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Plexure forecast half year revenue up 52% while net loss decreases by 89%

As part of the Annual Meeting today Plexure Group Limited (PLX) will release guidance on its half year results for the 6 months ended 30 September 2017. Operating revenue for the 6 month period 30 September 2017 is forecast to be \$5.1m, compared to \$3.3m for the 6 months ended 30 September 2016, an increase of 52%. The net loss after tax is forecast to be a \$0.4m compared to \$3.7m for the same period last year, a decrease of 89%. Revenue has continued to grow through the first 5 months of the current financial year while costs have continued to reduce.

PLX has also given previous guidance that it will be cashflow positive by the end of the financial year. This will now occur from the month of September. In the first 5 months of the financial year the average burn rate was approximately \$0.17m per month including a number of one offs associated with restructuring.

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 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