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

COMMERCIAL RETAIL DATA PROJECT SUCCESSFULLY COMPLETED WITH AUSTRALIA'S LEADING ONLINE PET SUPPLIER – PET CIRCLE

Family Insights Group Limited (ASX: FAM) (Company) is pleased to provide the market with an update on business development and commercialisation activities and its retail data platform capability status.

HIGHLIGHTS

- The Company has recently completed a comprehensive retail data project with Millell Pty Ltd (trading as **Pet Circle**), Australia's leading online Pet Supplies company.
- Following the successful completion of the project, the Company has been invited to submit a further project proposal to Pet Circle in respect of the possibility of ongoing commercial work.
- The Company is also currently involved in multiple tender processes with major Australian grocery retailers and associated category competitors for the provision of retail data.
- Grocery product and pricing data from Coles and Woolworths has now been acquired for a period of twelve months allowing year on year pricing and promotional analytics critical to the Company's analytics capability and commercialisation activities.

Commercial Retail Data Trial Successfully Completed

The Company is pleased to advise it has recently successfully completed a comprehensive retail data project (**Project**) with Pet Circle, Australia's leading online Pet Supplies company. This Project is the first commercialisation of Frugl's retail data platform targeting retailers and retail suppliers to provide pet-category pricing, promotional and ranging insights.

In the Directors' view, the commercial terms of the Project are not financially material, however, the development of the relationship with Pet Circle is a significant milestone for the Company.

Further Commercialisation Activities

The Company is currently involved in multiple tender processes with major Australian retailers for the provision of retail pricing and promotional analytics. Despite general business delays due to the impact of the Covid-19 pandemic, the tender processes have recommenced, and the Company will advise the market in the event of a successful commercial outcome.

Commenting on the success of recent business development activities, Company CEO Mr Sean Smith said:

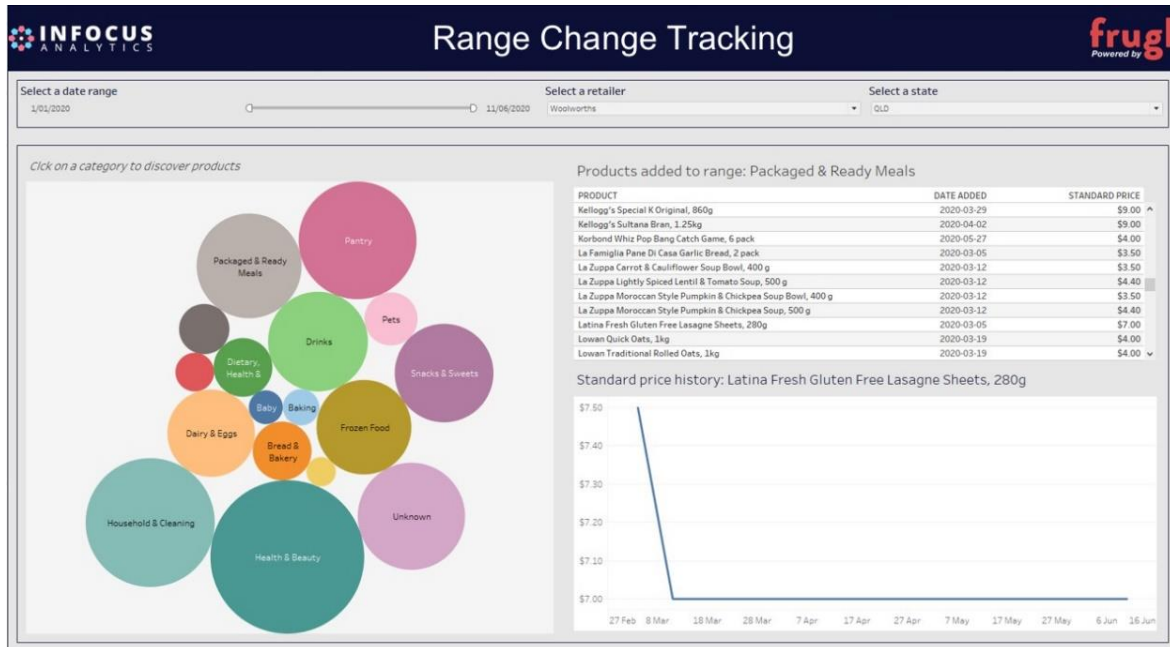
"With data acquisition activities having commenced in June last year the Company has now acquired over 12 months of grocery product and pricing data from Coles and Woolworths. This plays critical importance in the commercialisation of the Company's grocery pricing and promotional analytics capability as retailers and suppliers planning activities and pricing strategies are often structured based on year on year cycles. We are delighted with the results of our first trial and are now ideally positioned to expand business development activities".

