

frugl



FAMILY INSIGHTS
— GROUP LIMITED —

FAMILY INSIGHTS GROUP LIMITED
FRUGL APP
MARCH 2020

Lower Prices & Healthier Options

Disclaimer

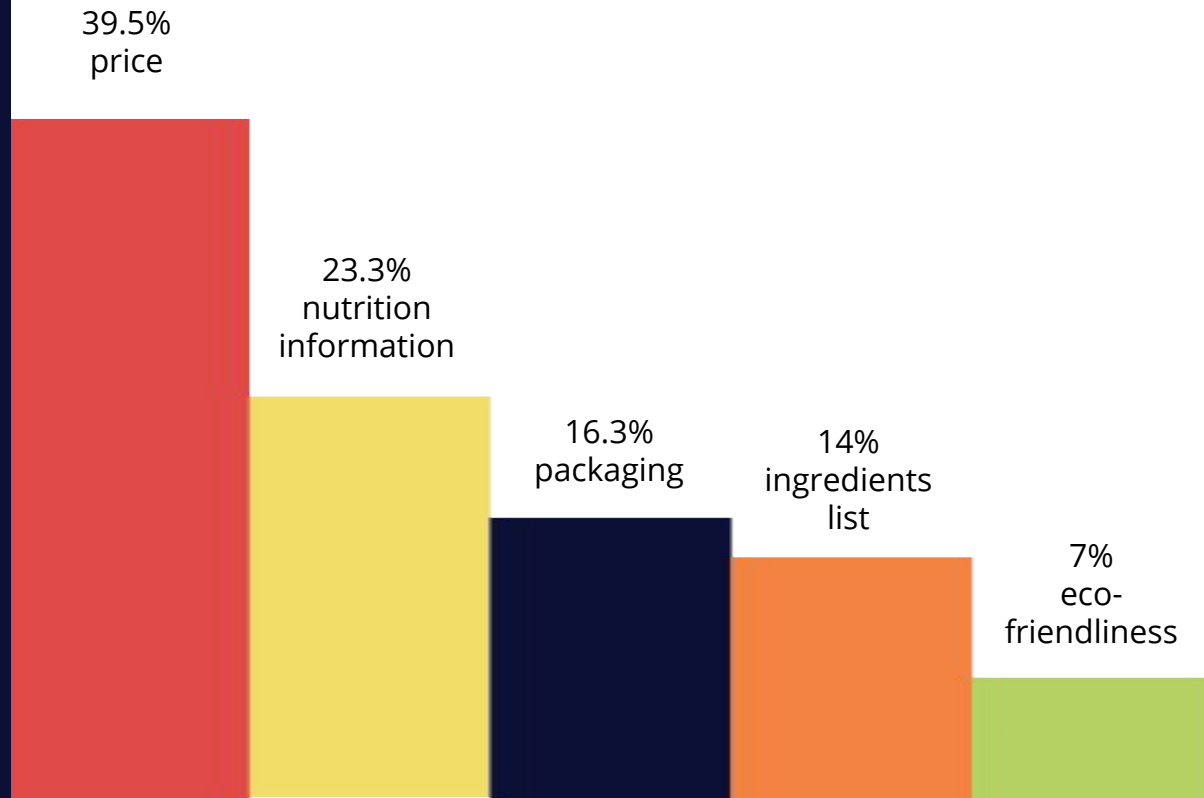
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Grocery customers want good value & healthy options

Shopper surveys show that consumers remain heavily price-driven, but are increasingly influenced by nutrition, lifestyle factors and responsible food & packaging production.

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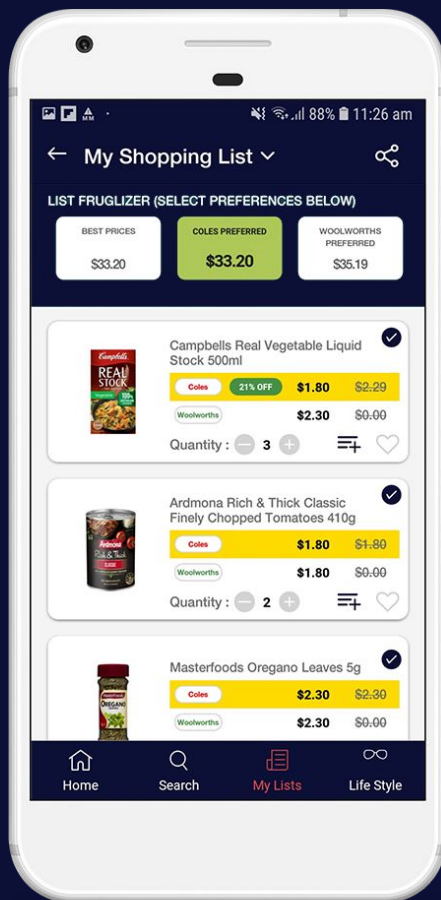
Shopper Purchase Decision Criteria





