

01 September 2020

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

FRUGL RELEASES VERSION 2.0 OF ITS GROCERY COMPARISON APP

Frugl Group Limited (ASX:FGL) (Company) is pleased to announce a major new release of **Frugl Groceries**, the Company's grocery comparison and wellness mobile application (**frugl** or the **App**) providing exciting new features and considerably faster App performance.

Release Highlights

- Version 2.0 of **frugl** has been publicly released to Android and Apple appstores.
- **frugl Version 2.0** addresses key user feedback gathered during the Version 1.0 release period to provide a vastly improved customer experience.
- The new **Featured Lists** feature allows **frugl** to include pre-populated shopping lists giving new users immediate lists capabilities.
- **List Social Sharing** allowing users to share **frugl** lists within the Frugl app to drive viral peer to peer growth.
- New customer features also include the addition of **Cost Per 100 g/ml** comparisons and **Customer Product Reviews**.
- Marketing activities to commence to drive user growth and shopper behaviour data collation in support of a major business development program.

frugl Version 2.0 Mobile App Major Release

The **Company** is pleased to announce the launch of Version 2.0 of its ground-breaking grocery comparison and wellness App **frugl**.

Commenting on the release, Frugl Managing Director Sean Smith said;

"The Company gathered extensive user feedback following the initial launch of the frugl App earlier this year, which has informed the feature development and performance optimisation represented in Version 2.0. With this release the App is now ready for us to commence marketing and user growth activities which will fuel the growth of the shopper behaviour data asset, which alongside the extensive product

pricing and promotional data we've already gathered, will underpin the commercialisation of our retail and customer analytics capability."

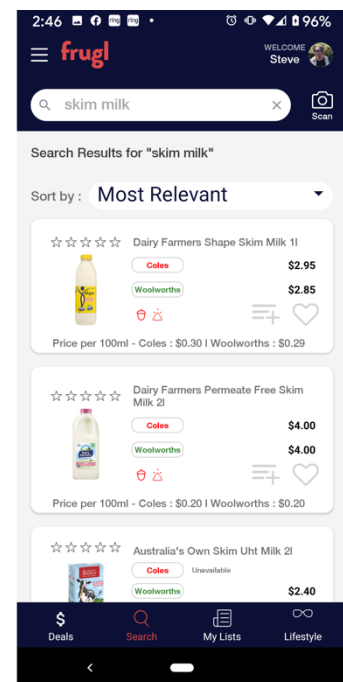
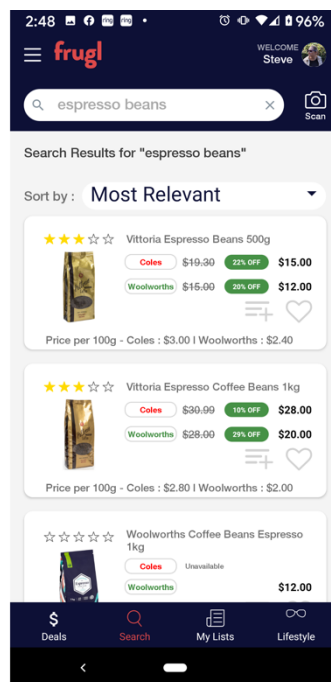
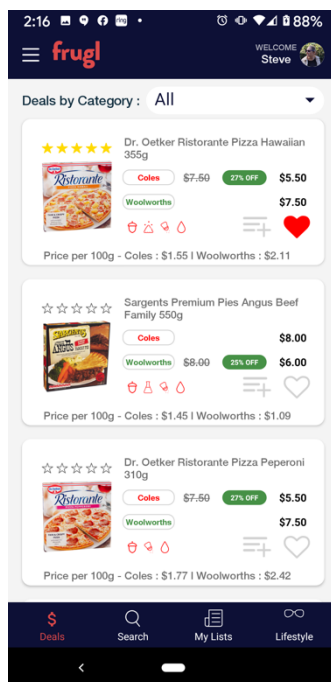
The **frugl** App allows shoppers to compare products across Woolworths and Coles supermarkets, create store-specific shopping lists and optimise shopping lists by cheapest prices. In addition, the App overlays wellness tools for shoppers to enable them to compare products and optimise shopping baskets by nutritional value, ingredient listings and allergen inclusions.

The release of Version 2.0 is a major step forward for the App following months of initial usage and feedback gathering from early adopters. Having collated and reviewed user feedback, the Company has embarked on a roadmap of feature improvements to best meet shopper needs and underpin a program of user growth.

frugl Version 2.0 Major Updates

Compare Product Prices by Cost per 100g/ml

The most asked for feature by users included in Version 2.0 is the Cost per 100g/ml feature, allowing shoppers to view a true price comparison of products independent of pack size. Inclusion of Cost per 100g/ml has been added to the Product Screens as well as the Deals Listings and Search Results to help shoppers quickly compare value across multiple products.



