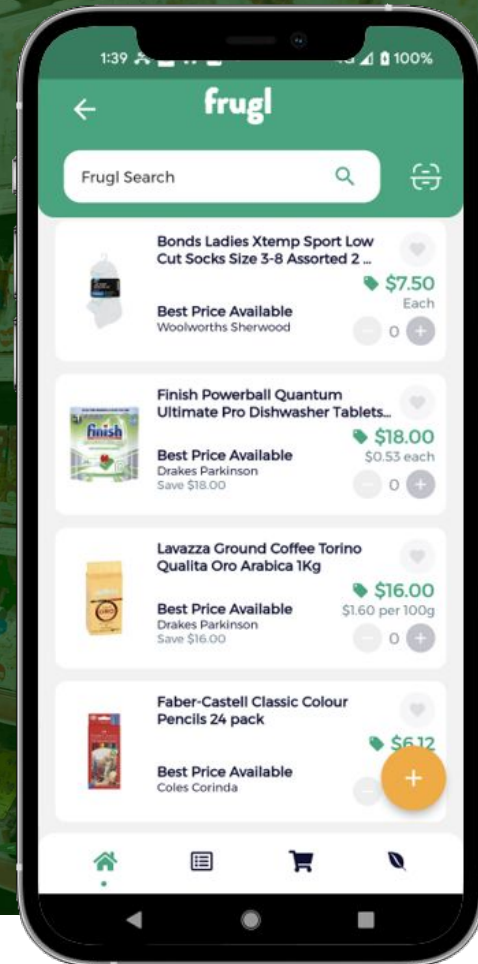


# frugl

## Australia's Leading Grocery Comparison App & Retail Marketplace



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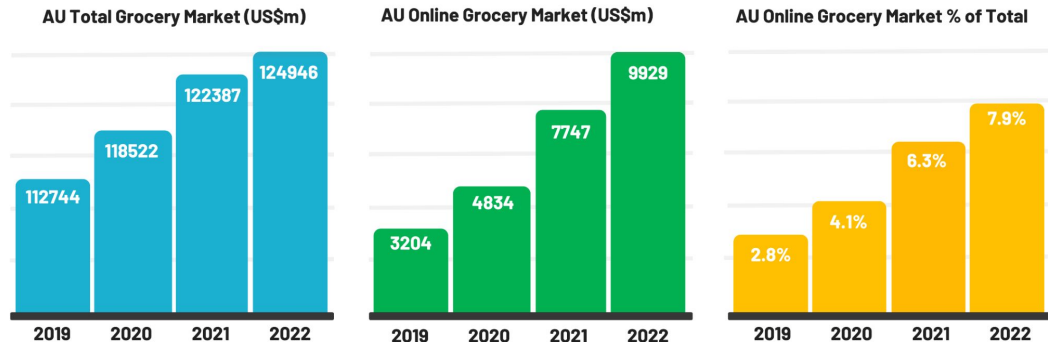


# Australian Grocery Market & Online Adoption

The Australian Grocery market is dominated by major retailers Woolworths and Coles, but includes steady growth in 2nd Tier retailers fighting for market share.

Covid-related lockdowns have accelerated adoption of online grocery shopping, with the market now worth over **\$10 Billion and growing**.

Online adoption has provided better opportunities for shoppers for product research, comparison shopping, and enhanced competition.



Source: IBISWorld

<https://www.ibisworld.com/au/industry/supermarkets-grocery-stores/1834/>  
<https://www.ibisworld.com/au/industry/supermarkets-grocery-stores/1834/>



**Drakes**



**coles**

Woolworths



# Cost of Living Challenges

Grocery prices have been heavily impacted by numerous cost pressures on producers and brands, including:

- Global events (War in Ukraine, Trade Conflicts, impacts on fuel & power costs)
- Major climate events impacting growers (fires, floods, unseasonable weather conditions)
- Rising costs of imported ingredients and packaging commodities

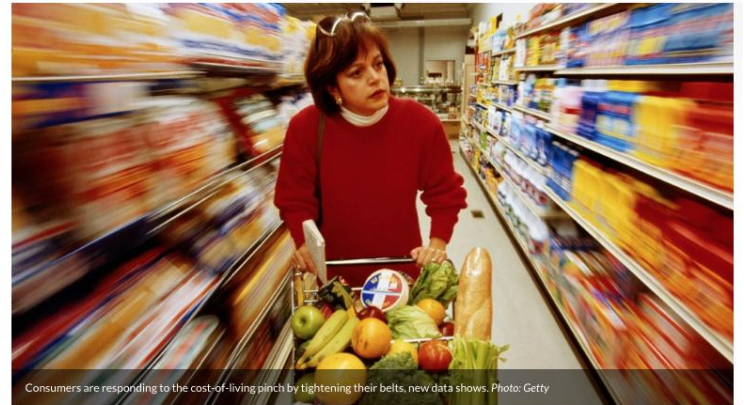
Inflationary pressures are driving increases in interest rates and housing costs.

