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

FRUGL GROCERY COMPARISON MOBILE APP LAUNCHES

Family Insights Group Limited (ASX: FAM) (Company) is pleased to announce the launch of the Company's ground-breaking grocery price comparison and wellness application (**App**) **Frugl** for both Apple and Android mobile devices.

Highlights

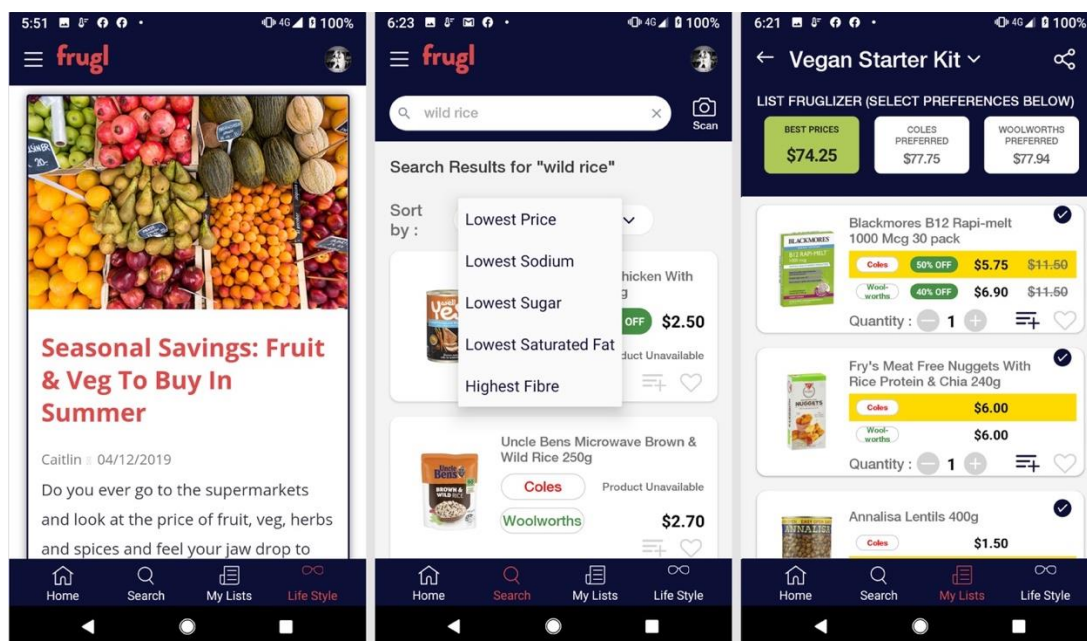
- Frugl Grocery Comparison App launched on Apple and Android platforms.
- Frugl App allows consumers to enhance their health and wellbeing with tools to easily identify nutritional profiles, allergens and additives within ingredients, and to compare the cost of goods between different supermarket retailers in their local areas.
- Commercialisation of Frugl's retail analytics platform to commence.
- Marketing activity to drive App uptake and consumer awareness to commence in the next four weeks.
- Fast follow releases will add additional enhancements and capabilities.

Frugl Grocery Comparison App launches on Apple and Android appstores

The Company is pleased to announce that the **Frugl Grocery Comparison** mobile App has launched on Android and Apple appstores after significant investment into its data-driven comparison and wellness platform.

The **Frugl** App is a supermarket comparison engine that allows shoppers to compare products across Woolworths and Coles supermarkets, create store-specific shopping lists 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, ingredient listings, allergen inclusions, health ratings and product sustainability.



Frugl offers shoppers enhanced Health & Wellness capabilities

Frugl is committed to helping families find more affordable, healthier and safer food options by providing a range of features to help them when making their shopping choices.

Shoppers can avoid nasty surprises in their groceries by creating a **personalised health profile** which prompts them to identify allergens, ingredients and additives of concern for their households, so they may receive product level warnings when adding grocery items to their shopping lists.

Frugl allows shoppers to set RDI (Recommended Daily Intake) thresholds against sugar, fat and sodium content so they can manage the levels contained within the food that they buy.

Once health profiles are setup, grocery listings will provide badged warnings if any of the selected allergens or additives are contained within the product, or when levels of sugar, fat or sodium exceed the selected RDI thresholds, helping shoppers to search for and choose healthier alternative products.

Frugl wellness functionality has also included "Sort by lowest sugar, saturated fats or sodium" to the search results so that shoppers can quickly find healthier products.

Frugl Product Health & Wellness Roadmap

Over the coming months the **Company** will add the following wellness features to the **Frugl** App:

- Filtering by specific diets (e.g. Organic, Vegan, FODmap, Gluten Free).
- Additive pop-ups with in-depth descriptions and warnings e.g. E124 - a synthetic red food colour additive that is banned in the US, labelled by the EU as one “that may have adverse effects on activity and attention in children” and is not approved by the World Health Organisation (Scotter, 2015)*.
- Additional ‘sort by’ capabilities (e.g. by Sort by Highest Fibre).
- The inclusion of an additive library for shoppers to research additives and ingredients found in commonly purchased grocery items.

Additional Capabilities in Coming Releases

Internal and external beta testing has assisted the Company in collating and prioritising new features and user experience (**UX**) enhancements. Coming releases will offer additional feature sets including:

- Major enhancement to product search capability with the integration and optimisation of Elastic Search to the Frugl App.
- Pre-curated Grocery Lists able to be shared across all Frugl users (e.g. Young Family Essentials, Gluten Free Starter Kit, Recipe-specific Ingredients List, Sponsored Lists etc.).
- List ‘copy & share’ to other Frugl users, with Lists able to be created and exported for other Frugl users to import into their own Frugl accounts.
- Shopper product reviews.

Commercialisation of Frugl Data

The Company is continuing to develop its data acquisition capabilities with full product, pricing, promotional, nutritional and catalogue data from major grocery retailers (localised by state and region) being collated on an ongoing basis.

The Company has also commenced commercialising its data analytics products, having initiated discussions with major Australian retailers and grocer suppliers to determine their key data analytics objectives and identify appropriate analytics solutions.

*Scotter, M. J. (2015). *Colour additives for foods and beverages*. Cambridge, England; Waltham, Massachusetts: Woodhead Publishing

Commercialising the Grocery Analytics Platform

The Company has developed a Grocery Pricing & Promotion Analytics platform utilising **Frugl** data collated since May 2019, with advanced product, category and retail supplier analytics capabilities now in readiness for immediate deployment with retailers.

The Company has been in discussions with potential analytics customers across grocery retailer and supply categories and expects to announce further news on business development activities in the March quarter as it seeks to build market share within the \$2 billion Australian retail analytics market.

Growth in users of the **Frugl** mobile App will add valuable shopper intent and behavioural data to the historical product pricing and promotions data asset already developed. Company marketing activities will focus on user growth and brand awareness to increase **Frugl** App uptake and use and to help generate behavioural data for further analysis and commercialisation.





Family Insights Group MD and CEO Sean Smith said:

“Helping shoppers to find affordable, healthy food for their families has been at the core of our development program over the past year since we acquired the Frugl business. The Company is very excited to give Australian shoppers this fantastic tool whilst continuing to drive its commercial focus via the provision of its advanced retail analytics platform for grocery retailers and suppliers.

- ENDS -

This announcement has been authorised for release by:

A handwritten signature in black ink, appearing to read 'S. Smith'.

Sean Smith
Managing Director and Chief Executive officer

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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.