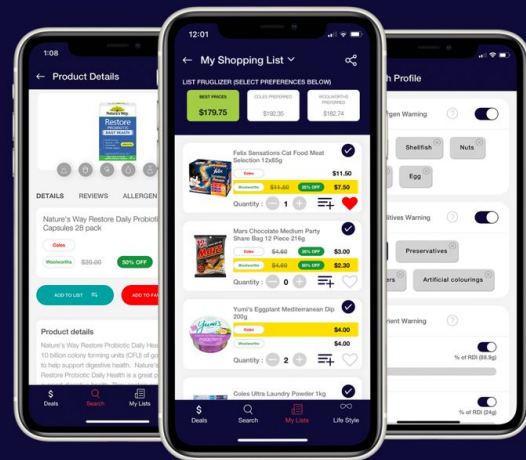
Lower Prices & Healthier Options

Frugl aggregates grocery product pricing and promotions data 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 families well-being.

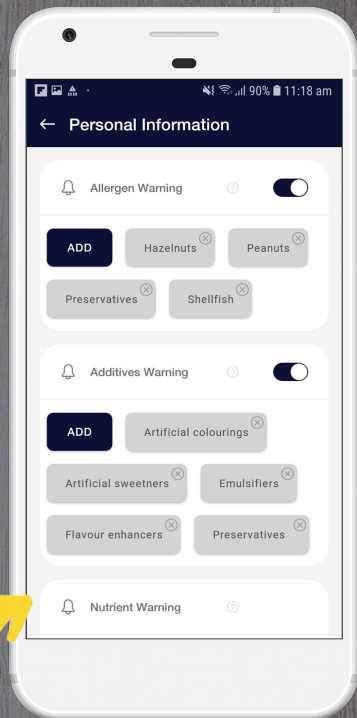


- ✓ Compare grocery prices
- ✓ Set up a health profile and receive ingredient and/or allergen alerts
- ✓ See 1,000s of weekly discounts

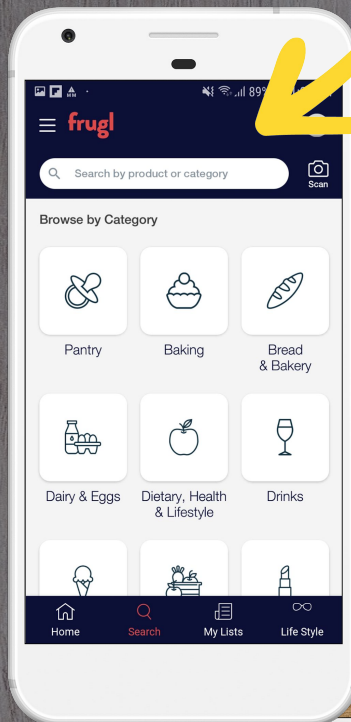
Get the app for **FREE**



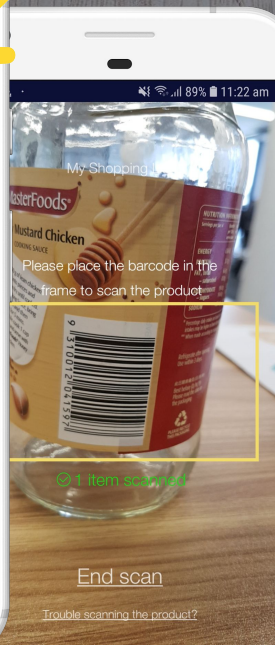
Frugl App Demo - Create Health Profile, Search for Products, Compare Health & Price factors, Add to Lists



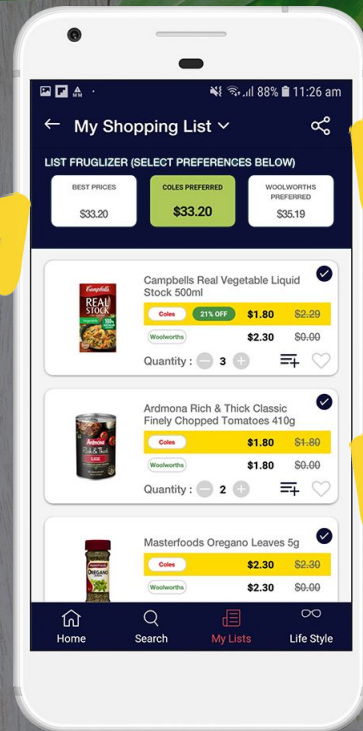
Customisable maximum daily RDI% preference



