



ASX Announcement

9 June 2023

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#### Directors

Kit Weng Yip, Chairman

Kenny Woo, Director

Kulthirath Pakawachkrilers,  
Director

Steve Samuel, Company  
Secretary

#### Issued Capital

ASX Code: FGL

956,062,008 Ordinary Shares

29,500,000 Listed options  
exercisable at \$0.10 on or before  
20 July 2024

250,000,000 Unlisted options  
exercisable at \$0.01 on or before  
31 December 2025

#### 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 SIGNS AN AGREEMENT FOR THE DEVELOPMENT OF INTEGRATED RETAIL GROCERY MARKETPLACE

**Frugl Group Limited** (ASX: FGL) ("**Frugl**" or the "**Company**") is pleased to announce that it has signed a project agreement ("**Agreement**") with 1004 Gourmet General Trading L.L.C ("**1004 Gourmet**"), a prominent retailer in the United Arab Emirates ("UAE"), for the development of Integrated Retail Grocery Marketplace.

Established in 2008, 1004 Gourmet is a distinguished purveyor and distributor of a comprehensive range of Asian groceries and culinary essentials, strategically headquartered in Dubai, UAE.

1004 Gourmet boasts an expanding retail presence across Dubai and Abu Dhabi, and diligently serves a vast wholesale market through its dedicated HoReCa (Hotels, Restaurants, and Catering) division. This dual approach has firmly positioned 1004 Gourmet as the premier destination for Asian grocery commodities for both consumers and businesses in the UAE.

1004 Gourmet is excited about the potential of its dynamic phase of expansion. There is a strong focus on increasing the retail footprint and enhancing the wholesale division. This underlines 1004 Gourmet's commitment to extend its reach and reinforce its position within the UAE's Asian food sector. The plans are geared toward driving the brand's strong momentum forward, as they build on their success and strive for continual improvement of which Frugl intends to be a very large part of.

Under the terms of the Agreement, Frugl has agreed to design and build an integrated retail grocery web store and mobile app with an initial timeline of 6 months. The Company does not consider the fees payable to Frugl under the Agreement to be financially material (please refer to the Schedule to this announcement for further details). Frugl will seek to develop its relationship with 1004 Gourmet with a view to expanding the scope of the services.

Frugl will leverage its expertise in grocery mobile app development and data analytics to build a state-of-the-art retail grocery marketplace customized to meet 1004 Gourmet's specific requirements. The marketplace will empower 1004 Gourmet's customers with a seamless shopping experience, offering personalized deals, valuable coupons, and inspiring recipes.

A summary of the material terms of the Agreement is included on the next page of this announcement.

The Company confirms that:

- a) There are no outstanding conditions precedent under the Agreement (including any shareholder approvals) which need to be satisfied before the Agreement becomes legally binding;
- b) There will be no changes to the Board or senior management as a result of the Agreement; and
- c) The Company intends to pay the fees under the Agreement using existing working capital funds.

Commenting on the Agreement with 1004 Gourmet, Director, Kenny Woo said:

*"The partnership established between Frugl and 1004 Gourmet exemplifies the company's dedication to affirming its presence and escalating its footprint within the vibrant Asia Pacific and Middle East markets".*

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

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

Kit Weng Yip

Chairman

**Frugl Group Limited**

**- ENDS -**

## Schedule A – Summary of Agreement

**Parties:** The Company and 1004 Gourmet.

**Purpose:** To collaborate to work on a project to develop a web store and mobile application, with the following specific key inclusions:

- Planning and architecture;
- UX/UI Design;
- Development of webstore in Next.JS;
- Development of mobile application in react native;
- Odoo integrations (product, inventory, clients, orders, chat widget, notification automation); and
- Stripe Payment integration.

**Pricing:** Total project price of \$55,000 USD, with late payments of \$5,000 to be made if the project is delivered later than 6 months after the starting date.

**Payment terms:** Consideration to be paid in multiple parts, being:

- 25% deposit payable on commencement of the project;
- 25% payment after Wireframes and UX/UI are completed;
- 25% on launch of Webstore MVP; and
- 25% One month after Go-Live of mobile application and listing on either Google Play or Apple App stores.

**Project timeline:** The agreed project timeline is:

- 1 month – architecture, planning and design;
- 3 months – development of web store;
- 3 months – development of mobile application; and
- 1 month – submission and acceptance on app stores.

**Additional support:** Offering two options for additional support ranging from 3 days (24 hours) \$1,050 USD to 6 days at \$21,000 a month.

The terms of the Agreement are otherwise considered standard for an agreement of this nature.