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17 November 2016

Plexure Group Limited (PLX) wins dual awards

Plexure Group Limited (Plexure) has received two awards in the past 24 hours.

Last evening Plexure was announced as the second fastest growing company on the Deloitte's Fast 50 Index with a growth rate of nearly 1,200%.

At the same time Plexure CEO Scott Bradley was present in San Francisco to receive Current, Powered by GE Partner Innovation Award at GE's annual premier Industrial Internet event Minds + Machines.

Plexure CEO Scott Bradley said the two acknowledgements of Plexure's success coming in such a short time had been enormously rewarding for the Plexure team, who had worked very hard in the last couple of years to develop innovative solutions for the world's major retailers.

"In the last couple of years we have constantly pushed the boundaries, using our unique IOT driven CRM platform to deliver seamless customer experiences across multiple digital channels in the real world. It is great to see our customers recognise the contribution we've been able to make to their business success, which is what has generated this great growth story for us," Mr Bradley said.

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About Plexure

Plexure uses digital insight to optimize transactions in the real world for business with physical locations.

By personalizing, influencing and enhancing these transactions revenue and margin return is significant. Plexure is unique, because it can gather live data feeds from a vast array of sources.

These sources include IoT devices such as beacons, sensors, RFID, Wi-Fi, Mobile App, POS data, weather, public events or traffic. Plexure observes, analyzes, predicts, influences individual customer behavior and then measures the results.

The Plexure SaaS platform can harness machine learning, proximity marketing, real time decisioning, facial and voice recognition to connect customers with brands. These services are delivered using Microsoft's cloud platform, Azure, through a global network of Microsoft data centres. Plexure has offices in San Francisco, Auckland, Chicago, New York, London, Tokyo and Sydney. Clients include McDonald's, 7-Eleven, Ikea, Compass Group, Heart of the City and Loyalty New Zealand