



Plexure Limited

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Plexure Group Limited (PLX) Annualised Committed Monthly Revenue Market Update

Plexure Group Limited (Plexure) is pleased to announce a contracted Annualised Committed Monthly Revenue (ACMR) of \$NZ10.142M. The growth in ACMR from the figure of \$NZ7.1M announced at the Company's Annual Meeting on 29 September 2016 is attributable to expansion in existing customer deployments, the material contract announced to the market on 30 December 2016, along with another material contract valued at approximately \$NZ1.0M awarded to the Company after the market close on 30 December. Plexure is at this time unable to announce details of the new contract as they remain confidential and commercially sensitive. Further particulars will be announced to the market when the final terms and conditions have been agreed.

It should be noted that the Company's ACMR figure can increase or decrease in any given month due to a number of factors. Contracts with customers are usually denominated in foreign currencies, therefore movements in the exchange rate may impact ACMR (both upward and downward). Customers may also churn, add services or delete services on a monthly basis which will impact ACMR.

The Company's Directors remain confident about the growth opportunities for the business in 2017 and thank shareholders for their ongoing support.

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