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Australian Securities Exchange (**ASX**)
Level 40, Central Park
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Perth WA 6000

FAMILY INSIGHTS GROUP COMPANY UPDATE

Family Insights Group Limited (ASX: FAM) (Company) is pleased to provide the market with an update on Company operations, parental control platform **Family Insights (FI)**, and development & deployment of its grocery comparison engine **Frugl (FG)**.

Release Highlights

- Company to pursue fastest path to revenue growth by focusing on Frugl commercialisation in the short-term
- Frugl commercial pathway to commence with product-pricing data products for grocery retailers and suppliers, followed by data-driven audience commercialisation for advertising and media purposes
- FI business model under review, with product roadmap to include a Freemium model to boost app uptake and grow audience
- Integration of FI Knowledge Centre into the subscription layer of the FI App complete, providing a stronger education asset for FI commercialisation
- Wangle VPN to be decommissioned to reduce company Operating Costs

FAM to pursue Frugl as fastest path to revenue growth

Following a review of current commercial opportunities, the Company has focused internal resources on the commercialisation of FG to accelerate the path to Company revenue growth. Development resources are currently working on the reactivation of supermarket product and pricing data collation, and the concurrent development of a mobile price comparison and wellness solution for consumers.

Frugl is a supermarket comparison engine that allows shoppers to compare products across Woolworths and Coles supermarkets, create brand-specific shopping baskets and optimise shopping lists by cheapest prices. In addition, the Company is overlaying wellness tools for shoppers to enable them to compare products and optimise shopping baskets by nutritional value, allergens, health ratings and product sustainability.

The FG commercial models follow a path of data-product creation for use by retailers, suppliers and media agencies, with the following product areas to be further developed:

- Product price trend data reports (for retailers and suppliers)
- Segmented and intent-driven audience creation (media & advertising platforms)
- Audience-based research panels (retailers, suppliers, media agencies, third parties)
- Deep-dive customer behavioural research (retailers, suppliers)

The Company has recommenced data aggregation activities and is nearing completion of customer research and user experience (**UX**) design for the initial consumer mobile offering. It is anticipated that sufficient data will have been collated to enable commercialisation of price trend reporting in the September quarter 2019, with the consumer mobile products to be publicly launched by the December quarter 2019.

Family Insights Parental Control & Family Wellbeing Solution

The Family Insights cyber safety product utilises advanced real-time behavioural analysis of children's network behaviours combined with research-backed advice and educational materials for parents to help families develop better digital skills together. Key features of the mobile-based product include:

- Real time behavioural monitoring and parent alerts for identified risks
- Internet scheduling allowing parents to manage internet availability to children
- GPS tracking of children including alerts for movement away from designated areas
- Research-backed advice and educational resources for families

Improvements to the app configuration funnel have been maintained, with installation and setup rates continuing to be high. Challenges in the addition of child devices following setup remain and are being addressed by marketing messaging and UX improvements to be released later in the December quarter 2019.

In addition, the business model for FI is under review with plans being formulated for a Freemium model to be developed to accelerate app user growth and grow user data being captured and analysed for further commercial benefit.

Integration of FI Knowledge Centre into FI Subscription

Educational resources developed by the FI Education team, including the highly sought-after cyber safety eBook series and the significant article base, have now been incorporated into the FI subscription service and are available to FI app subscribers only.

The education assets have generated considerable interest during commercial partnership discussions and their inclusion in the subscription layer provide the Company commercial team with a stronger partnership proposition to take to market.

Wangle VPN to be decommissioned to reduce Operating Costs

A review of the Wangle VPN infrastructure contracts and cost base has enabled the Company to separate the VPN network infrastructures for the stand-alone mobile VPN and FI products. Subsequently, the Company has decided to decommission the stand-alone Wangle VPN product to reduce operating costs by a further \$30,000 per quarter in addition to prior realised network savings of \$80,000 per quarter. The global network of servers will be reduced in number immediately with a full decommission planned by the end of April.

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ABOUT FAMILY INSIGHTS

Family Insights offers parents a unique approach to ensuring the safe use of the internet by children and teenagers. By utilising Family Insights' world class secure VPN network, backed by the research insights of childhood development research organisation Telethon Kids Institute, Family Insights monitors mobile network patterns in real time and advises parents of potential threats as well as providing greater details and resources to parents on the threats identified.

ABOUT FRUGL GROUP

Frugl is a data insights business utilising a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst simultaneously analysing shopper behaviours in real time against the changing landscape of product merchandising and pricing changes across over 60,000 different products from major supermarket chains.