The combined increases in **groceries**, **fuel**, **power** and **housing** has created a surging cost of living crisis for Australians, who are increasingly looking for ways to **cut costs and save money**.

FINANCE • FINANCE NEWS •

10:00pm Jun 23, 2022 Updated: 2h ago

## Revealed: How Australians are cutting back as the cost-of-living crisis bites



Consumers are responding to the cost-of-living pinch by tightening their belts, new data shows. Photo: Getty



Matthew Elmas

SHARE



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The worst cost-of-living squeeze in two decades is pushing Australians to make major changes to their spending habits, a new report reveals.

"Consumers are not only noticing price increases more (particularly when spending on groceries, transport and utilities), but are changing their spending habits and lifestyle patterns in an attempt to tackle them," NAB economists Dean Pearson and Robert De lure said.

Other essentials like **groceries** are **also squeezing households**, with more than half of shoppers (54 per cent) switching to cheaper brands or taking extra time to research the best prices.

# Frugl Grocery - Comparison App for Shoppers

## Lower Prices & Healthier Options

Frugl provide shoppers with the lowest grocery prices, as well as health & nutritional information, across Australia's leading supermarkets to help shoppers make informed decisions for their family's well-being.

Learn more about Frugl features at [www.frugl.com.au](http://www.frugl.com.au)



AS SEEN ON





# Frugl Grocery - An Independent Grocery Marketplace

  
**631,635**  
PRODUCT SEARCHES

  
**5,525,836**  
PRODUCT VIEWS

An independent **marketplace** for the **best prices** and **healthiest options** across multiple grocery retailers.

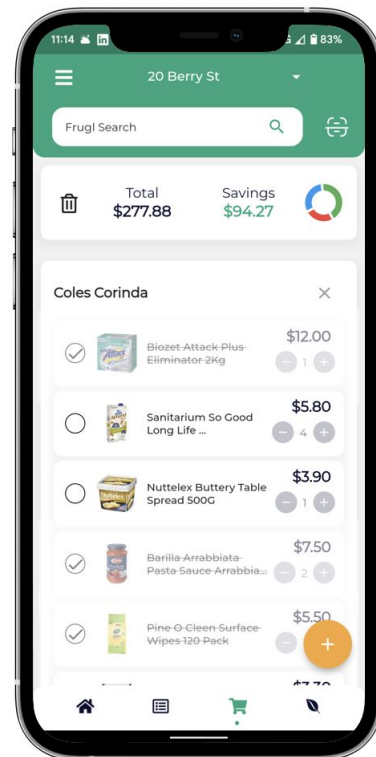
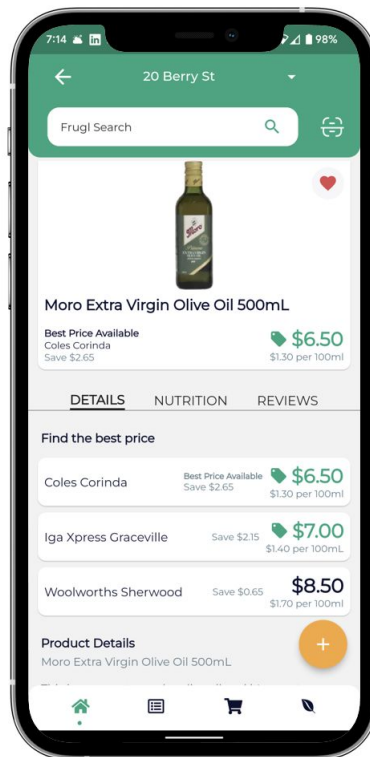
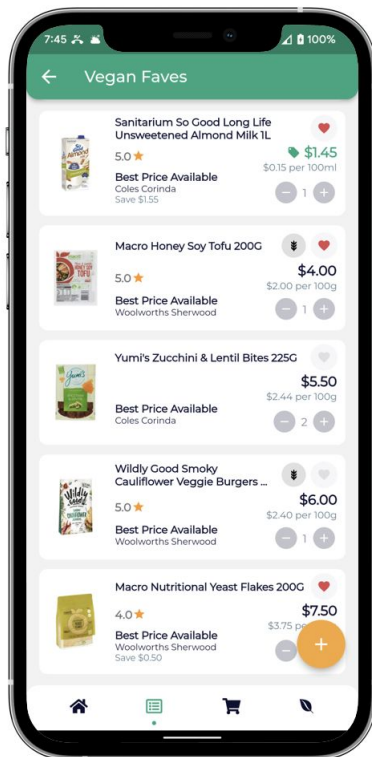
*Features include:*

