Frugl Group (ASX:FGL) Investor Presentation

"New services, new products, new markets..."

to be renamed Infocus Group Limited (ASX:IFG)
subject to shareholder approval

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The Frugl Group - Overview

Frugl Group Limited (ASX: FGL) (propose change of Company name to InFocus Group Limited, (ASX:IFG)) is an information technology solutions company, with proven expertise in data analytics, digital solutions, software development, and the Australian retail sector.

Portfolio Companies

INFOCUS ANALYTICS

Enterprise-level Data Analytics & Business Intelligence company with existing blue-chip retail, wholesale and brand clients in Australia.

TRIENPONT INTERNATIONAL

Leading end to end digital solutions provider with 50+ technical personnel skilled in Systems Architecture, Software Development, UX/UI Design, DevOps and more.

frugl

Australia's leading grocery comparison app, and showcase platform for Infocus Analytics competitive pricing insights.

The Frugl Group – Services & Capabilities

Data Analytics & Business Intelligence
Data analytics, data-driven strategic development, competitive insights & automation.

Software Development
Development of software products, web & mobile applications, architecting & managing Cloud infrastructure & QA.

SaaS Development
Long term contracts for the development and future maintenance of custom software built to client specifications.

UX/UI Design
Research & craft intuitive interfaces with wireframing & prototyping. Optimise user experience to achieve business goals.

Digital Business Solutions
Provision of Robotic Process Automation (RPA), fractional CTOs, Business & Systems Analysts, & Solution Architects.

Team Augmentation
Provision of expert Fractional CTOs, Technical Leads, Architects, Developers, Designers & QAs to clients looking to reduce internal cost base and deliver scalability.

AI/ML and High Growth Segments
Developing & executing Artificial Intelligence (AI), Machine Learning (ML), and high growth projects for partners & clients.

Trienpont International

Leading, end to end, digital solutions provider with 50+ technical personnel in Systems Architecture, Software Development, UX/UI Design, DevOps and more.

- ✓ Client base ranging from small-scale start up businesses through to blue-chip global companies needing external resources.
- ✓ Strong capabilities in Artificial Intelligence (AI), Machine Learning (ML) and Big Data projects in addition to cybersecurity.
- ✓ Synergistic value from day one with Trienpont working closely with the Infocus Analytics team to enhance their service offering and breadth of expertise.
- ✓ Operations based in Bangkok with largest clients based in Australia, Europe and Southeast Asia.
- ✓ **Converting existing A$3.5M in Trienpont sales pipeline, complementing A$1.5M in contracts secured for 2024, resulting in estimated annual revenues for 2024 of over A$5M, with estimated annual run rate of over A$10M in revenues for 2025.**

Selected Clients

Carrefour · SkillsTX Passion for Potential · 1004 Gourmet · Lotus's · CP Capital Platforms Bespoke Investment Services · ascend · Hedin Automotive

TRIENPONT INTERNATIONAL

Location:

Bangkok, Thailand

Services:

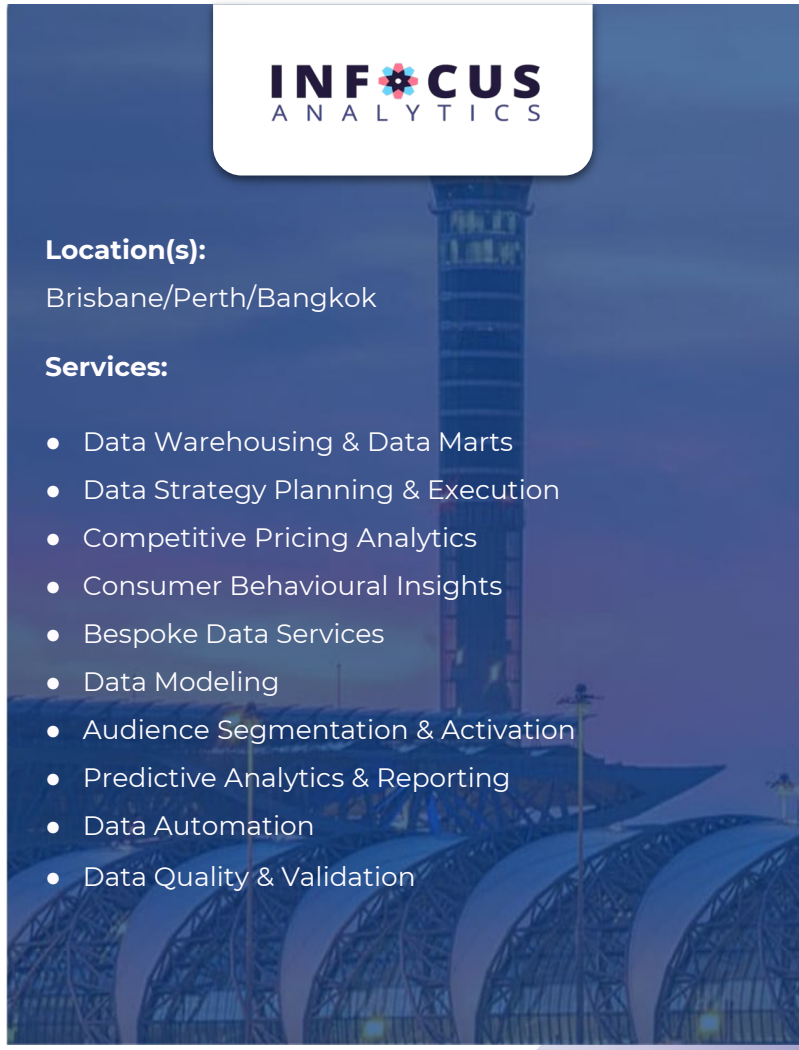
- Artificial Intelligence (AI) and Machine Learning (ML) Consulting
- Custom Software Development
- Mobile App Development
- Cloud Services (Azure, AWS, GCP)
- Software Quality Assurance
- Technical Project Management
- Developer Outsourcing
- UX/UI Design
- UX Research & Consulting
- MVP Development & Consulting
- L1 - L4 Support

InFocus Analytics

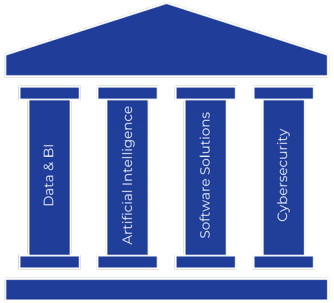
Enterprise-level Data Analytics & Business Intelligence company with existing blue-chip retail, wholesale and brand clients in Australia.

- ✓ Ongoing contracts with some of Australia's largest retailers, wholesalers, distributors, and e-commerce players.
- ✓ Recent reorganisation and refocus of management efforts towards InFocus Analytics have led to increased revenue and new growth opportunities across new and existing clients.
- ✓ Strong internal data collection, analysis, modelling and reporting capabilities allows InFocus to provide high quality data than its competitors with over 30x less resources.
- ✓ Currently in negotiations with an international Oil & Gas company to apply our Data Analytics & Business Intelligence solutions for their Supply Chain team.
- ✓ Well-poised for regional expansion alongside Trienpont with active discussions in two Southeast Asian (70M - 115M population) countries, and the Middle East.

*None of these contracts are material to the Company.