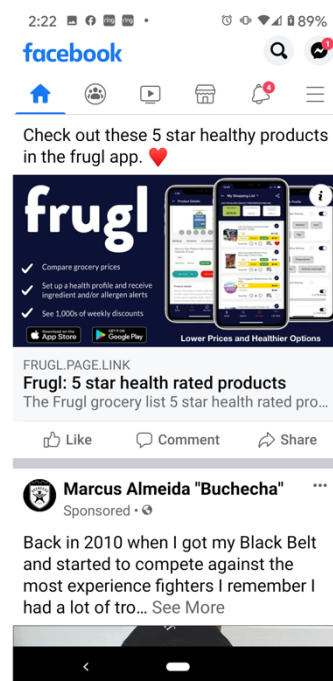
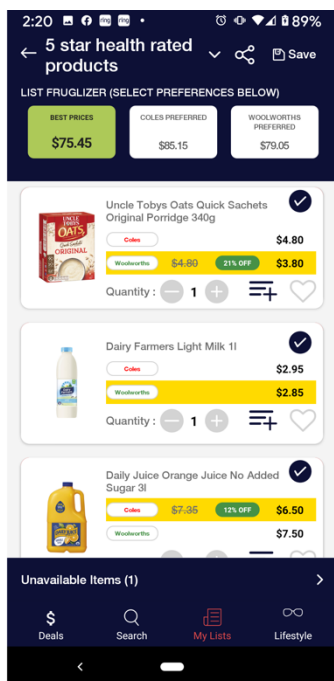
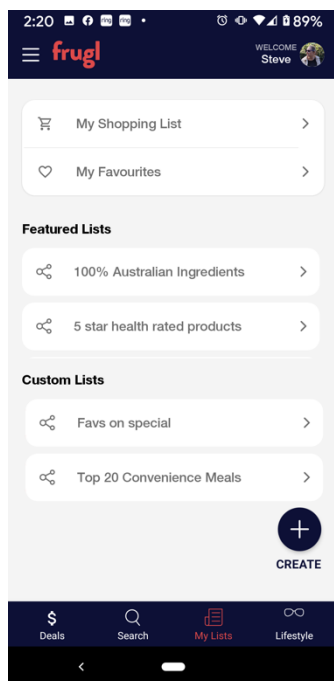
Pre-populated 'Featured Lists' and Social List In-App Sharing

An early challenge for first time users is that they need to create a List to view product price comparisons and potential basket savings across Woolworths, Coles or by splitting shopping lists across both retailers.

To address this challenge, **frugl** now comes complete with its own pre-populated and updatable Featured Lists, which not only demonstrate the full feature sets of lists, but offer a range of different list types to suit most shoppers that demonstrate the different ways in which that lists can add value.

In addition, **frugl** has added a new In-App sharing feature for lists, so that users can either copy and share Feature Lists, or share custom lists of their own, which prompt new users to download the App to view and use lists themselves.

The new sharing feature also offers opportunities for marketing activities as deep-linked **frugl** lists can be shared within news articles and other shareable content, such as ingredient lists for recipes, ingredient ideas for specific diets, news on comparable pricing and other public relations activities.

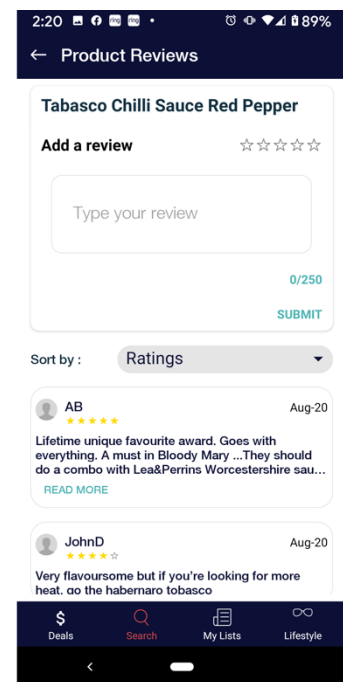
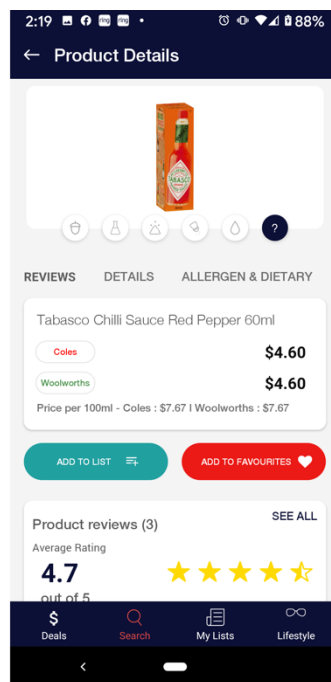
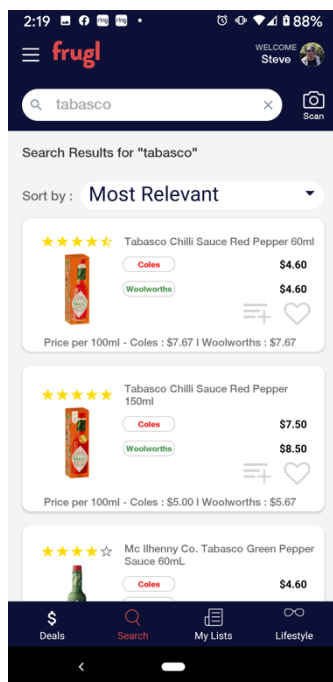