Detailed product information including **ingredients, prices, reviews.**

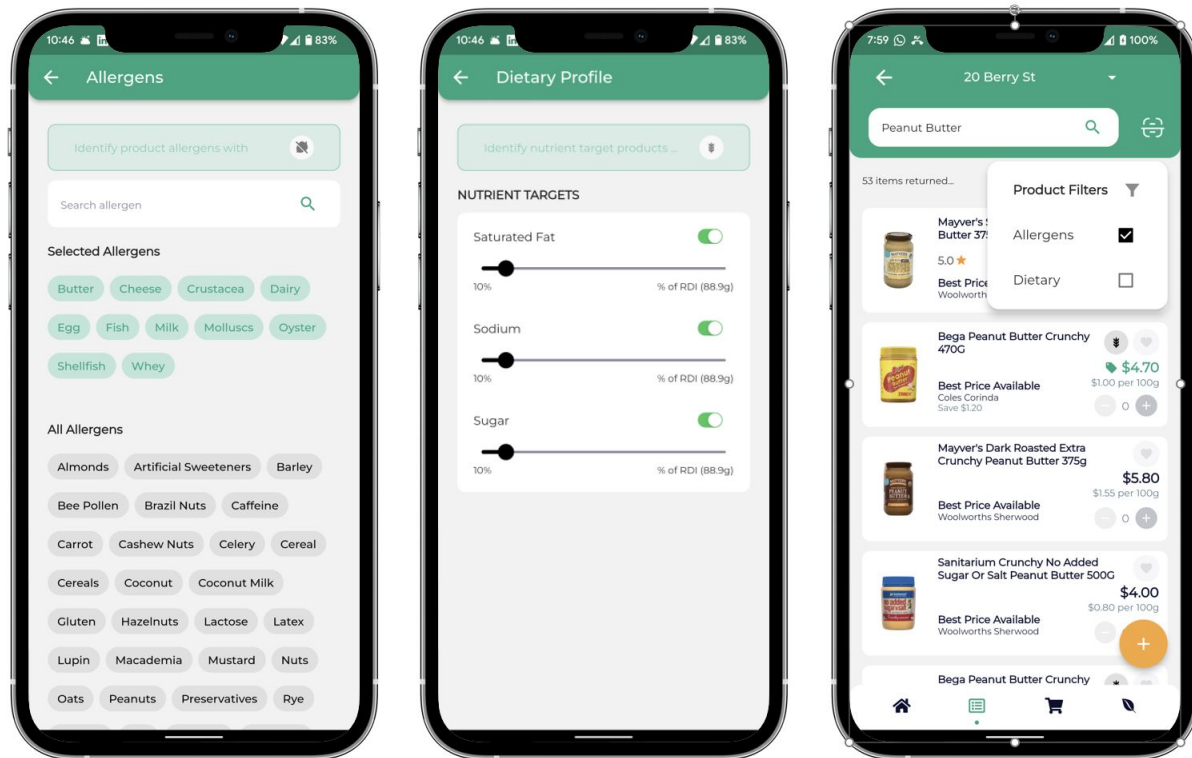
**Barcode searches** to quickly find products at home or instore.

Multiple **shopping lists** to shop, share, even collaborate on with family.

Show **total basket savings** when splitting lists across multiple retailers.



# Frugl Grocery - Health & Wellness Features



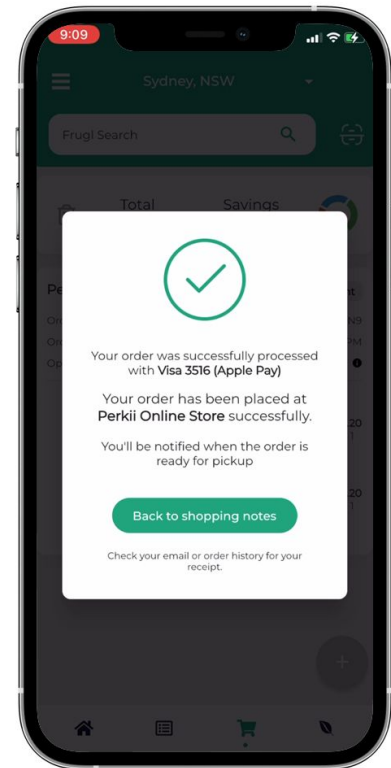
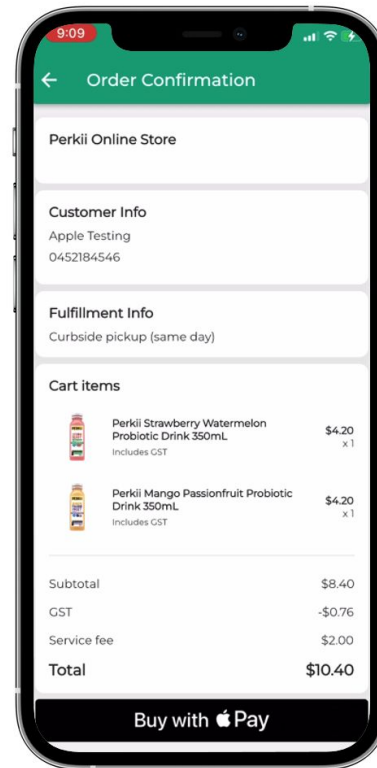
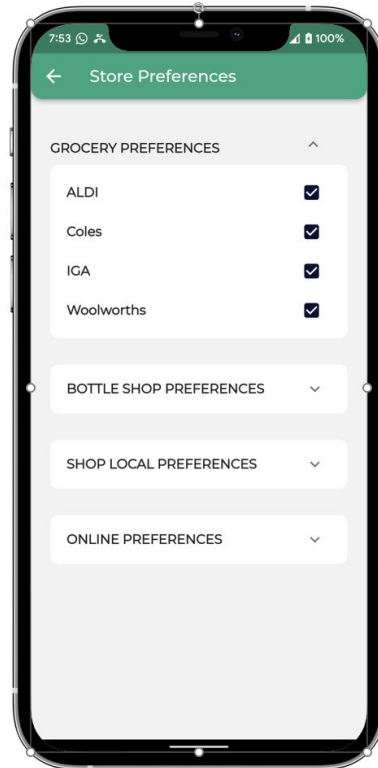
Frugl Grocery provides shoppers with wellness tools to help them make **healthier food choices**.