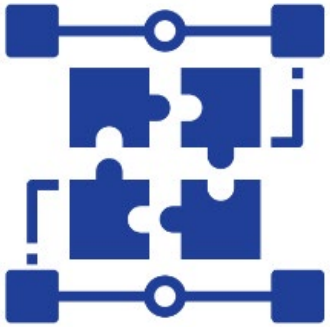
Strategic Objectives



1. Forming a profitable, scalable, integrated digital solutions service provider

2. Further expansion beyond retail data analytics towards AI/Machine Learning, and other high-growth segments

3. Develop long term client relationships with a recurring sticky revenue profile



4. Exploring acquisitive growth opportunities

5. Targeting positive EBITDA within 12 months

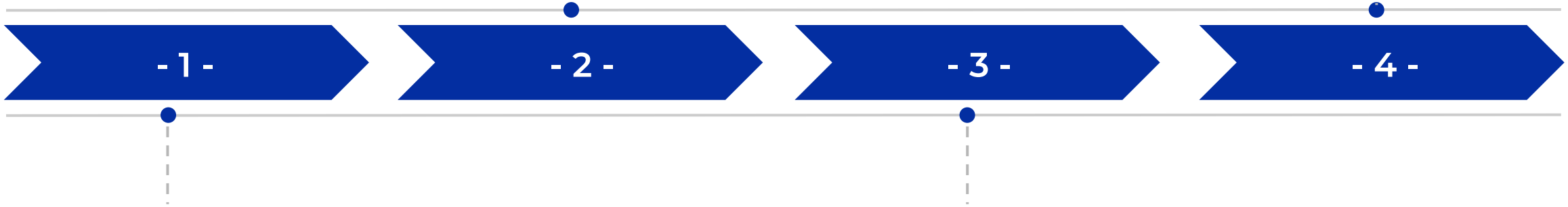
Near Term Milestones

Completion of strategic refocus towards Trienpont and InFocus Analytics.

Completion of corporate rebranding to InFocus Group Limited and share consolidation.

Expanding InFocus Analytics beyond its retail foundations into new industries including Oil & Gas whilst leveraging Trienpont's broader global expertise and access.

Converting existing A$3.5M in Trienpont sales pipeline, complementing **A$1.5M** in contracts secured for 2024, resulting in annual estimated revenues for 2024 of over A$5M, with **annual estimated run rate of over A$10M for 2025.**



Corporate Overview

Company Name	Frugl Group Limited (to be renamed InFocus Group Limited.)
ASX Code	ASX:FGL (to be ASX:IFG)
Number of Shares	1,489,774,580 (99,318,305 post 15-1 Consolidation)
Market Capitalisation (close 28/3/24)	$8.94 million
Top 20 Holders	86.3%
Number of Shareholders	500
The Company is seeking shareholder approval at General Meeting to be held on 18 April 2024 for the change of its name and ASX code, and a consolidation on a 1 New Share for every 15 Shares held basis.	

Appendix

Leadership Team and Board Members

Ken Tovich
Frugl Group CEO
30 years experience and leadership in Institutional Banking, I.T. and Primary Industries

Alistair McCall
Infocus Analytics
15 years international experience in creating & implementing Data & Business Intelligence Solutions

Rohan Brammall
Trienpont International
Ex-RAAF Engineer
14+ years Projects & Operations in APAC, 10+ years building & scaling businesses in Southeast Asia

Kit Weng Yip
Chairman
Former Executive Director Nomura, Deputy Group MD of Affin Hwang & Director RHB and CIMB

Kulthirath Pakawachkrilers
Non-Executive Director
CEO & Co-founder of Thailand e-Business Center (TeC) l President of Thai e-Commerce Association (THECA)

Kenny Woo
Managing Director
Experienced International Investor, Entrepreneur & Finance Professional

Trienpont International Services

frugl

Software Development
Our team of developers has expertise in modern technologies and frameworks such as React.JS, Next.JS, Java, Node.js, .NET, PHP and more.

Cloud Migration & Management
From migrating your workloads to optimizing infrastructure, we specialize in Microsoft Azure, Google Cloud, and AWS to ensure your operations are efficient, scalable, and secure.

Mobile App Development
We build beautiful mobile apps in hybrid frameworks like React Native to save you time, and money on the initial build and ongoing support.

MVP Consulting & Creation
Our Minimum Viable Product (MVP) launch and support service helps you launch your product to the market and provide ongoing support.

Developer Outsourcing
Developer outsourcing is an effective way to reduce costs and improve your software development efficiency. We use various technologies such as .NET, and Javascript frameworks i.e. React, Next.js, React Native, Node.js, Vue.JS and more.

Software Quality Assurance
Our QA team provides comprehensive manual and automation testing services to help you ensure that your software products exceed your quality standards and user expectations.

Infocus Analytics Services

INFOCUS ANALYTICS

frugl

Data Lakes, Warehouses & Marts
Join and transform data from multiple sources into structured tables to be used for BI reporting and Develop Large Scale Semantic Layers in the form of Data Marts to provide a one-stop solution for your organisation.

