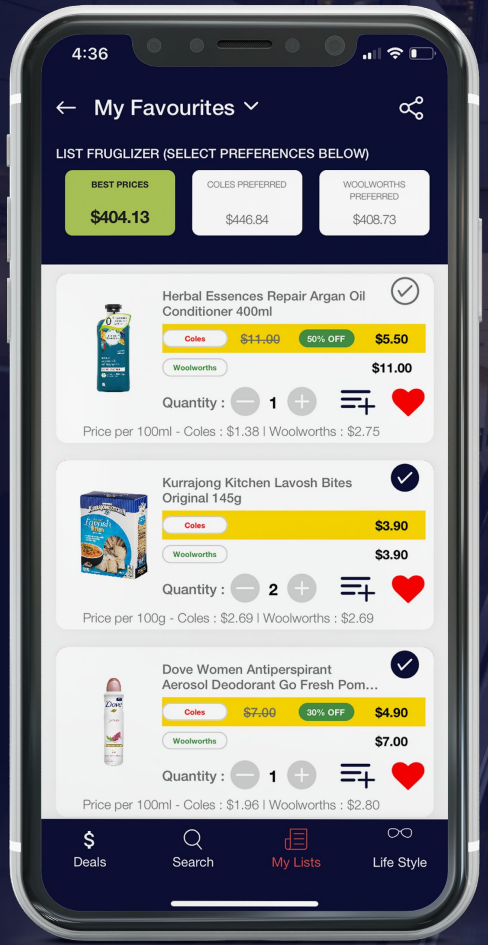

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Retail Intelligence and Shopper Research

FRUGL GROUP LIMITED | January 2021

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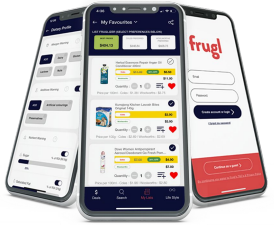
Who we are, what we do

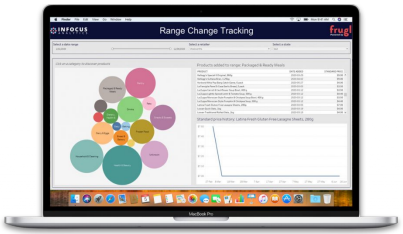
Frugl is a retail intelligence ecosystem that acquires publicly available grocery data, organises it, enriches it, and utilises it to power two independent retail platforms:

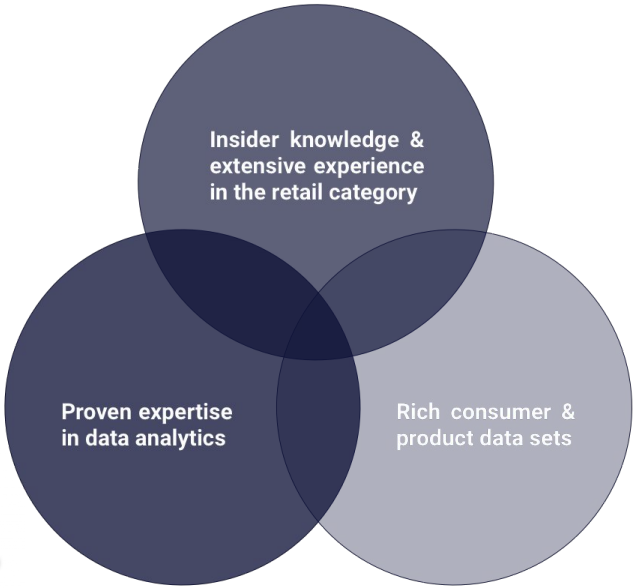
Frugl Groceries – a free grocery comparison and wellness mobile app for shoppers (B2C)

InFocus Analytics - an advanced retail analytics platform for retailers, suppliers and analysts (B2B)

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.







The Data Process

Frugl captures publicly available retail data across a range of retailers before further transforming it, organising it, and enriching it via automated processing.

The data is then made available to shoppers via the **Frugl Grocery** app, as well as to businesses via the **InFocus Analytics** retail intelligence platform.

