



# Frugl Group (ASX:FGL)

## Corporate Update Presentation

“New services, new products, new markets...”

to be renamed Infocus Group Holdings Limited (ASX:IFG) subject to shareholder approval

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**ASX release authorised by the Managing Director, Kenny Woo.**

A data intelligence and software solutions company with proven expertise in data analytics as well as software and platform development , operating four key brands.



Enterprise-level Data Analytics & Business Intelligence with existing blue-chip retail, wholesale and brand clients in Australia.



Australia's leading grocery comparison app and showcase platform for Infocus Analytics competitive pricing insights.



Leading end to end digital solutions provider offering business intelligence and software development with additional complementary capabilities across generative AI, cybersecurity, UX/UI design, and systems integration.





Software engineering consultancy firm, specialising in the development of data analytics platforms with deep expertise in fintech, insurance and logistics.

(Acquisition pending shareholder approval to be sought at 2024 AGM)





# Frugl Group

A data intelligence and software solutions company with proven expertise in data analytics as well as software and platform development.


## Core Capabilities

-  Data analytics and business intelligence
-  Software and platform development

## Secondary Capabilities

-  Cybersecurity
-  Artificial Intelligence & Machine Learning
-  Team augmentation
-  Web and app development

## Target Industries

-  Retail
-  Grocery retailers
-  eCommerce retailers
-  Fin-tech
-  Consumer electronics
-  Insurance
-  Transport services

Includes industries within which Prodigy9 is presently operating in. Prodigy9 acquisition remains subject to shareholder approval being sought at 2024 AGM.

# Proposed Prodigy9 Acquisition

Software engineering consultancy firm, specialising in the development of data analytics platforms with deep expertise in the retail and fintech sectors.

Acquisition subject to shareholder approval at 2024 AGM.

- ✓ A client solutions focused engineering consultancy firm with enterprise scale large project delivery capabilities
- ✓ Acquisition significantly deepens Frugl's software solution design and engineering leadership capabilities
- ✓ Client base includes some of Thailand's largest corporate groups within insurance, consumer electronics, transportation, and fin-tech
- ✓ Prodigy9 founder, Chakrit Wichian, and the broader team's recent engagements include CTO and fractional CTO roles in large enterprise
- ✓ **Immediate cost synergies** through integration of Prodigy9 and Trienpont expected to take Prodigy9 to cash flow positive in the near term



**PRODIGY9**

For further information on the proposed acquisition of Prodigy9 please see ASX Announcement dated 3 October 2024

# Trienpont International

Leading end to end digital solutions provider offering business intelligence and software development with additional complementary capabilities across generative AI, cybersecurity, UX/UI design, and systems integration.

- ✓ Client base ranging from small-scale start up businesses through to blue-chip global companies needing external resources.
- ✓ Primary capabilities in contract software and web development and business intelligence
- ✓ Multiple secondary capabilities in generative AI and Machine Learning, cybersecurity, UX/UI design, systems integration and team augmentation.
- ✓ Synergistic value from day one with Trienpont working closely with the Infocus Analytics team to enhance their service offering and breadth of expertise.
  - ✓ Application of Trienpont's Gen AI experience to InFocus Analytics existing clients have increased accuracy rates from mid 70% to over 90%
- ✓ Operations based in Bangkok with largest clients based in Australia, Europe and Southeast Asia.