Predictive text search



Get item scanned



Share your list

Preferred products selected

Optimise total list price by **Best Price** or **Preferred Store**

Frugl App Roadmap

Sharing Functionality

- Share My Lists
- Share My Recipes
- Share My Reviews - Share My Savings
- Share Product Comparisons
- Share Deals

Designer Shopping Lists

- Diet Starter Packs
- New Products
- Diet-Specific Favourites
- Featured Healthy Products
- Sponsored Product List

Filter Enhancements

- By Calories
- By Cost/kg
- By Origin
- By Sustainability
- By Diet (Organic, Vegan etc)

User Health Profiles

- Select Diet Profile (eg Vegan, FODMAP, Celiac, Pescatarian, Keto)
- Family Member Health Profiles

Recommendations

- Enhanced product matching capabilities
- Alternatives by price optimisation
- Alternatives by health/diet recommendations

Customer Analytics Panels

- Product Price History trends
- List Total Price trends
- Health Index trends
- Retailer Price trends

In Store Basket List

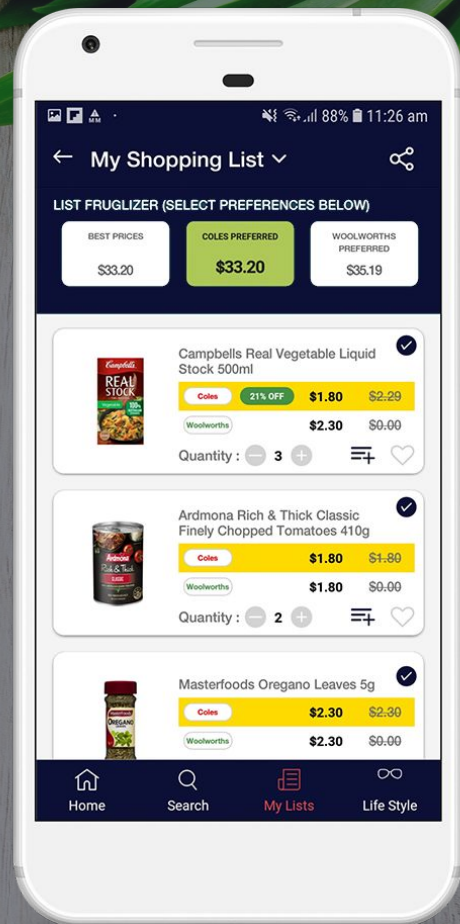
- Scan to Add
- Running Total
- Alerts & Warnings
- Recommended alternatives
- Transactional capability

Content & Engagement

- Feature Stories
- News & Insights from the data team
- Recipes & ingredient lists
- Share functions across all features

Expansion Planning

- Retailer addition (eg Amazon, Aldi, IGA, Kaufland, Lidl)
- Category expansion (liquor as initial expansion vertical)
- International expansion (eg UK, SG, US, NZ)



Frugl Revenue Models






Revenue Model	Methodology	Solutions	Potential	Market
1. Retail Product, Price & Promotion Analytics Target Market: Supermarket retailers & suppliers	Data Analysis <ul style="list-style-type: none"> Interrogation of product & pricing data Revealing key insights & trends 	Business Intelligence Solution <ul style="list-style-type: none"> High quality data Frequent extracts Broad range of retailers 	Client Subscription <ul style="list-style-type: none"> 5 major supermarket retailers 2,000 potential suppliers 	AU data analytics market > \$1 Billion Future potential: Revenue growth from multiple B2B subscribers
2. Shopper Panel Research Target Market: Supermarket retailers & suppliers	User Opt-In to Research Panel <ul style="list-style-type: none"> Panel membership incentivised through rewards 	Data Driven Shopper Segmentation <ul style="list-style-type: none"> App user behaviour & user profile data used to create a multitude of consumer segments for targeted research by retailers & suppliers 	Panels Engaged for Shopper Research <ul style="list-style-type: none"> 5 major supermarket retailers 2,000 potential suppliers Market research agencies 	AU market research industry > \$3.1 Billion Future potential: Revenue generation leveraging large Frugl app user base
3. In-app Merchandising & Advertising Target Market: Retailers & Media Agencies	User Data Captured for Analysis <ul style="list-style-type: none"> Segments created based on user behaviour Advertisers can target specific segments for improved ROI 	Merchandising Space Built in to App <ul style="list-style-type: none"> In-app merchandising space created at key points in the user journey 	Retailers and Brands Buy In-App Ad Slots <ul style="list-style-type: none"> 5 major supermarket retailers 2,000 potential suppliers Non-grocery advertisers 	AU digital ad spend \$8.8 Billion Future potential: Revenue generation leveraging large Frugl app user base
4. Data Enrichment & Online Advertising Target Market: Digital Media Agencies & Digital Advertisers	Develop Profile Data For App Users Capture & segment by: <ul style="list-style-type: none"> Demographics Purchase behaviour Purchase intent General interests 	Establish user Data as 2nd/3rd Party Source Aggregate & anonymise data for: <ul style="list-style-type: none"> Data aggregators DMP Data partnerships Data exchanges 	Data Activated on Digital Ad Platforms <ul style="list-style-type: none"> Unique Frugl user data user to enrich online audience profiles Revenue generated when Frugl segments are used for targeted digital ad campaigns 	AU data spend in 2019 \$485 Million Future potential: Share of digital advertising revenue