Users of the **Frugl Grocery** app generate user behaviour and segment data, which is collated and further able to be used by the InFocus Analytics platform for deeper consumer retail analytics.

Frugl Retail Data

Acquired & Enriched

Retail Pricing Data

Regular data collation from Australia's largest supermarkets with price, promotion, range & product information

Ingredient, Nutrient & Allergen Data

Product extracts include ingredients, nutritional values, allergens and provenance data

Price, Range & Promotions Intelligence

Product health & quality Intelligence

Frugl App Generated

Shopper Behaviour Data

Product selections & associated decision drivers for each frugl app user captured for analysis

Shopper Profile Data

Frugl app audience data including demographics, location, health and nutritional preferences

Shopper Behavioral Intelligence

Unique Consumer Segments

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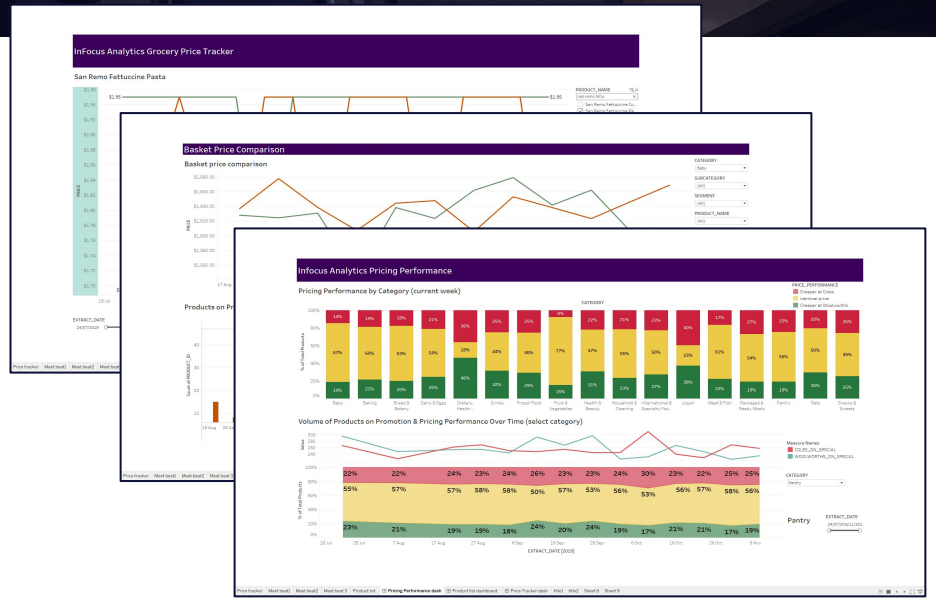
Layering Retail & Customer Analytics



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.

INFOCUS ANALYTICS

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Data Acquisition

Product & Pricing Analytics

Promotional Analytics

Competitor Range Analytics

Competitor Price Tracking

InFocus Analytics

Retail business intelligence

Our retail analytics platform can help businesses understand their customers and their competitive environments by developing data driven solutions matching their needs, 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 use data to unlock real business value.

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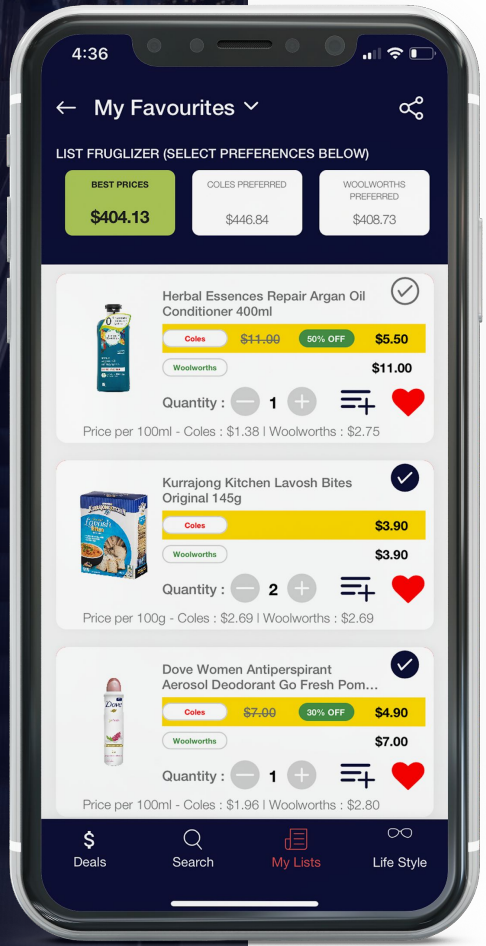
Compare grocery prices