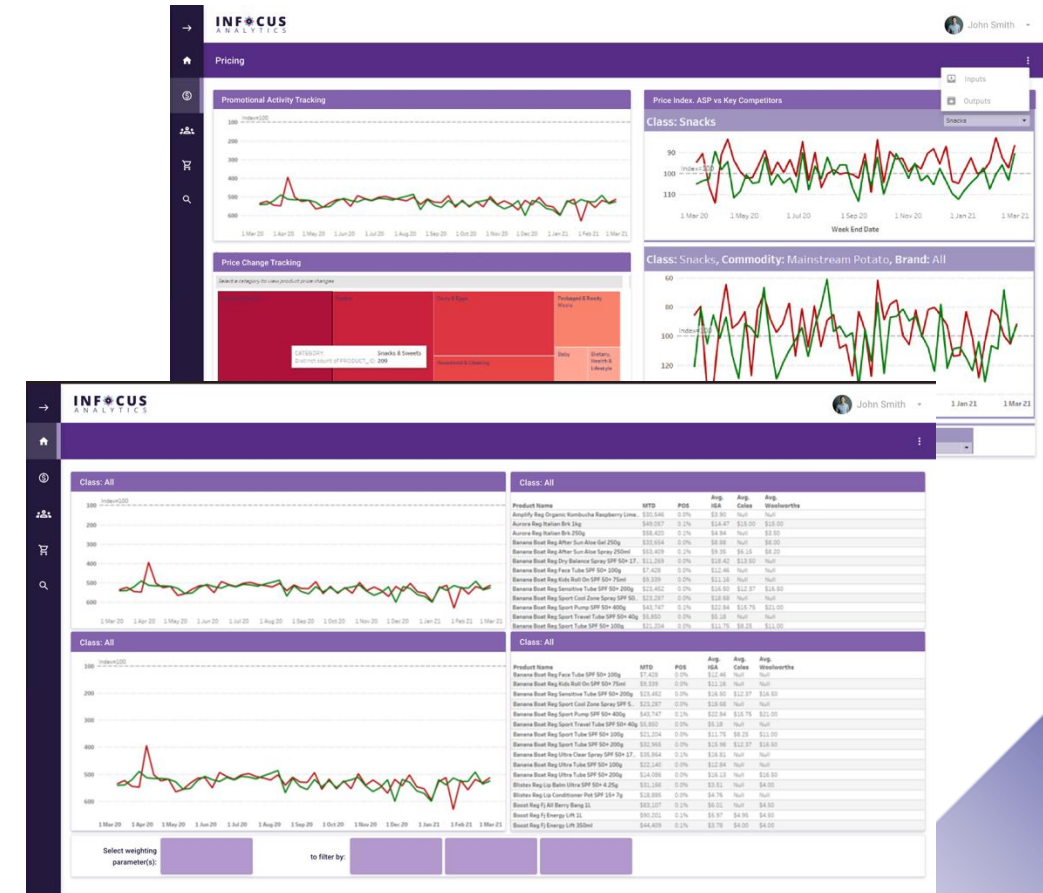


# InFocus Analytics



Enterprise-level data analytics & business intelligence company with existing blue-chip retail, wholesale and brand clients in Australia.

- ✓ Ongoing contracts with some of Australia's largest retailers, wholesalers, distributors, and e-commerce players.
- ✓ Leveraging the strength of extensive proprietary datasets and analytical expertise to create client focused commercial data solutions
- ✓ Partnering with clients to apply the insights that InFocus solutions generate to their business strategies
- ✓ Proficiency in data collection, modelling and advanced analytics, coupled with enterprise grade data environment to enable high quality outputs
- ✓ Continuing to leverage Trienpont's capabilities to develop new products and services
- ✓ Grocery App support and progressing growth plan to expand client base into new markets



INFOCUS  
ANALYTICS

# From grocery app to integrated data solutions



2021

## LEADING WHOLESALER SIGNED TO INFOCUS

Metcash, a leading wholesaler in Australia, commits to a two year service agreement with InFocus Analytics – enabling data-driven retail decision making powered by Frugl.

Metcash remains a client to date.

2020

## FRUGL ORIGINS

Renaming of the Company to Frugl, focusing on grocery pricing analytics with a consumer focused grocery app (Frugl) and a data analytics platform for brands and retailers (InFocus Analytics)

2023

## STRATEGIC REVIEW & NEW BOARD

Significant changes to the Board and executive leadership amidst a strategic review.

MOU executed with Trienpont International for the exploration of potential collaboration to take Frugl's data analytics capabilities to a broader stage.



JAN 2024

### TRIENPONT ACQUISITION

Frugl announces intention to acquire Trienpont, its technology partner in Thailand. Acquires new capabilities in software and platform development to complement its data analytics service offerings.

NOV 2024

### PRODIGY9 ACQUISITION AND PARENT COMPANY NAME CHANGE

Completing the acquisition of Prodigy9 and change of company name to InFocus Group Holdings Limited subject to shareholder approval at the 2024 AGM.

Integrating recent acquisitions into the portfolio, realising cost synergies and moving towards cash flow positive.



2025+

JUL 2024

### SIGNIFICANT REVENUE GROWTH

Under new management and with Trienpont now acquired, the Company sees significant growth in cash receipts and revenues. Continued focus on a “new markets, new products, new services approach”.

### DATA ANALYTICS & SOFTWARE SOLUTIONS

Offering an integrated consulting solution for corporates seeking data analytics, software and digital solutions or other services within our core and secondary capabilities.

Diversified revenue streams built upon our data analytics origins.

“

We have had a busy 2024 to date and we expect to maintain this momentum.

Our immediate focus is to integrate our two acquisitions and complete the evolution of Frugl into a data analytics driven end-to-end service and technology provider.

Our strategic vision for the Company is to deliver enterprise-level software and data products and services, with core expertise in data analytics, software solutions, AI ML, and cybersecurity, through our subsidiaries to a global client base.

”

**Ken Tovich**

Chief Executive Officer



# Well credentialed management and board



**Ken Tovich**  
CEO Frugl Group

30 years experience and leadership in Institutional Banking, I.T. and Primary Industries. Passionate about business building and value creation. Proven track record of success in change management and corporate restructuring.



**Rohan Brammall**  
Managing Director, Trienpont

Ex-RAAF Engineer  
14+ years Projects & Operations in APAC,  
10+ years building & scaling businesses in Southeast Asia



**Alistair McCall**  
GM Infocus Analytics

15 years international experience in creating & implementing data & business intelligence solutions



**Chakrit Wichian**  
Managing Director, Prodigy9

30 years experience in software development including engineering and CTO level experience. Founder of Prodigy9.

Acquisition of Prodigy9 pending shareholder approval at 2024 AGM



**Kit Weng Yip**  
Chairman

Former Executive Director Nomura, Deputy Group MD of Affin Hwang & Director RHB and CIMB



**Kenny Woo**  
Managing Director

Experienced International Investor, Entrepreneur & Finance Professional



**Kulthirath Pakawachkrilers**  
Non-Executive Director

CEO & Co-founder of Thailand e-Business Center (TeC) and President of Thai e-Commerce Association (THECA)

# Corporate Overview

Company Name	Frugl Group Limited (to be renamed InFocus Group Holdings Limited.)
ASX Code	ASX:FGL (to be ASX:IFG)
Number of Shares	108,776,029
Market Capitalisation (close 15/10/24)	\$1.75 million
Top 20 Holders	81%
Number of Shareholders (close 15/10/24)	490
The Company is seeking shareholder approval at the 2024 Annual General Meeting to change its name to InFocus Group Holdings Limited.	



**ASX:FGL**

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