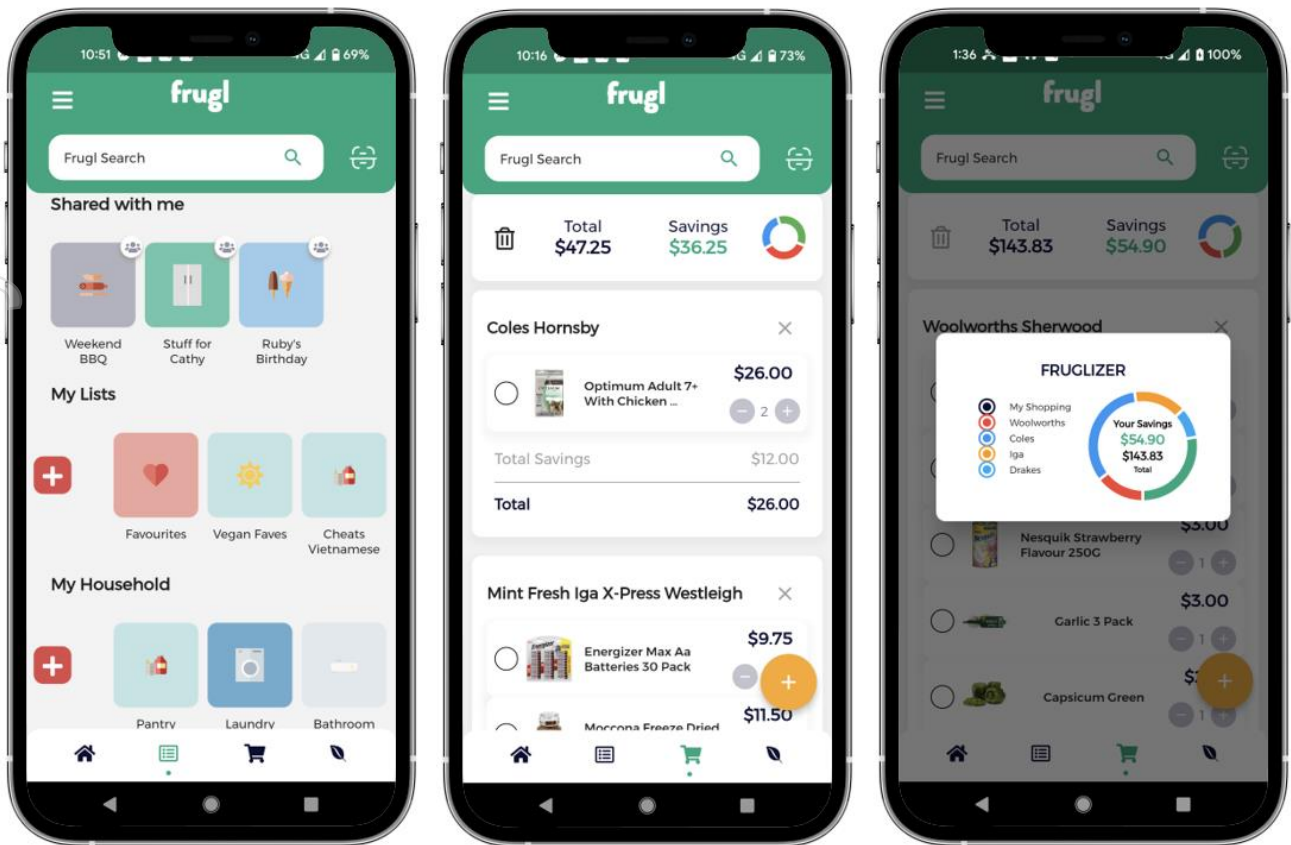
Changes to the Frugl Grocery login process, including the additional of Social Logins utilising the most popular social such as Facebook, Google and Apple, have also been implemented to increase user data security, improve user sign-in and retention rates, and to make the onboarding process simpler and faster.

List Enhancements & Shopping Note

Substantial enhancements to lists and list sharing have been enabled to help users get the most from their shopping list experience. Enhancements include:

