



ASX Announcement

20 July 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

Steve Samuel, Company
Secretary

Issued Capital

ASX Code: FGL

202,652,195 Ordinary Shares

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 LAUNCHES INAUGURAL GROCERY PRICE INDEX REPORT

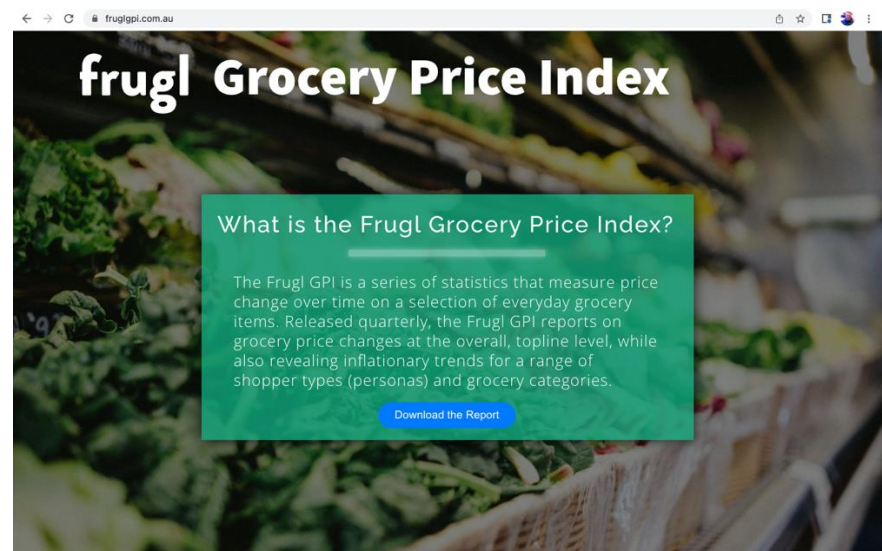
HIGHLIGHTS

- f FRUGL LAUNCHES ITS INAUGURAL FRUGL GROCERY PRICE INDEX (FRUGAL GPI) TO THE MEDIA, TO BE RELEASED EACH QUARTER PRIOR TO THE OFFICIAL CPI RELEASE**
- f THE FRUGL GPI TRACKS GROCERY PRICE CHANGES OVER TIME AT GENERAL, CATEGORY AND HOUSEHOLD LEVEL**
- f THE FRUGL GPI IS TIMED TO BE A KEY INDICATOR AND PREDICTOR OF OFFICIAL CPI MOVEMENTS EACH QUARTER**

Frugl Group Limited (ASX: FGL) ("**Frugl**" or the "**Company**") is pleased to provide the market and shareholders news of its inaugural Frugl Grocery Price Index ("**Frugl GPI**"), released today nationally in partnership with News Ltd.

