

**15 November 2019**

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

## **INVESTOR ROADSHOW AND COMPANY PLACEMENT**

**Family Insights Group Limited (ASX: FAM) (Company)** is pleased to announce its intention to conduct an investor roadshow in support of a proposed placement of shares in readiness for the upcoming launch of its premier grocery price comparison and wellness app "**Frugl**".

The Company is seeking shareholder approval to the proposed placement at its upcoming Annual General Meeting, to be held on 29 November 2019.

### **Corporate Activity**

Prior to the Annual General Meeting, the Company intends to undertake an investor roadshow in support of the proposed placement, with the funds raised to support the launch, marketing and ongoing development of the Company's proprietary grocery comparison and wellness app, **Frugl**.

The Company has produced an investor presentation for the roadshow which includes a corporate video explaining Frugl to both consumers and prospective investors. The video can be viewed on the Company's website or via the link provided at the end of this announcement.

### **Key Offer Terms**

The Company intends to undertake a placement to non-related parties of up to 20 million shares in its capital at an issue price of \$0.0625 per share to raise up to \$1,250,000 (**Placement**). Funds raised will be used to launch the Frugl Grocery App and other working capital.

The Placement is being conducted in support of the re-quotations of the Company's securities to trading on ASX.

## FAM Capital Structure

	Current	Post Placement
Ordinary Shares	50,000,000	70,000,000
Options	23,048,883	23,048,883
Market Cap	\$3.6M (share price \$0.072)	\$4.375M (at offer price \$0.0625)
Directors & Founders	13%	9%
Top 20	63%	45%

## Indicative Timetable

Signed Application Forms Received	On or about 18 November 2019
Annual General Meeting to approve Placement	29 November 2019
Settlement Funds Received	On or about 29 November 2019
Issue of Placement	On or about 2 December 2019
Expected Trading of Placement shares	On or about 6 December 2019

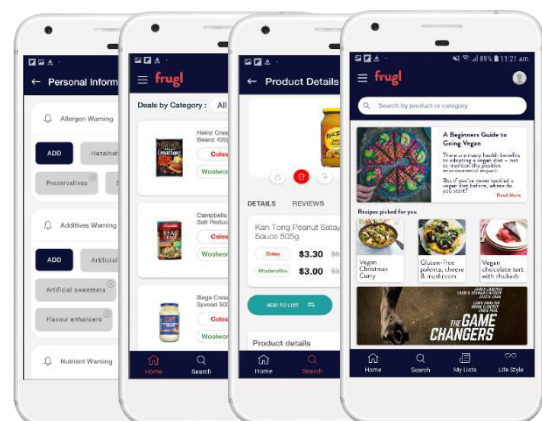
The Placement shares will be issued following receipt of shareholder approval at the Annual General Meeting, and the Company will issue a prospectus shortly after the issue of Placement shares to ensure all Placement shares are freely tradeable.

## Frugl

### Lower Prices & Healthier Options

Frugl aggregates grocery product and pricing data in real time to provide shoppers with the lowest prices as well as health & nutritional information across Australia's leading supermarkets to help shoppers make informed decisions for their family's well-being.

- ▶ Health Profiling
- ▶ Deals, Search & Scan
- ▶ Product Information
- ▶ Shopping Lists, Fruglizer & Lifestyle



The Frugl Corporate Video can be viewed at <https://vimeo.com/367911850>

- ENDS -

**For further information, please contact:**

**Family Insights Group Limited**

P: +618 6489 1600

[info@familyinsightsgroup.com](mailto:info@familyinsightsgroup.com)

<https://familyinsightsgroup.com/>

**ABOUT FRUGL**

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.

[frugl.com.au](http://frugl.com.au) | [facebook.com/FruglGroceries](https://facebook.com/FruglGroceries) | [instagram.com/FruglGroceries](https://instagram.com/FruglGroceries)

**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.

[familyinsights.net](http://familyinsights.net) | [facebook.com/FamilyInsightsApp](https://facebook.com/FamilyInsightsApp) | [instagram.com/Family\\_Insights\\_App](https://instagram.com/Family_Insights_App)