The new Featured Lists and In-App List Sharing will provide a multitude of engagement and user growth opportunities as the Company looks to focus on building the user base to enable the collation of commercialisation of shopper behaviours and activity.

Independent Customer Reviews

To further grow shopper engagement with the App and to further develop the product data asset, **frugl** now allows users to leave their own independent customer reviews on all listed products, whilst also benefiting from product reviews added by the growing **frugl** community to inform future product selection decisions.

The Company has chosen to develop and maintain its own independent review platform to ensure ownership of the growing review asset, which can be further added to commercialised analytics reports in future across products and categories.



Improved App Performance

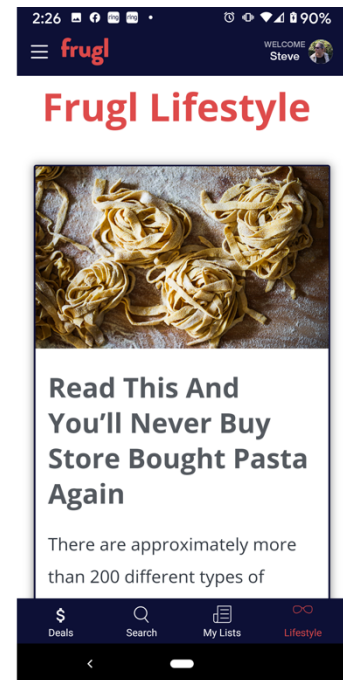
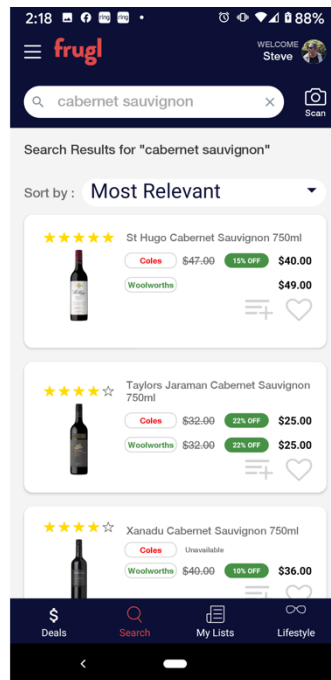
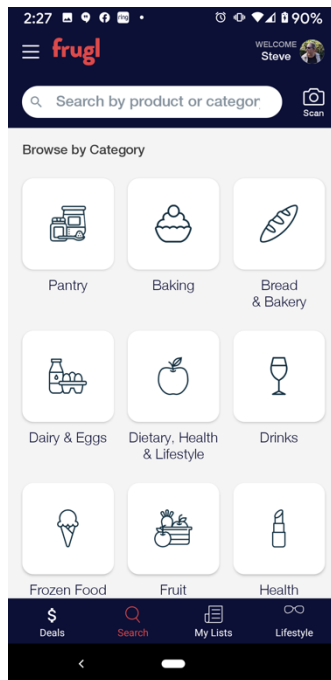
Version 2.0 of **frugl** also delivers significant improvements in App performance. Improvement areas include:

- improved product search speeds
- search results loading speeds
- pagination response times
- search function accuracy.

Additional optimisation of data collection and organisation methods is currently underway which will deliver faster price updates and deals uploads in coming weeks to ensure users have the very latest prices at all times.

Growth and Marketing Activities to Commence

With the release of Version 2.0 complete the Company is looking forward to commencing marketing activities to drive user growth and further enhance the commercial offering for its data analytics products, currently being marketed to major Australian retailers and grocer suppliers.



- ENDS -

For further information, please contact:

Loren King
Company Secretary
Frugl Group Limited
P: +618 6489 1600
info@fruglgroup.com.au

frugl is a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst 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.

fruglgroup.com | frugl.com.au | infocusanalytics.com

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