



Plexure Limited

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30 December 2016

Plexure Group Limited signs contract with Arcos Dorados Inc.

Plexure Group Ltd (PLX) is pleased to announce the expansion of their relationship with McDonalds, with the signing of an agreement with Arcos Dorados Inc, McDonalds largest franchisee in Latin America and the Caribbean. The contracted starting SaaS fee is approximately NZ\$1.1m of Annualised Committed Monthly Revenue.

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