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27 February 2017

Plexure Group Limited (PLX) Market Update

On January 4th 2017 Plexure Group Limited (Plexure) provided the market with an Annualised Committed Monthly Revenue (ACMR) update. In that announcement and included in the ACMR figure was a contract for a company that Plexure was unable to name at that time due to final contractual terms not being agreed. Plexure can now confirm that the name of that company is Samsung Electronics Co., Ltd.

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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