Ongoing Development of Retail Data Platform

The Company's core analytics product, InFocus Analytics, continues to be developed and improved in parallel with the Company's commercial activities, which are exposing the analytics requirements of potential commercial customers. The platform includes the following key areas of retail intelligence:

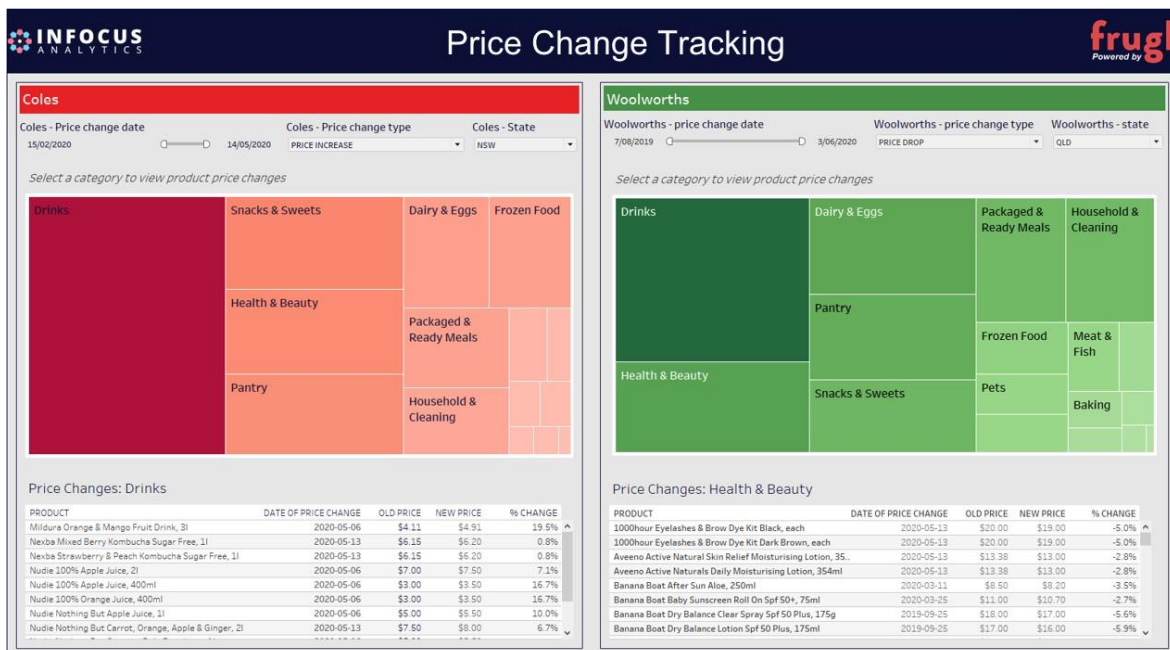
Range Change Tracking

Tracking the ranged inventories of retailers for competitive ranging strategy development. Includes additions and deletions to range, range price spread and range positioning.



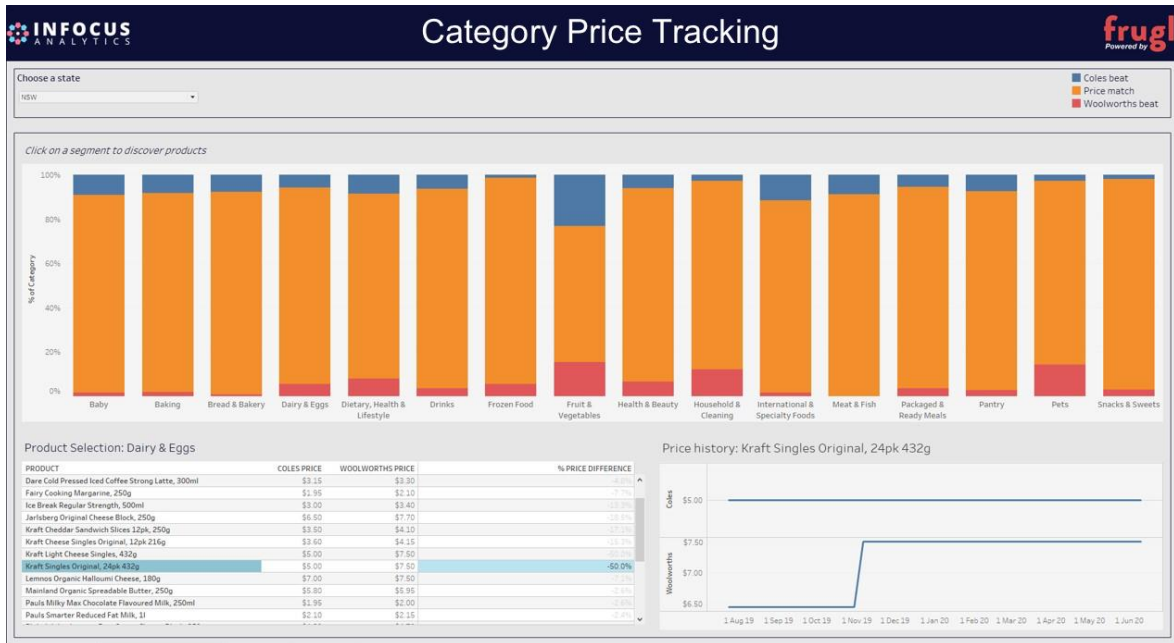
Price Change Tracking

Monitoring of trending price changes across all products by retailer, including year on year comparisons and cyclic changes.



