

15 September 2020

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

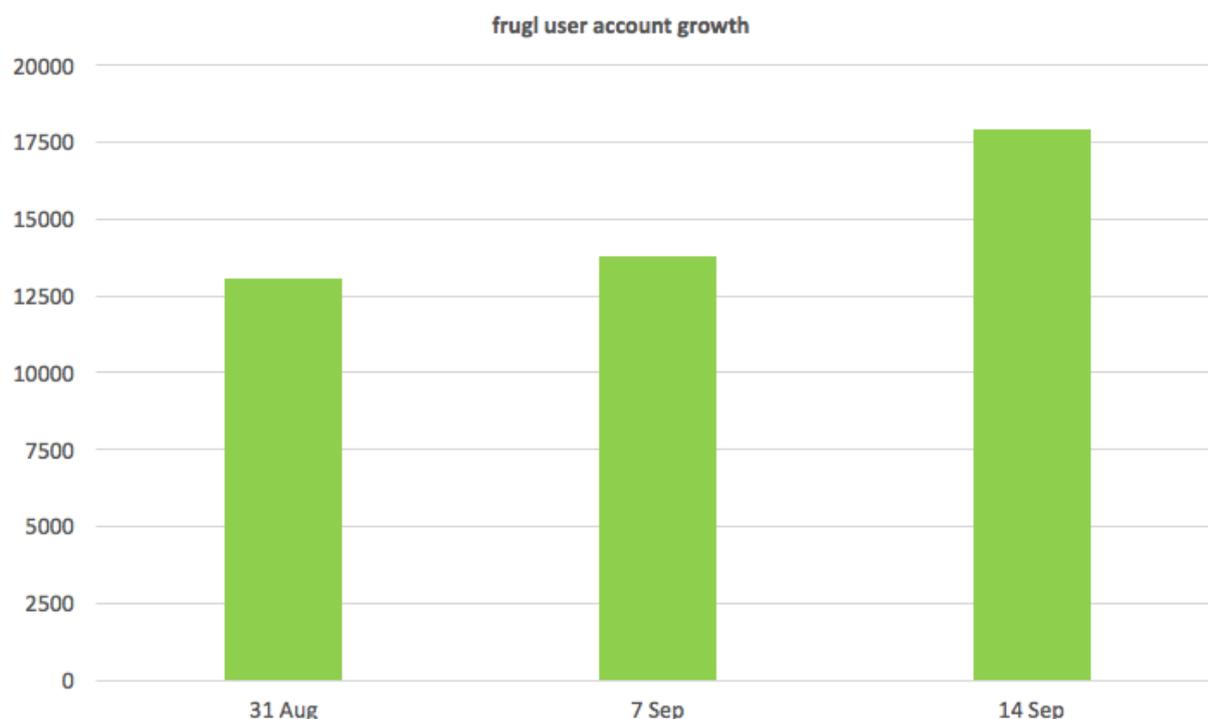
FRUGL VERSION 2.0 RELEASE UPDATE

Frugl Group Limited (ASX:FGL)(Company) is pleased to provide the market with an update on progress of the recently announced Version 2.0 release of the Company's grocery comparison and wellness mobile application **Frugl Groceries ('frugl' or 'App')**.

Highlights

- Total **frugl** user accounts have increased by 4,828 from 13,060 to 17,888 (37%) in the two weeks since Version 2.0 was launched on 01 September 2020.
- Auto-scaling of **frugl** cloud-based environment successfully utilised during the high-level traffic spike following a recent Chanel 9 prime time television feature on the **frugl** App when average database queries jumped from 200 per hour to 5,700 per hour after the news feature was aired with no detectable slowing of database query speeds.
- User feedback has been overwhelmingly positive on newly launched features, including over 2,000 product reviews left since the Version 2.0 launch.

Growth of frugl User Accounts



The **frugl** app has seen strong accelerating growth in user accounts since the launch of Version 2.0 on 1 September, with a total growth rate of 37% (4,828 new user accounts) on the existing user base.

User accounts are recognised by the App as app-using individuals for the collation of shopper behaviours and represent genuine users of the **frugl** App, with shopping behaviours collated for commercialisation as part of the Company's retail analytics platform, **InFocus Analytics**.

