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Australian Securities Exchange (**ASX**)
Level 40, Central Park
152-158 St George's Terrace
Perth WA 6000

FAMILY INSIGHTS GROUP APPOINTS CHIEF DATA OFFICER - ALISTAIR MCCALL

Family Insights Group Limited (ASX: FAM) (Company) is pleased to announce the appointment of **Alistair McCall** to the newly created position of **Chief Data Officer (CDO)**, effective immediately.

Mr McCall is a data professional with almost two decades of experience across the retail, advertising, telecommunications and leisure industries. He has been responsible for realising the full commercial value of data assets for major brands including several years within the Woolworths Group as Head of Customer Management and most recently with Australia's leading data agency MercerBell as Director of Data Strategy.

The Newly created CDO role will be responsible for the following Company activities:

- Realise the commercial potential of the Company's data assets to create business opportunities, grow Company revenue and deliver value to shareholders
- Adopt new approaches to identify and win new data and analytics opportunities
- Develop and manage the Company's internal data analytics capabilities
- Develop data strategies and alignment with Company product development plans
- Ensure the highest standards of data governance, quality, security and compliance

With the Company's key products being its data-driven cyber safety platform Family Insights and its newly acquired grocery comparison engine Frugl, the commercialisation of data assets will be a strong commercial focus for the Company going forward, with Frugl data commercialisation taking immediate priority for the CDO.

The Frugl 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, 3rd parties)
- Deep-dive customer behavioural research (retailers, suppliers)

The Company's Chief Executive Officer, Sean Smith said:

"Whilst the Company will continue to develop its consumer-driven wellness products in Family Insights and Frugl, unlocking the commercial value of our data-generating activities will be the key to realising strong Company revenue growth going forward. With the appointment of Alistair to the key CDO role, we now have a proven professional with substantive experience in commercialising data assets as well as hands on experience driving new data business opportunities with external customers. His extensive background with the Woolworths Group and his previous work alongside data agency Quantum with supermarket loyalty data will be particularly valuable as we look to accelerate the Frugl commercial opportunity."

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For further information, please contact:

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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.