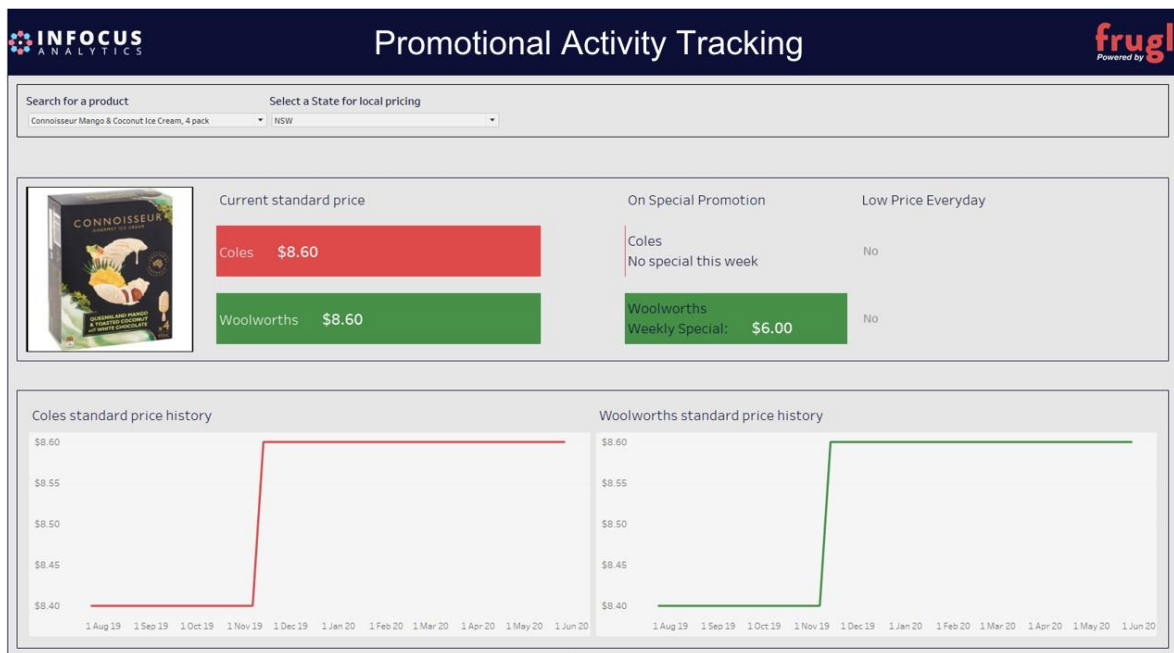
Category Price Tracking

Monitoring of category level price change trends and Meet-Beat ratios by categories to provide retail category managers with better competitive intelligence.



Promotional Activity Tracking

Monitoring of trending promotional pricing changes and cycles, including full range promotions and catalogue-specific intelligence.



This announcement has been authorised by the Board of Family Insights Group Limited.

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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.

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.

FORWARD LOOKING STATEMENTS

Certain statements contained in this ASX release, including information as to the future financial or operating performance of the Company and its projects, are forward looking statements. Such forward looking statements:

- (a) are necessarily based upon a number of estimates and assumptions that, while considered reasonable by the Company, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies;*



- (b) *involve known and unknown risks and uncertainties that could cause actual events or results to differ materially from estimated or anticipated events or results reflected in such forward looking statements; and*
- (c) *may include, among other things, statements regarding estimates and assumptions in respect of prices, costs, results and capital expenditure, and are or may be based on assumptions and estimates related to future technical, economic, market, political, social and other conditions. The Company disclaims any intent or obligation to publicly update any forward-looking statements, whether as a result of new information, future events or results or otherwise.*

The words "believe", "expect", "contracted", "anticipate", "indicate", "contemplate", "target", "plan", "intends", "continue", "budget", "estimate", "may", "will", "schedule", "planned" and similar expressions identify forward looking statements. All forward looking statements contained in this ASX release are qualified by the foregoing cautionary statements. Recipients are cautioned that forward looking statements are not guarantees of future performance and accordingly recipients are cautioned not to put undue reliance on forward looking statements due to the inherent uncertainty therein.