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Expansion of engagement with McDonald's Japan

Plexure Group Limited (PLX) is pleased to announce the expansion of its relationship with McDonald's Japan. The expansion involves the delivery of new software and services which are expected to significantly enhance the value of the solution to McDonald's Japan and their customers. The contract has a value of over \$1m.

Every day over 12 million customers make use of the existing application when choosing to dine at any of McDonald's restaurants across Japan. McDonald's Japan is the largest McDonald's market outside of the US.

Other McDonald's markets around the world also served by Plexure, or planning to roll out the solution out in coming months, have also expressed interest in adding this functionality.

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