

InFocus welcomes recognition of Frugl Grocery App by ACCC in the Supermarkets Inquiry Report

InFocus Group Holdings Limited (ASX: **IFG**) (the **Company** or **InFocus**), a data analytics and software solutions company, is pleased to comment on the Australian Competition and Consumer Commission's Supermarket Inquiry Report, which was publicly released on 21 March 2025 (the **Supermarket Inquiry Report**).¹

The Supermarket Inquiry Report positively acknowledges grocery price comparison apps like Frugl for their essential role in consumer empowerment. By providing real-time pricing data and greater market transparency, Frugl enables shoppers to make more informed purchasing decisions. The ACCC specifically highlights Frugl's unique dual functionality: serving consumers through its comparison app while simultaneously offering valuable insights and analytics to the Australian retail sector through its InFocus Analytics business unit.

We are excited to be developing advanced iterations of the Frugl grocery app that will integrate AI and machine learning capabilities into its core functions. These enhancements will ensure Australian consumers can maximise value for their dollar while simultaneously generating richer, more comprehensive analytics for retail industry partners.

Chief Executive Officer of InFocus, Ken Tovich said:

"Notwithstanding our recent focus on the expansion of our data analytics and software solutions businesses across South East Asia, we remain committed to improving consumer price transparency and enhancing consumer choice with technology through the Frugl grocery app. In parallel, we continue to improve our retail data analytics capabilities and services - which are trusted by some of Australia's largest retailers.

"We are pleased to see the Australian Competition and Consumer Commission acknowledge and promote the value of grocery comparison apps for Australian consumers. We will continue to make the Frugl app available to Australian consumers and explore ways we can innovate further."

ENDS

This announcement has been approved by the Managing Director of InFocus Group Holdings Limited.

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¹ A copy of the report which mentions Frugl at sections 3.6.2 and 3.6.5 is available from <https://www.accc.gov.au/inquiries-and-consultations/supermarkets-inquiry-2024-25/final-report>

About InFocus Group Holdings Limited

InFocus Group Holdings Limited (**IFG**) is a data intelligence and software solutions company with proven expertise in data analytics as well as software and platform development. IFG operates four business units: InFocus Analytics, the Frugl Grocery app, and software development consultancy houses Onify and Prodigy9. Together, these business units provide IFG with enterprise-scale capabilities across data analytics, business intelligence, software and platform development, cybersecurity, artificial intelligence and machine learning, and team augmentation.