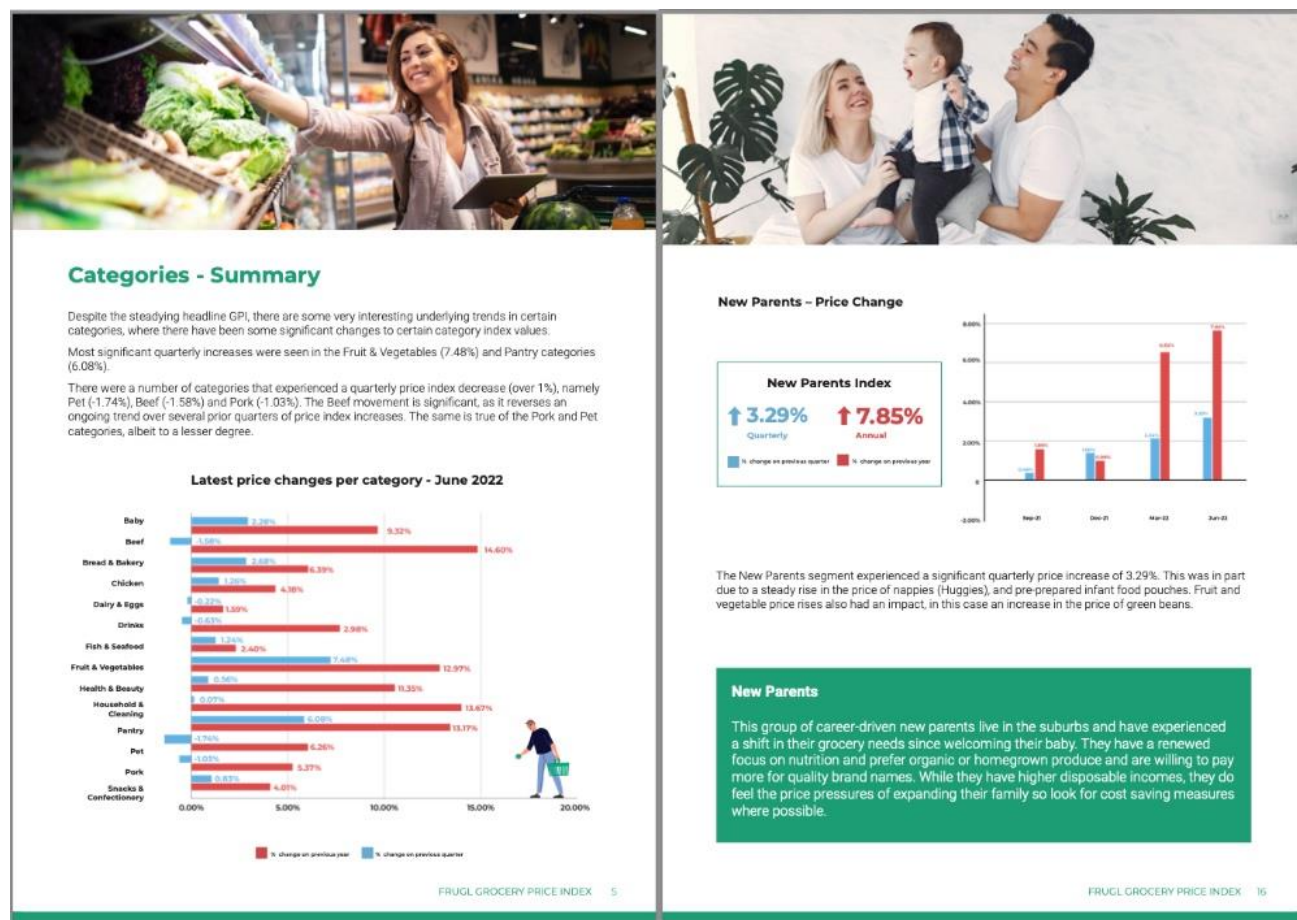
Frugl GPI launches as major quarterly market report

The **Frugl GPI** is a quarterly report that provides a series of statistics that measure price changes over time on a selection of everyday grocery items. Released quarterly, the **Frugl GPI** reports on grocery inflationary changes at a topline level, whilst also revealing inflationary trends for a range of grocery categories and different shopper household types.



Working closely with its public relations partner **ThrivePR + Communications**, the **Company** has generated unprecedented media interest in the **Frugl GPI** report and has granted News Limited the exclusive first rights for access to the report in preparation for its general launch to the public and other media publishers at 9am on Wednesday 20 July.

It is anticipated that the **Frugl GPI** report will be launched each quarter a week prior to the official CPI and inflation announcement, giving shoppers, retailers and financial analysts an early indicator of likely inflationary movements and the impacts of grocery price changes to the Cost of Living for Australian Households.



With inflation set to continue to rise and unprecedented cost of living pressures affecting all Australian businesses and households, it is anticipated the launch will continue to drive large scale media opportunities for the Company to build upon the record-breaking June quarter period where user downloads and active users of the **Frugl Grocery** price comparison app saw unprecedented growth.

The report can be downloaded by investors or the general public via a dedicated website, www.fruglgpi.com.au from 9am Wednesday 20th July 2022.

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 -