- ★ Set **nutritional thresholds** and **product warnings** on Fat, Sodium and Sugar content
- ★ Provides **Allergen alerts** based on matches between user profile settings and product ingredient lists
- ★ Allows shoppers to **filter product searches** against their Allergen and Dietary profile settings

# Frugl Grocery - Multi-Retailer Ecommerce Platform

**Frugl Grocery** is expanding to include small, medium and large retailers as well as the major grocery chains such as **Woolworths** and **Coles**.

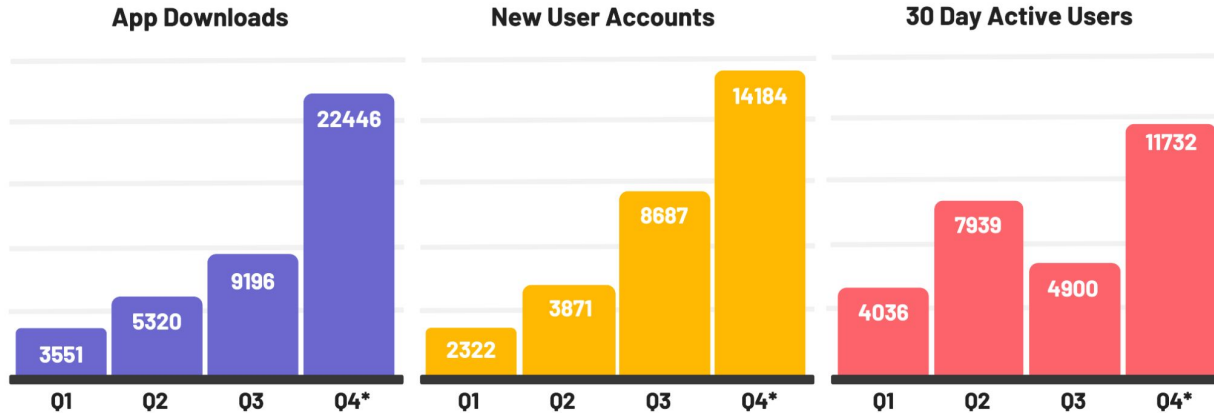
The app now also includes **transactional capabilities** for participating retailers, with an expansion of **delivery options** and **new participating retailers** planned for the remainder of 2022.



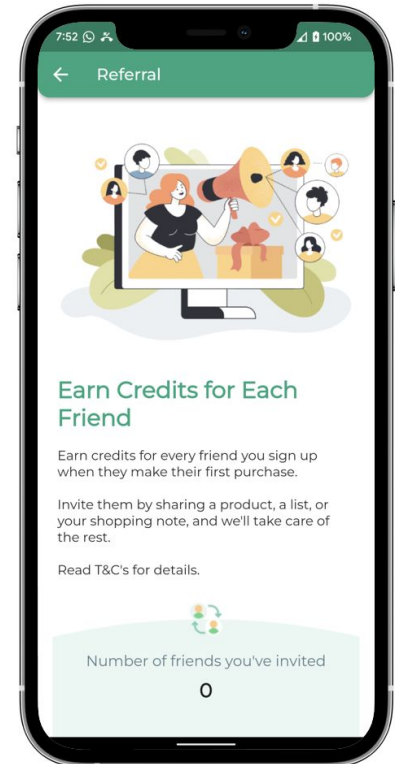


# Frugl Grocery - Accelerating User Growth

A refreshed user interface, major performance enhancements and new feature sets released in January have underpinned **strong user growth** and **retention** heading into the end of FY22.



