



Plexure Limited

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PLEXURE GROUP LIMITED appoints Darren Rankine as Vice President of Client Services.

Plexure Group Limited is pleased to announce the appointment of Darren Rankine as Vice President of Client Services.

Prior to joining Plexure, Darren worked for McDonald's Corporation for nearly a decade, most recently holding the position of senior director of CRM and Loyalty. In this capacity, he defined, developed and led the company's global CRM program across 15 countries, accelerating its consumer strategy and technology requirements to maximize return. Previously, he played a lead role in developing McDonald's IT strategy, serving as senior director of Digital Emerging Technology, senior director of the Global Business Intelligence Platform, and director of Data Warehouse Technology. Rankine also held data-focused positions with companies including Accenture and Keane Inc.

In this role, Darren will leverage an extensive background in developing global customer relationship management strategies and customer loyalty programs to help Plexure's clients transform how they interact with customers. This includes working closely with clients to guide their CRM vision and strategy as they create more personalized customer engagement through the Plexure platform.

"Throughout his career, Darren has demonstrated a keen understanding of the need for global brands to deliver a personalized, data-driven consumer experience, and has successfully led key initiatives to help them accomplish that," said Scott Bradley, founder and CEO of Plexure. "This impressive background perfectly aligns with Plexure's goal to transform how businesses leverage the Internet of Things and connected devices to interact with their customers. I am delighted to welcome Darren to the team -- his expertise will be crucial in ensuring our clients' long-term success on their CRM journeys."

In addition to his professional experience, Rankine holds a Bachelor of Science degree from Birmingham City University in England.

For more information please contact:

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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