



Plexure Limited

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3 February 2017

Plexure Group Limited (PLX) issues convertible notes.

For the purposes of Listing Rule 7.12.1 of the NZX Main Board Listing Rules, Plexure Group Limited advises that the following securities have been issued:

| | | |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (a) | Class of Security: | Convertible Notes |
| | ISIN: | N/A |
| (b) | Number issued, acquired or redeemed: | 1,600,000 |
| (c) | Nominal value and issue price, acquisition price or redemption price: | 1,600,000 |
| (d) | Whether payment was in cash: | Yes |
| (e) | Any amount paid up: | In full |
| (f) | Principal terms of the Securities (other than for Quoted Securities), for example, the exercise price and exercise date in respect of an Option, or the conversion price and conversion date in respect of Convertible Securities or the ranking of the Securities in relation to other Classes of Securities: | <p>The conversion price is \$0.28 per ordinary share.</p> <p>The conversion date is 3 November 2017, being nine months from the date of issue</p> <p>If the convertible notes are redeemed (in whole or in part), then the redemption date is 3 November 2017, being nine months from the date of issue.</p> |
| (g) | Percentage of the total Class of Securities issued, acquired or redeemed: | 100% |
| (h) | Reason for the issue, acquisition or redemption: | Capital raising for general business purposes. |

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (i) Specific authority for the issue, acquisition or redemption: | Board resolution dated 3 February 2017 and in accordance with Listing Rule 7.3.5. |
| (j) Terms or details of the issue, acquisition or redemption: | <p>The Convertible Notes may be redeemed in whole or in part at the election of the note holder on the redemption date.</p> <p>The Convertible Notes do not convey any right to vote.</p> <p>Interest is calculated monthly (not compounding), on the outstanding Convertible Notes at 8.0% per annum, and is payable either on redemption, or is added to the value of the notes to be converted on conversion.</p> <p>All shares issued on conversion of the Convertible Notes will rank equally in all respects with all other Plexure Group Limited ordinary shares on issue.</p> |
| (k) Total number of Securities of the Class in existence after the issue, acquisition or redemption: | 1,600,000 |
| (l) In the case of an acquisition of shares by an Issuer which is a company registered under the Companies Act 1993, whether those shares are to be held as Treasury Stock: | N/A |
| (m) Dates of issue, acquisition or redemption: | 3 February 2017 |

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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, London, Tokyo and Sydney. Clients include McDonald's, 7-Eleven, Ikea, Compass Group, Heart of the City and Loyalty New Zealand