Q4\* - Quarter to Date, as at 22 Jun 2022



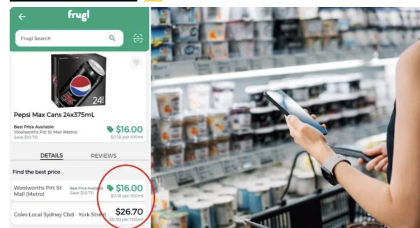
# Frugl Growth - Powered by the Media

yahoo/news

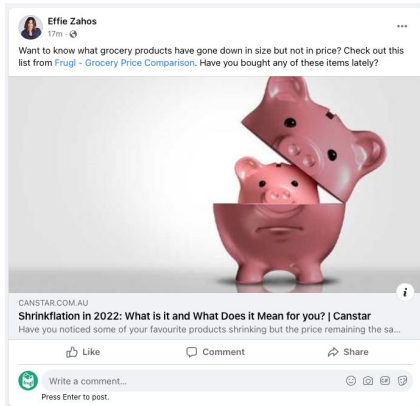
## Woolworths, Coles, Aldi: Simple hack to compare best grocery deals

Jessie Middis - News Reporter

11 February 2022 - 5 min read



Shoppers can now easily compare prices between supermarkets. (Source: Frugl/Getty)



Frugl's position as **Australia's independent authority on grocery pricing** has lead to regular media appearances across television, radio, print and online media, driving continued brand recognition and **Frugl Grocery** app downloads and usage.

## TOP FREE APPS TO HELP YOU SAVE ON GROCERIES AND FUEL

**Half Price:** Keeps an online catalogue of everything 50 per cent off at Coles and Woolworths.

**My 7-Eleven:** Lets customers buy fuel for the cheapest price in their area and offers deals on drinks, snacks and meals.

**Woolworths Rewards:** Collects points for every dollar shoppers spend at Woolworths of Big W and redeem a \$10 voucher for 2000 points.

**Woolworths Scan & Go:** Customers can scan their groceries as they shop, keep an eye on their running total and avoid long queues at the checkout.

**Frugl:** Creates a shopping list that compares the best prices on 58,000 products from Coles, Woolworths, Aldi, and IGA.

## New data by Frugl reveals every supermarket buy that's reduced in size - and increased in price

New research has revealed the popular supermarket buys which have secretly decreased in size or weight - but increased in price.

Australian company Frugl has released the data which highlights the growing issue of "shrinkflation" for Australian grocery shoppers.

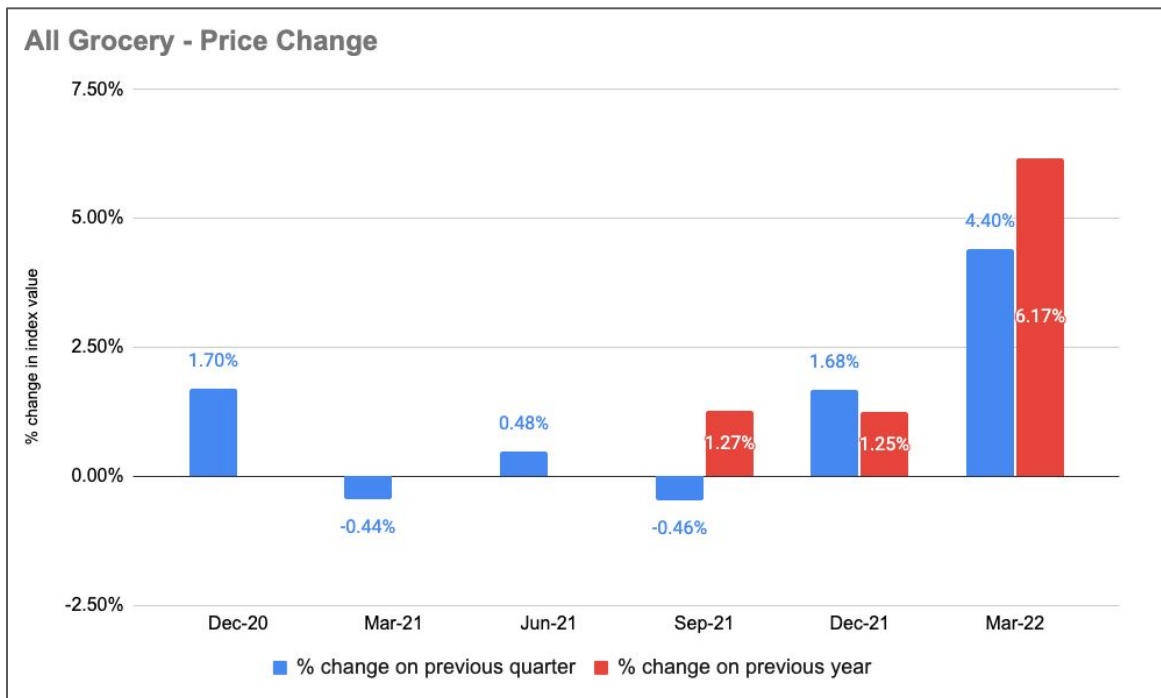
Frugl is a free, Australian-created price comparison app that gives shoppers access to prices and specials across Woolworths, Coles, ALDI, IGA, Drakes and Foodland.