Retail & Customer Analytics



Retailers and brands want to understand the end to end shopper journey and utilise behavioural insights to influence “pre-purchase” buying decisions and inform long-term product and price strategy planning.

Commercial Strategy Summary

	2019 Jul - Dec	2020 Jan - Jun	2020 Jul - Dec	2021 Jan - Jun
<u>Audience Creation</u> Enhancing the well-being of families with technology solutions to grow audiences & app usage for behavioural data collection.	Frugl App Front End Development 	Frugl Beta Testing & App Launch 	Engage & Scale Audience	Develop new Verticals & Territories
<u>Data Acquisition & Analysis</u> Generating large commercially attractive data sets for analysis, enrichment and commercial product creation.	Product Pricing & Promotions 	Shopper Behaviour data 	Shopper Research & Transactions data	Additional product vertical data
<u>Commercial</u> Generation of multiple analysis-enhanced data products for retailers, brands and media agencies.	Retail & Promotional analytics 	Audience research & analytics	In-app merchandising & advertising	Audience data enrichment & advertising

Immediate Objectives

Objective Type	Objectives
1. Commercial	March Quarter Substantiate analytics business model by securing first customer June Quarter Onboard an additional 3 customers by end of final quarter
2. Consumer	March Quarter Launch marketing activity to drive awareness, downloads and usage of Frugl app June Quarter Grow download base
3. Development	March Quarter Develop lifestyle/diet data points (eg FODmap, Gluten-Free, Vegan) for incorporation into Frugl app Enhance Filters and Sort By ordering with additional parameters June Quarter Growth Initiative: Curated Lists and List Sharing to app functionality Data Initiative: Enhanced shopper behavioural data capture App Performance Initiative: Major app speed upgrade
4. Corporate	Undertake capital raising to support 12 months of working capital

Key Management



SEAN SMITH

CHIEF EXECUTIVE OFFICER

Sean's broad expertise includes marketing, general management, retail, customer experience and data strategy.

His experience includes executive roles with Woolworths, Dimmi, Orbitz Worldwide and Ticketek.



ALISTAIR MCCALL

CHIEF DATA OFFICER

Data analytics and strategy professional with over 18 years experience commercialising data with major brands and agencies including the Woolworths Group, MercerBell and Vodafone.



JON WILD

CHAIRMAN

Jon has led marketing strategy from start-ups to multinationals, including Unilever, British Telecom, O2, Telstra and Orbitz Worldwide. He is currently consulting to early stage online AU businesses.



MAT WALKER

NON-EXECUTIVE DIRECTOR

Mat is an entrepreneur with extensive experience in the management of public and private companies. In a career spanning three decades, he has served as Executive Chairman or Managing Director for public companies with operations globally.

Corporate Snapshot

	Shares (ASX:FAM)	Options (ASX:FAMO)
Current Issued Capital ¹	66,000,000	23,048,883
Proposed Issue of Option ²	-	15,000,000
Total	66,000,000	38,048,883
Current Market Capitalisation (\$0.05) ³	\$3,300,000	
Current T20 Shares Held	73.16%	

1 Up to 40,000,000 shares may be issued subject to the achievement of revenue based performance

2 Quoted Options are exercisable @ \$0.50 on or before 30 June 2021, proposed options are exercisable at \$0.15 on or before 30 June 2022

3 Calculated by multiplying the last traded price of the Company's ordinary securities quoted on ASX by the number of ordinary securities currently on issue

Sources

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