



Plexure Limited

Postal

P.O. Box 90722
Victoria Street West,
Auckland 1010
New Zealand

Physical

Level 3,
104 Quay St,
Auckland 1010,
New Zealand

P + 64 9 358 1500
www.plexure.com

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PLEXURE GROUP LIMITED Ranked Number 35 Fastest Growing Company in APAC on Deloitte's 2016 Asia Pacific Technology Fast 500™

Plexure Group limited is pleased to announce it is ranked No. 35 on the [Deloitte 2016 Asia Pacific Technology Fast 500](#), an annual ranking of the fastest growing Asia Pacific companies in the software and hardware tech sectors, clean technology, media, communications and life sciences. Plexure grew 1,197 percent during a three-year period.

Plexure's founder and CEO, Scott Bradley, credits the company's significant revenue growth to its commitment to bringing new innovation to how retailers attract, engage and retain customers. Through its advanced IoT-driven customer relationship management platform designed to bring the power of digital marketing to the real world, Plexure enables brands to personalize and optimize transactions, sending relevant deals and offers to consumers through their mobile devices while they are in store, in real time. This approach helps retailers to deliver seamless customer experiences across multiple digital channels, resulting in loyal customers, more frequent visits, faster transactions and improved sales.

"To operate successfully in an ever-competitive landscape, brick-and-mortar retailers must embrace the promise of the Internet of Things and provide the modern shopping experience their customers expect," said Bradley. "Plexure is committed to delivering the solutions that transform how brands interact with customers through their connected devices, helping more retailers around the globe improve customer engagement and grow their businesses. We are thrilled to have placed so highly on the Deloitte Fast 500, and expect our stellar growth to continue as we create new ways for our clients to deliver outstanding customer experiences."

"Our Asia Pacific Technology Fast 500 winners demonstrate how new technologies are shaping the way we live and work, using innovative solutions to transform

business models and simplify the lives of the consumer," said Toshifumi Kusunoki, Deloitte Leader, Technology Fast 500 Asia Pacific. "The Asia Pacific Technology Fast 500 rankings always instill confidence in the TMT sector in Asia Pacific, as companies in the region continue their rapid pace of innovation. In particular, the region's advances in mobile, e-commerce and social media create a ripe environment for continued disruption of technologies that will shape the future."

The full list of winners of the 2016 Asia Pacific Technology Fast 500 and details about the nomination and eligibility criteria of the program can be found on www.deloitte.com/fast500asiapacific.

For more information please contact:

Andrew Dalziel, CFO Plexure

Mobile: +64 27 6777 575 Email: andrew.dalziel@plexure.com

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