# Coming Soon - Frugl Grocery Price Index (FGPI)

**Frugl's FGPI** will provide independent insights into inflation via analysis of total grocery, grocery categories, and the impact of changes on specific demographic segments.

The **FGPI Report** will be launched in July prior to the official CPI announcement, in conjunction with major media partnerships, and will continue to build on Frugl's strong media presence.



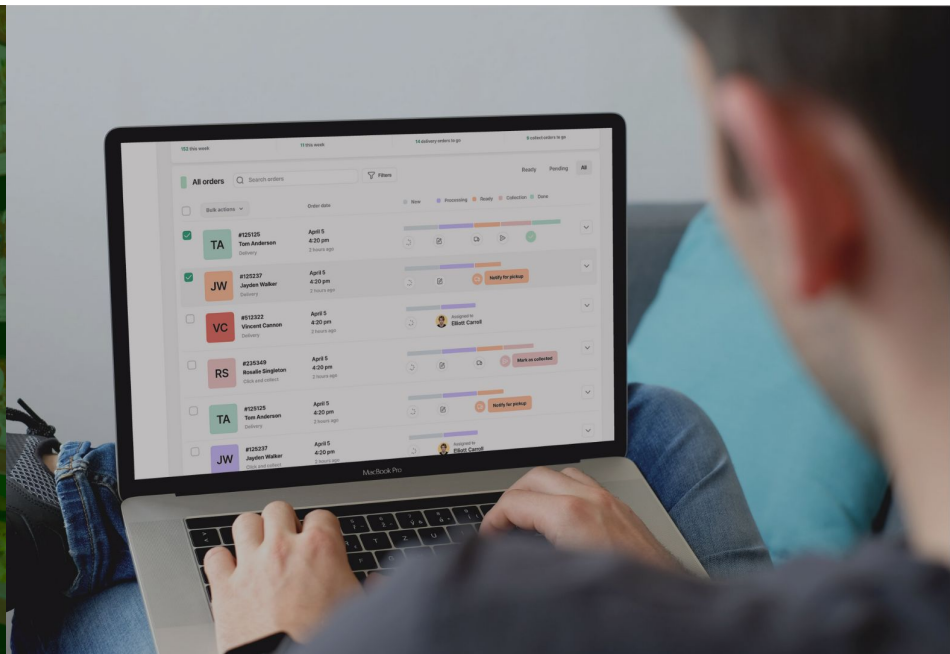


# Frugl Market - Ecommerce Portal for Retailers

## A Marketplace for Retailers

From Supermarkets to Butchers, Bakers and Fruit stores, **Frugl Market** can help get their products listed on the **Frugl Grocery App** and in front of thousands of keen grocery shoppers and bargain hunters.

**Frugl Market** helps retailers of all sizes to increase their online presence and grow ecommerce transactions, whilst giving them the tools to manage inventory, pricing, promotions and fulfillment.



