



ASX Announcement

1 August 2023

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

Kit Weng Yip, Chairman

Kenny Woo, Managing 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.

EXECUTIVE MANAGING DIRECTOR APPOINTMENT

Frugl Group Limited (ASX: FGL) ("**Frugl**" or the "**Company**") is pleased to advise that Mr Kenny Woo, currently Non-Executive Director of Frugl, will assume the position of Executive Managing Director effective 1 August 2023.

Mr Woo will concentrate his efforts on the enhancement, fortification, and expansion of Frugl's fundamental capabilities, with a distinct focus on its research and development initiatives. Frugl is confident that this strategic approach will catalyze the company's upward trajectory by facilitating expedited achievement of its research and development objectives. This increase in pace, in turn, will enable Frugl to deliver market-leading innovations efficiently.

Mr Woo is an experienced technology start-up entrepreneur with a proven track record. For ten years he served as the Founder and Managing Director of Easy Plastic Sdn Bhd and Facilipack Industries, an integrated manufacturer of disposable food packaging specializing in the extrusion and thermoforming process. Currently he serves as a Director of Farm Square Co., Ltd a revolutionary indoor farming business in Bangkok selling zero mile pesticide and chemical free organic vegetables.

Commenting on the appointment Company Chairman Kit Weng Yip said:

"We are delighted to have secured the services of Mr Woo in this executive role at an important time for the Company which will further support the Company's expansion program."

The key terms and conditions of Mr Woo's appointment are as follows:

Base Remuneration:	Director fees of \$240,000 per annum.
Notice period:	3 months by either party.

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

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