Set up a health profile and receive ingredient and/or allergen alerts

See 1,000s of weekly discounts



Frugl Grocery

Lower Prices & Healthier Options

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

GET IT ON Google Play

Download on the App Store

Frugl Revenue Model Summary

Revenue Model	Solutions	Dependencies	Customer Targets	Market Potential
1. Retail Intelligence (Product, Price, Range & Promotion analysis)	**InFocus Analytics (IA)** • High quality retail intelligence • 19+ months of historical data • Online platform delivery (SaaS)	• Ongoing retail data acquisition • Data warehouse solution • Analytics expertise & client management	• 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)** • Customer behavioural intelligence added as additional service **Frugl Research Panel** • Rewards-based membership	• Frugl app user growth to drive profile & behavioural data • Establishment of Rewards Program to support panel development • Customer research expertise	• 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** • In-app merchandising & advertising space created at key points in the user journey	• In-app merchandising space created at key points in the user journey • Frugl app user growth	• 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** • Frugl segment and behavioural data to enrich audience profiles • Audience profiles utilised for targeted digital ad campaigns	• Frugl app user growth • Collated segment profile data • Collated behavioural data sets	• 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** • Inclusion of transactional capability to Frugl app	• Audience growth and app use • Development of transactional capability within Frugl app	• 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
Data Acquisition & Enrichment Acquisition of large retail data sets for analysis, enrichment and commercial product creation.	Retail data acquisition commences (2x major retailers, full product inventory).	Acquisition of promotional data (catalogues) across major and 2nd tier retailers commences.	Business development accelerates, first commercial project commences.	Commercial contracts for ongoing data services to commence.	Expansion of commercial data & intelligence services to include shopper behavioural data.
InFocus Analytics (B2B) 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.
Frugl Grocery Mobile App (B2C) 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 3.0 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.

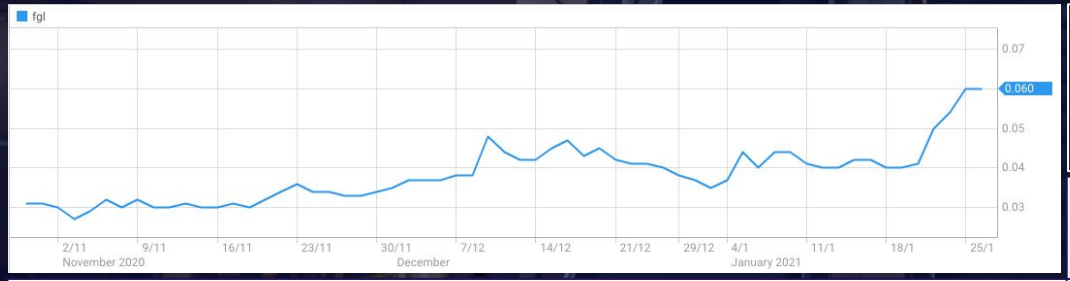
JON WILD
CHAIRMAN

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



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	Shares (ASX:FGL)	Options * (ASX:FGLO)
Current Issued Capital (includes future issues of shares announced to the market, but not yet issued)	163,500,000	23,048,883
Current Market Capitalisation ($0.06/share)	9.6M (AUD)	
Current T20 Shares Held	65%	

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

THANK YOU

Corporate Enquiries: Sean Smith, Managing Director
info@fruglgroup.com.au

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(ASX:FGL)