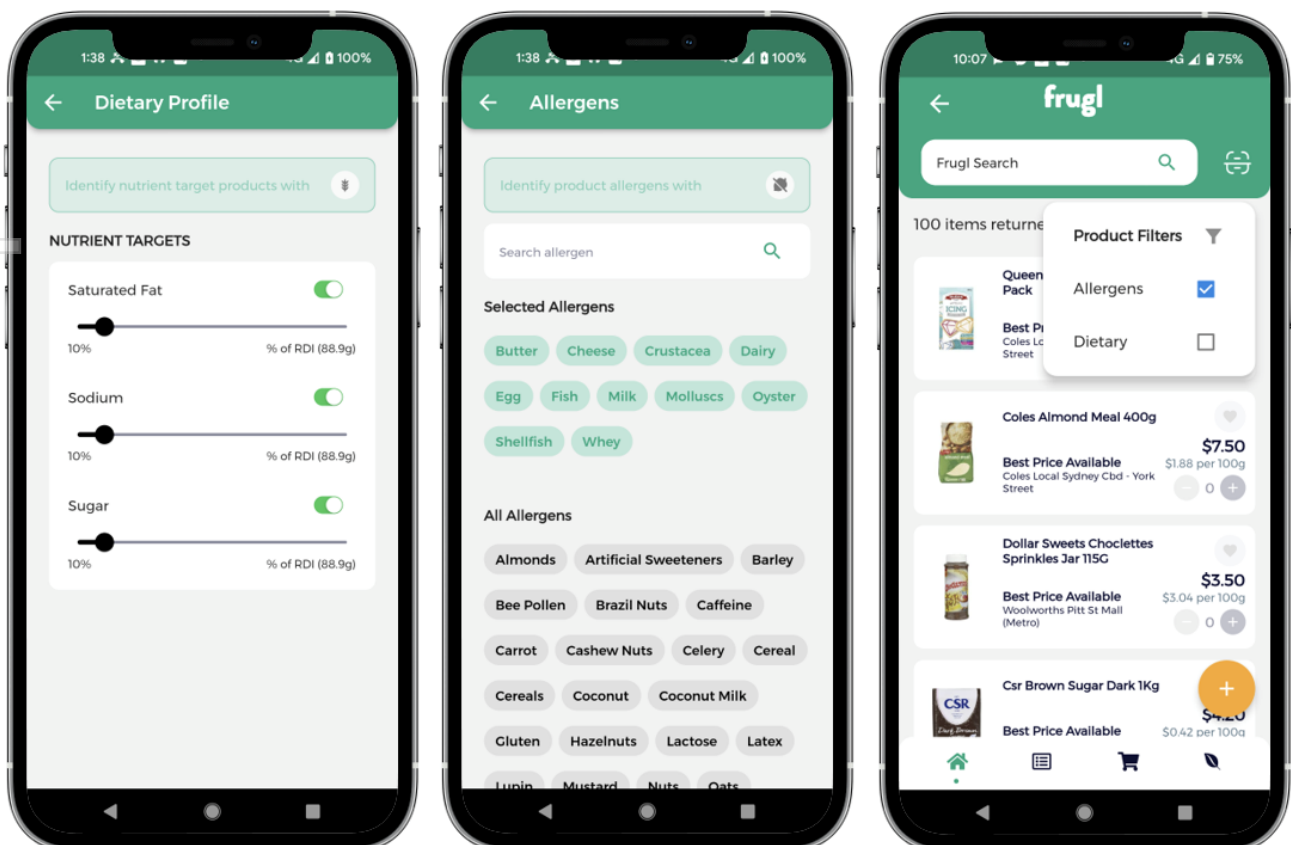
- Shareable collaborative lists with multiple users
- Custom and Saved Shared lists from external sources
- Collaborative Family Lists for households

In addition, Frugl Grocery adds a new feature, the Shopping Note, which allows users to split their current shopping list into specific retailers, add product quantities and mark off products as they add them to their baskets. The Shopping Note is a foundational feature that is a pre-cursor to the transactional shopping basket, in development for future release.



Frugl Grocery retains shopper wellness features

Frugl Grocery has retained and streamlined its wellness tools, allowing users to identify allergens and nutritional thresholds, and utilise these settings to filter their search results to help make healthier buying decisions for their households.



The release of Frugl Grocery Version 3.0 will set the foundations for commercialisation of the Frugl Grocery app beyond the current retail analytics revenue stream, and will be supported with increased marketing investment to grow the user-base and opportunities for new and participating retailers.

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

- ENDS -

FORWARD LOOKING STATEMENT AND DISCLAIMER

Certain statements contained in this ASX release, including information as to the future financial or operating performance of the Company and its projects, are forward looking statements. Such forward looking statements:

(a) are necessarily based upon a number of estimates and assumptions that, while considered reasonable by the Company, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies;

(b) involve known and unknown risks and uncertainties that could cause actual events or results to differ materially from estimated or anticipated events or results reflected in such forward looking statements; and

(c) may include, among other things, statements regarding estimates and assumptions in respect of prices, costs, results and capital expenditure, and are or may be based on assumptions and estimates related to future technical, economic, market, political, social and other conditions. The Company disclaims any intent or obligation to publicly update any forward looking statements, whether as a result of new information, future events or results or otherwise. The words "believe", "expect", "contracted", "anticipate", "indicate", "contemplate", "target", "plan", "intends", "continue", "budget", "estimate", "may", "will", "schedule", "planned" and similar expressions identify forward looking statements. All forward looking statements contained in this ASX release are qualified by the foregoing cautionary statements. Recipients are cautioned that forward looking statements are not guarantees of future performance and accordingly recipients are cautioned not to put undue reliance on forward looking statements due to the inherent uncertainty therein.