

10 March 2021

Australian Securities Exchange (**ASX**)
Level 40, Central Park
152-158 St George's Terrace
Perth WA 6000

FRUGL SIGNS AN AGREEMENT FOR THE PROVISION OF SERVICES WITH METCASH

Highlights

- **Frugl** signs an agreement for the provision of services with **Metcash Food**, a division of Metcash Trading Limited, for key retail analytics focussed services.
- **Metcash** is Australia's leading wholesaler with sales of over \$13 billion in FY20. The Company is dedicated to ensuring it provides the best level of service to their extensive network of independent retail and wholesale customers across the Food, Liquor and Hardware sectors.
- Under the terms of the Agreement the initial term is approximately 2 years, with an additional 1 year extension available to Metcash.

Frugl Group Limited (ASX:FGL) (frugl or the Company) is pleased to announce it has signed an agreement for the provision of services (**Agreement**) with **Metcash Trading Limited (Metcash)** for focussed retail data analytics services generated through **Frugl's** leading price comparison technology platform for the **Metcash Food** division.

Metcash, is Australia's leading wholesale distribution and marketing company with sales of over \$13 billion in FY20. As Australia's leading wholesaler, Metcash is dedicated to ensuring it provides the best level of service to an extensive network of independent retail and wholesale customers across the Food, Liquor and Hardware sectors. This includes delivery to more than 10,000 retail customers supported by distribution centres in each of the major cities, as well as smaller regional centres whilst also supplying around 90,000 wholesale customers from smaller branches across the country.

Under the terms of the Agreement, **Metcash** has engaged **Frugl** for an initial term of approximately 2 years ending 31 January 2023. A further 1-year option is available to Metcash under the terms of the agreement. Frugl has agreed to provide key data and analytical information to **Metcash Food** through the **frugl** and **InFocus Analytics** platforms to enable intelligence-lead retail decision making. The fees payable to Frugl for the data and analytical information under the Agreement are not financially material. Frugl will seek to develop its relationship with Metcash with a view to expanding the scope of the services Frugl will provide, in which case the Company would release a further market update.

Commenting on the Agreement with **Metcash**, Frugl Managing Director Mr Sean Smith said:

"The agreement between Frugl and such a significant market player in Metcash reflects not only the quality of our retail data asset, but the expertise and understanding of the retail industry that we possess to further unlock business value from it. We are looking forward to

working with Metcash on many retail intelligence projects across their business in the years ahead.”

This announcement has been authorised by the Board of Frugl Group Limited.

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For further information, please contact:

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frugl is a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst analysing shopper behaviours in real time against the changing landscape of product merchandising and pricing changes across over 60,000 different products from major supermarket chains.

fruglgroup.com.au | frugl.com.au | infocusanalytics.com.au

The **frugl Corporate Video** can be viewed at <https://vimeo.com/367911850>

FORWARD LOOKING STATEMENTS

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.