INVENTORY MANAGEMENT



PRODUCT ANALYTICS



ORDER MANAGEMENT



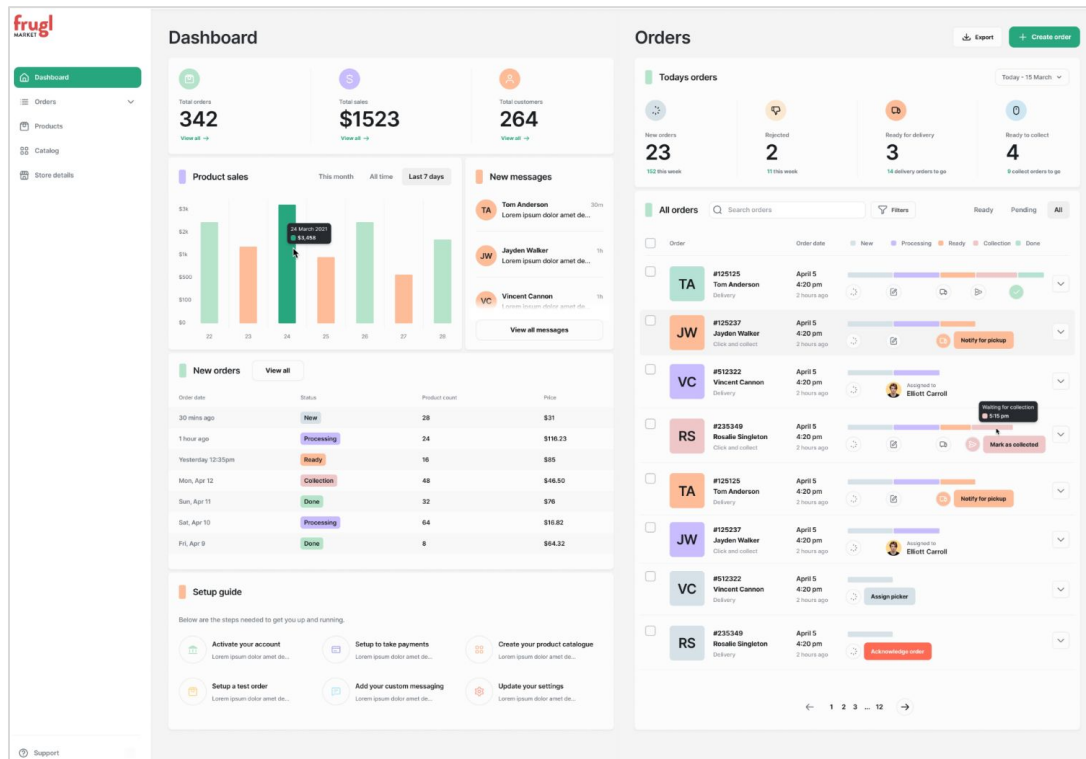
PROMOTIONS

# Frugl Market - Inventory and Orders Management

**Frugl Market** is a B2B platform that allows retailers to get their products listed on the Frugl Grocery app, and in front of Frugl's keen grocery shoppers.

Continued development of the platform in 2022 will add **additional features** for retailers including:

- Enhanced Inventory Management
- Order & Fulfillment Management
- Increased delivery options
- In-App merchandising

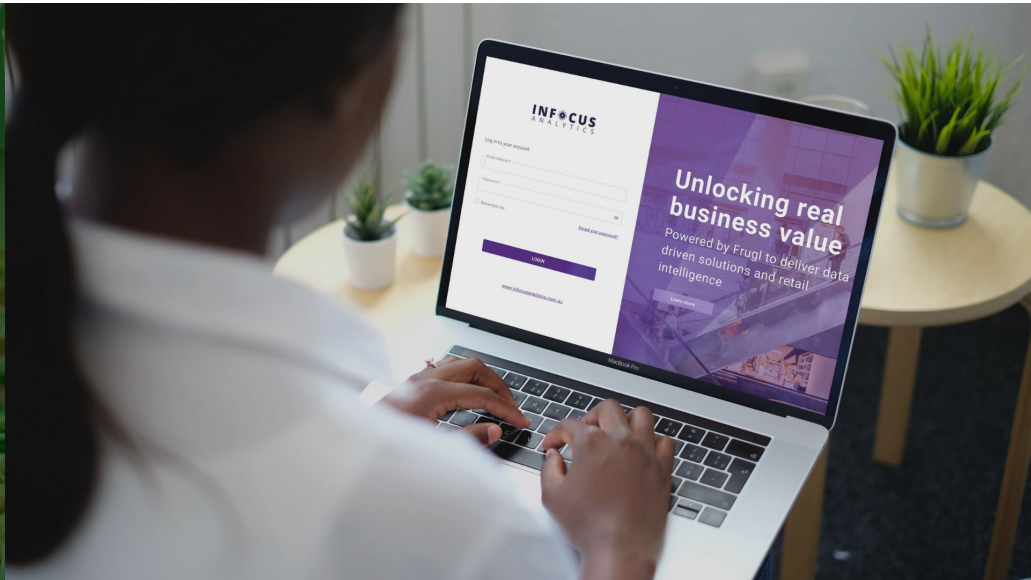


# InFocus Analytics - Retail Intelligence Platform

## Retail business intelligence

Our Intelligence as a Service (IaaS) platform helps SME and Enterprise businesses understand customers and competitive environments to create relevant and actionable insights.

Our goal is to create close, collaborative working relationships with clients and to build innovative and intelligent data solutions that utilise machine learning across large datasets data to unlock real business value.