Data Strategy Planning & Execution
We define KPIs for your organisation and provide advisory and consulting services to best execute your data strategy. We can also provide specialists team to implement and verify the success of your data projects.

Predictive Analytics & Reporting
Provide advanced analytics solutions involving data mining and ML/AI. We also Transform raw data into Dashboards and Scheduled Reports to create actionable insights for your business.

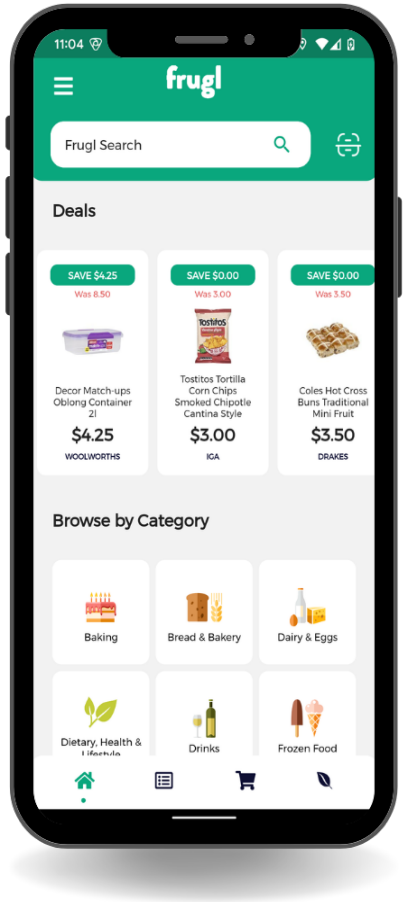
Ingest & Transform Data
Combine data from multiple sources into, cloud-based storage mediums such as Data Warehouses, Data Marts or Databases. Transform stored data into coherent insights to support strategic business decisions.

Data Automation
Automate your data processes to manage and orchestrate data flows to eliminate manual intervention and human error.

Data Quality & Validation
Ensure accuracy, completeness, consistency, reliability and structure of your data with our Quality-first approach.

Frugl Mobile App

The Frugl Mobile Application helps 10s of thousands of Australian consumers find the best grocery deals from Australia's leading retailers.



Save Every Shop

Find savings on thousands of products every week across grocery retailers across Australia

Dietary & Allergens

Set your user with dietary concerns or allergens to highlight products to meet your preferences

Search or Scan

Search across over 50,000 currently available products or just scan the barcode

Make Shopping Easier

Share the household shopping note, list for the Weekend BBQ or what's in the fridge

APP ROPING IN AI TO STRETCH THE GROCERY BUDGET

CHEYANNE ENCISO

Perth-based data analysis company Frugl is in the process of integrating artificial intelligence into its grocery price app in what boss Kenny Woo says will help consumers stretch their budgets further amid escalating prices.

The Australian Securities Exchange-listed company allows users to compare prices of more than 58,000 grocery products across 5266 retailers in Australia. It also provides retailers behavioural shopping data.

While Mr Woo, pictured, gave no timeline as to when AI would be fully integrated with Frugl's app, he said the tech would allow it to understand what customers were buying and how frequently, while also cross-referencing pricing movements before making suggestions.

He said the move into AI helped consumers make better purchasing decisions.

"The app will reach out to (customers) and say . . . 'It looks to me like you're due to buy a box of cereal in four days and from the app's understanding, it looks like the cereal will be cheaper if you bought it today'," Mr Woo said.

"AI allows the app to make these suggestions live and dynamically.

"Stretching your dollar is very important, cost of living has gone up consistently, there's never been a period that it's gone down."

Mr Woo said Frugl hoped to give power back to its customers.On consumer sentiment, Mr Woo said customers were feeling "rather alarmed".

As of June this year, Frugl had about 60,000 new user sign-ups, which Mr Woo said was encouraging.

"It means that there is a value proposition that people are seeing," he said.

Frugl hopes to eventually offer more AI solutions in the app and engage with users more often.

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