FAMILY INSIGHTS
GROUP LIMITED

Family Insights Group Limited
ABN 80 096 870 978

Suite 9, 330 Churchill Avenue, Subiaco
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19 December 2019

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

FRUGL DEVELOPMENT AND LAUNCH UPDATE

Family Insights Group Limited (**ASX:FAM**)(**Company**) is pleased to provide the market with an update on the development and launch plans for **Frugl**, the Company's grocery comparison and wellness mobile app.

Highlights

- Frugl Grocery App has entered User Acceptance Testing (UAT) for both Android and iOS platforms
- Beta test phase to commence once UAT has passed Minimum Viable Product standard
- Full public launch of Frugl Grocery App anticipated early next quarter
- Grocery Price & Promotion Analytics Platform has been deployed for grocery data commercialisation

Frugl Grocery User Acceptance Testing

The full production version of the Frugl Grocery App has been received by the FAM team who have commenced user acceptance testing for both Android and iOS versions of the app. The UAT version of the app is running on the live production environment utilising up to date grocery pricing data from major grocery retailers to enable real time testing by the UAT testers.

The UAT phase allows significant internal testing and multiple rounds of bug-logging and bug-fixing prior to the public beta-launch. Once the UAT phase has passed the requirements for a Minimum Viable Product it will be packaged for release to the Frugl beta group for public testing.

It is anticipated that the UAT and beta test cycles will be completed in January with a public launch of the Frugl app to follow shortly afterwards. The Company will then focus on accelerating user growth for the March quarter to enable it to unlock consumer behavioural data models and research panels for commercialisation.

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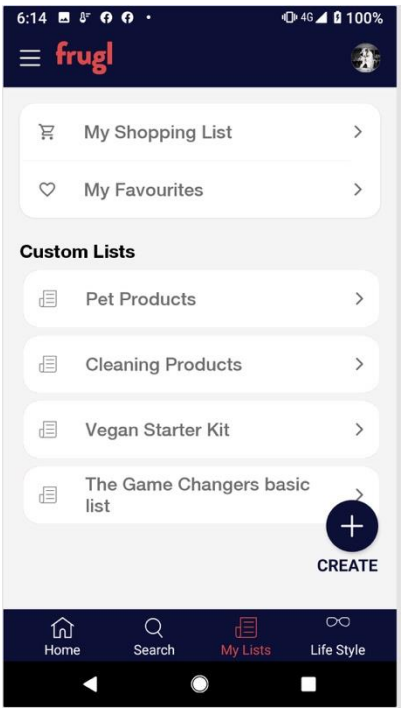
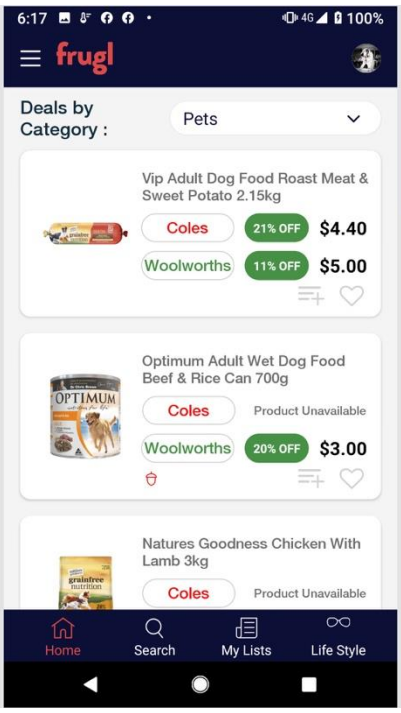
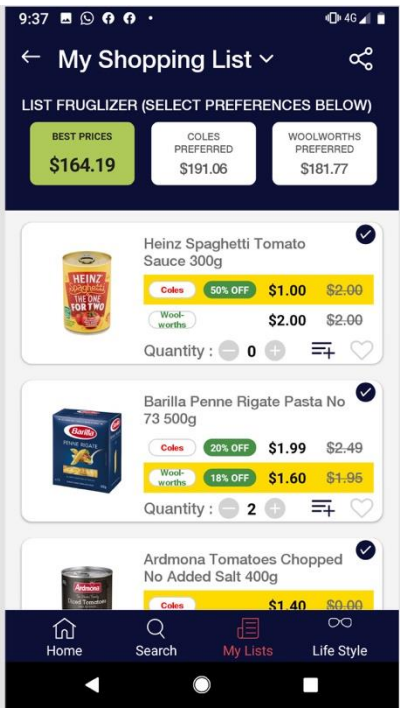
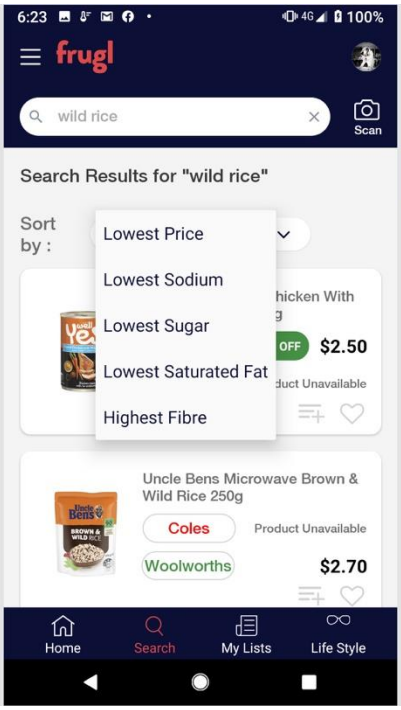
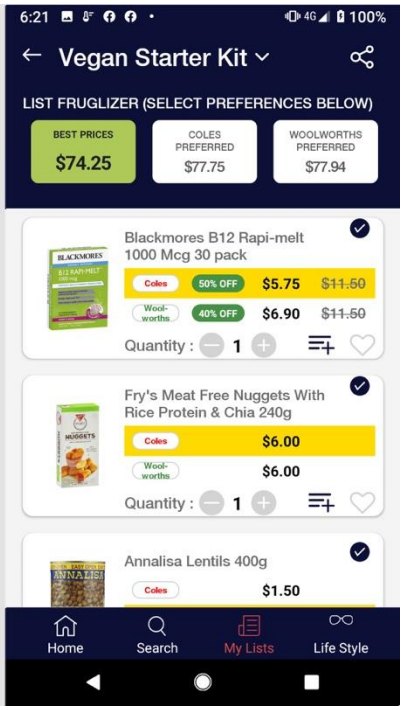
Frugl App UAT Screen Shots











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Grocery Analytics Platform

The Company has developed a Grocery Pricing & Promotion Analytics platform utilising data collated since May 2019, with advanced product, category and retail supplier analytics capabilities now in readiness for immediate deployment with retailer clients.

The Company has been in business development discussions with potential analytics customers across grocery retailer and supply categories and expects to announce further news on business development in the March quarter.

- ENDS -

For further information, please contact:

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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.

frugl.com.au | facebook.com/FruglGroceries | instagram.com/FruglGroceries

The **Frugl Corporate Video** can be viewed at **https://vimeo.com/367911850**

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.

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