Successful Auto-Scaling of frugl cloud-based platform

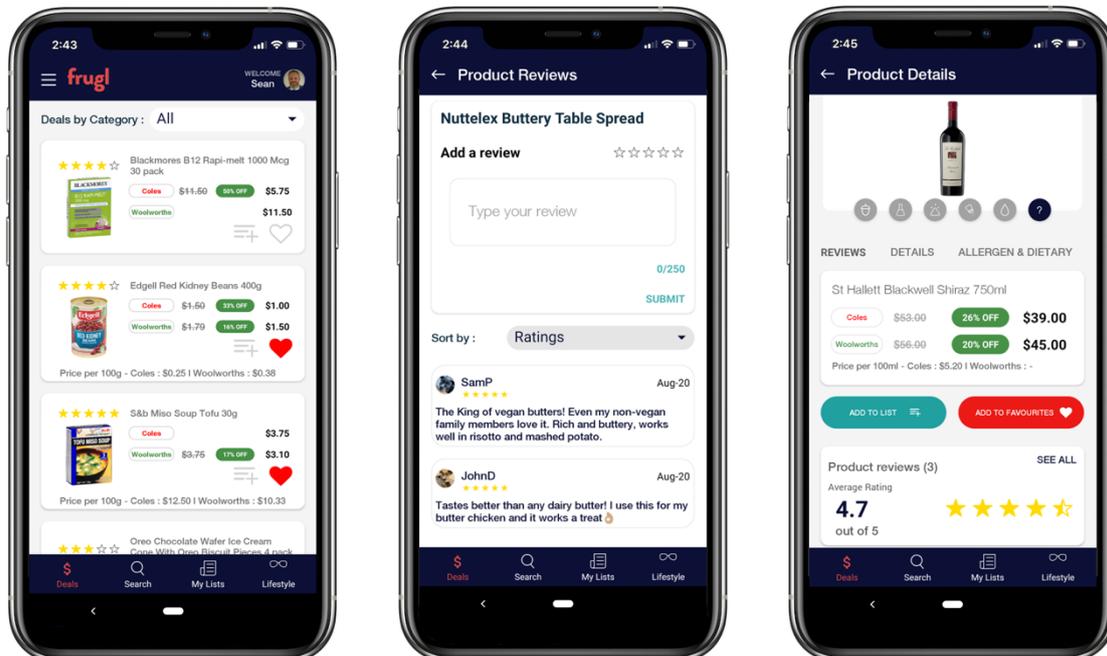
The **frugl** cloud-based infrastructure was placed under considerable stress on 11 September following the airing of a feature story on the 6.00pm Chanel 9 News, testing the auto-scaling capabilities of the platform.

Under the accelerating load the Amazon Web Services (AWS) servers automatically initiated the launch of a new server instance of the frugl infrastructure to successfully manage the increase in traffic.

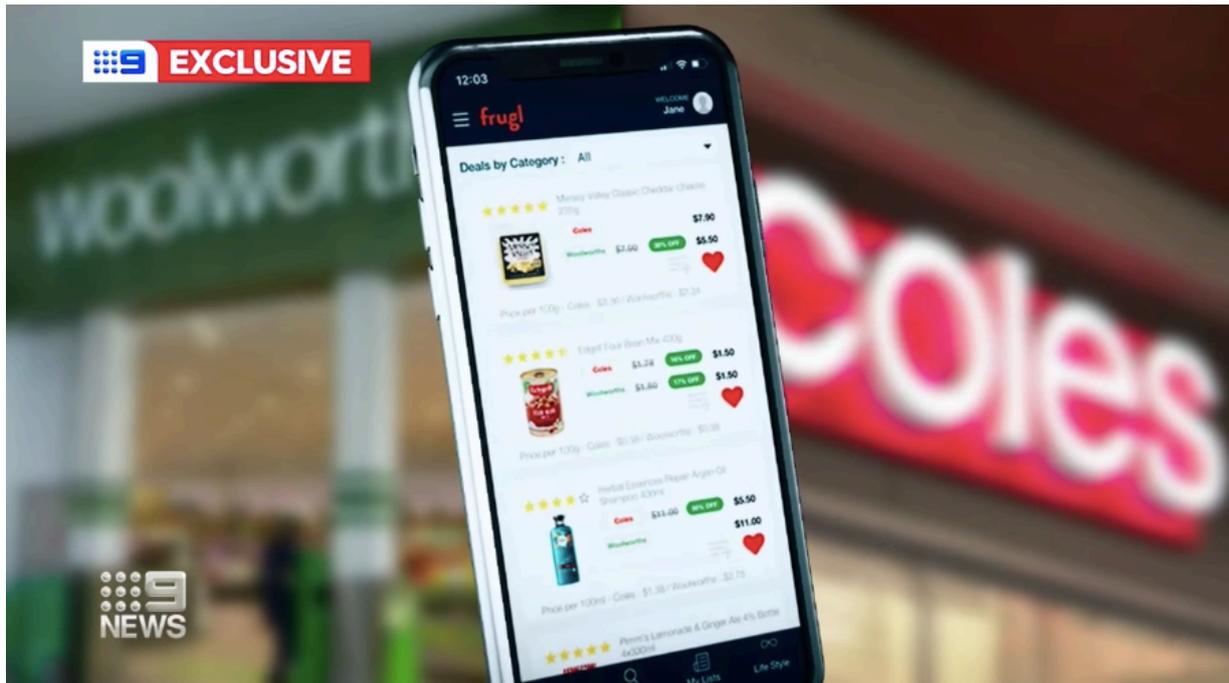
The Snowflake enterprise data lake environment housing the **frugl** data showed no slowing of database query speeds, despite average database queries jumping from 200 per hour to 5,700 per hour after the news feature was aired.

Positive user feedback on new frugl features

The launch of new features in the frugl app has received positive user feedback, with customer reviews having captured over 2000 reviews since the Version 2.0 launch.



Frugl Managing Director Sean Smith said; "It's clear from recent interest from both Channel 9 and Channel 7 television networks that **frugl** is increasingly being seen as the foremost independent commentator on the national grocery industry. The recent interest from national media networks is timely as we commence marketing and user growth activities which will fuel the growth of the shopper behaviour database and facilitate the commercialisation of our retail and customer analytics capability."



A link to the 9 News feature story is available via the [fruglgroup.com](https://www.fruglgroup.com) website.

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For further information, please contact:

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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](https://www.fruglgroup.com) | [frugl.com.au](https://www.frugl.com.au) | [infocusanalytics.com](https://www.infocusanalytics.com)

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