



ASX Announcement

27 June 2022

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Directors

Jon Wild, Chairman

Mathew Walker, Corporate
Director

Sean Smith, CEO

Steve Samuel, Company
Secretary

Issued Capital

ASX Code: FGL

201,550,000 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 GROCERY EXPERIENCES RECORD USER GROWTH

HIGHLIGHTS

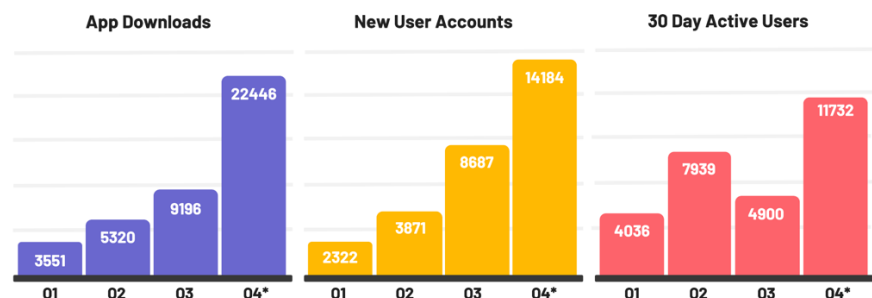
- FRUGL GROCERY PRICE COMPARISON APP CONTINUES RECORD DOWNLOAD AND ACTIVE USER GROWTH**
- GROWTH IN FRUGL GROCERY USAGE AND NEW TRANSACTIONAL CAPABILITIES TO UNDERPIN NEW REVENUE MODELS INCLUDING TRANSACTION FEES, ADVERTISING AND CUSTOMER RESEARCH**

Frugl Group Limited (ASX: FGL) ("Frugl" or the "Company") is pleased to update the market and shareholders on the progress and user growth of the **Frugl Grocery** App on Apple and Android platforms.

Frugl Grocery continues record growth across key metrics

The **Frugl Grocery** app has continued to experience record user growth following its release commencing in December 2021. The refreshed user interface, addition of more retailers and substantial performance improvements have underpinned stronger user up take and retention of the Company's leading grocery comparison app.

Key Metric Growth (Q4 as at 22 June 2022)



The unprecedented growth in **Frugl Grocery** app users has been supported by growth in earned media activity which has substantially increased off the back of Cost of Living pressures, including rising grocery pricing, increases in fuel costs and rising inflation. Frugl's role in the media as an independent source of grocery insight and comment has solidified further with substantial activity across television, radio and online helping to grow Frugl brand awareness amongst shoppers, retail businesses and journalists.

App usage growth to underpin future commercial models

Continued user growth alongside new app functionality including transactional capabilities sets the foundation for commercialisation of the **Frugl Grocery** app beyond the current retail analytics revenue stream.

The Company is continuing to drive revenue growth across new and existing business customers, whilst engaging in new business development discussions with retailers, consultants, suppliers and government agencies.

An investor update on operations and business development activities will be provided to the market later in June.

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

For, and on behalf of, the Board of the Company

Jon Wild

Chairman

Frugi Group Limited

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