



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

22 December 2016

Plexure Group Limited Director resigns

Plexure Group Limited Director Mike Carden has today announced his resignation as Director due to personal reasons.

Chairman Phil Norman thanked Mike for his contribution and the Board and Management team wishes him all the best for the future.

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