DATA  
ACQUISITION



PRODUCT & PRICING  
ANALYTICS



PROMOTIONAL  
ANALYTICS



COMPETITOR RANGE  
ANALYTICS



COMPETITOR PRICE  
TRACKING



# InFocus Analytics - Layering Retail & Customer Data



## Competitor Price Tracking

Directly compare the prices of your products, against the prices set by your competitors



## Product & Pricing Analytics

Pinpoint the effects of seasonality on specific products, categories and pricing



## Promotional Analytics

Determine how to optimise your promotional strategy by analysing competitor promotional activity



## Competitor Range Analytics

Compare and contrast retailer category brand inclusions and exclusions to stay informed about stock dynamics



## Shopping Behaviour Analytics

Understand your customers' shopping behaviour, including what they shop for, when they shop, how they respond to pricing promotions and more



## Customer Segmentation (Coming Soon)

Apply our behavioural segmentation models to improve customer engagement and increase loyalty, with improved targeting and personalisation



## Customer Survey Panels (Coming Soon)

Perform your own bespoke surveys on our consumer research panel, and derive insight to help connect with your customers



## Customer Feedback (Coming Soon)

Get direct feedback on your customers' experiences with your products and those of your competitors

# 2022 Frugl Product Roadmap



**Q1-2022**

## Retailer Expansion

New mobile app released with enhanced UX and performance.  
Data re-architecture to enable the addition of new retailers.



**Q2-2022**

## Transaction Enabled

In-app transactional capability enabled for retailers.  
Development of Frugl Market for Inventory Management.  
Media activation to stimulate Frugl Grocery user growth.



**Q3-2022**

## Retailer Self-Serve

Launch of Frugl Market for retailers to self-manage inventory, pricing & fulfillment.  
Official Launch of the Frugl Grocery Price Index (FGPI).  
Business Development to focus on new transactional retailer signings.



**Q4-2022**

## Enhanced Fulfillment


Expansion of delivery options for in-app transactions.  
Commencement of Frugl Delivery development.  
Nutritional tools enhancements for Frugl Grocery users.

# International Expansion Planning





# Frugl Revenue Model Summary

Revenue Model	Solutions	Customer Targets	Enabled	Market Potential
<b>1. Retail Intelligence (Product, Price, Range &amp; Promotion)</b>	<b>InFocus Analytics (IA)</b> <ul style="list-style-type: none"> <li>High quality retail intelligence</li> <li>Online platform delivery (IaaS)</li> <li>Subscription or Project based revenue models</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers (product, range &amp; promotional planning)</li> <li>Over 2,000 grocery suppliers</li> <li>Associated retail verticals (liquor, pet supplies, supplements, pharmacy)</li> </ul>		AU data analytics market > \$1B *Gartner
<b>2. E-commerce Capability</b>	<b>Frugl Grocery + Frugl Market</b> <ul style="list-style-type: none"> <li>In-app retailer transactions</li> <li>Service + Platform Fee revenue</li> <li>Transaction Commission revenue</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers</li> <li>Over 2000 grocery suppliers</li> <li>Associated retail verticals</li> </ul>	Sep Qtr 2022	2022 Online Grocery ecommerce estimate = \$9.9B (USD) *IBISWorld
<b>3. Customer Behavioural Intelligence and Shopper Panel Research</b>	<b>InFocus Analytics (IA)</b> <ul style="list-style-type: none"> <li>Addition of Customer intelligence</li> <li>Additional Subscription revenue</li> </ul> <b>Frugl Research Panel</b> <ul style="list-style-type: none"> <li>Rewards-based membership</li> <li>Research Project revenue</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers (Marketing)</li> <li>Over 2,000 grocery suppliers</li> <li>Market research agencies</li> <li>Associated retail verticals (liquor, pet supplies, supplements, pharmacy etc)</li> </ul>	Dec Qtr 2022	AU market research industry > \$3.1B *IbisWorld
<b>4. In-app Merchandising &amp; Advertising</b>	<b>Frugl Grocery Mobile App</b> <ul style="list-style-type: none"> <li>In-app merchandising &amp; advertising space created at key points in the user journey</li> <li>Advertising revenue</li> </ul>	<ul style="list-style-type: none"> <li>Grocery retailers (Marketing)</li> <li>Over 2000 grocery suppliers</li> <li>Non-grocery advertisers</li> <li>Media agencies</li> </ul>	Dec Qtr 2022	AU digital ad spend \$8.8B *IAB Australia
<b>5. Data Enrichment &amp; Online Advertising</b>	<b>Data Exchange (Ad Platforms)</b> <ul style="list-style-type: none"> <li>Frugl segment and behavioural data</li> <li>Audience profiles for digital ad campaigns</li> <li>Data exchange partner revenue</li> </ul>	<ul style="list-style-type: none"> <li>Digital Media agencies</li> <li>Data Management Platforms</li> <li>Data Exchanges</li> <li>Direct digital advertisers</li> </ul>	2023	AU data spend in 2019 \$485 Million *OnAudience.com

# 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

1

**frugl**

**Shares  
(ASX:FGL)**

**Options  
(ASX:FGLOA)**

Current Issued Capital

201,550,000

29,500,000

Current Market Capitalisation

~\$AUD 2.0M

Current T40 Shares Held

75%



# Thank you

Corporate Enquiries:  
Sean Smith, Managing Director  
Email: [info@fruglgroup.com.au](mailto:info@fruglgroup.com.au)

# frugl

(ASX:FGL)

