PLEXURE

CEO Review FY17

6 September 2017

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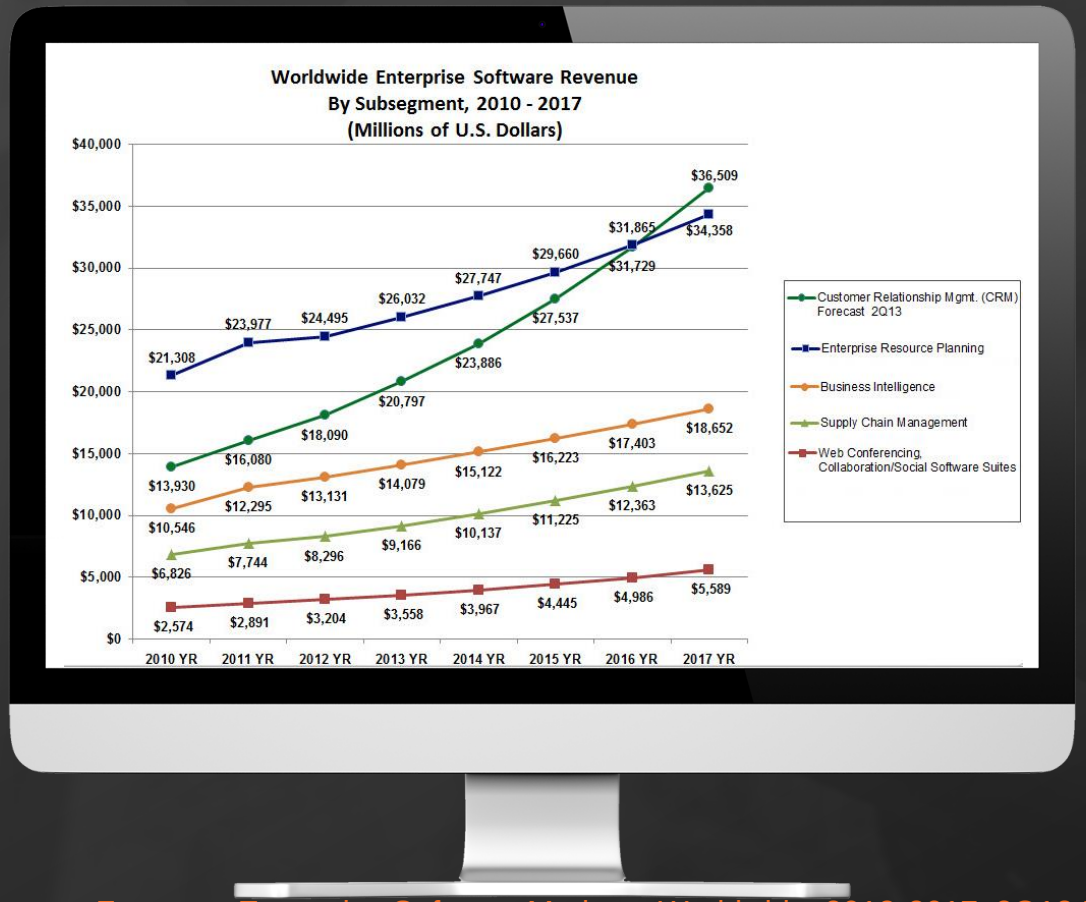
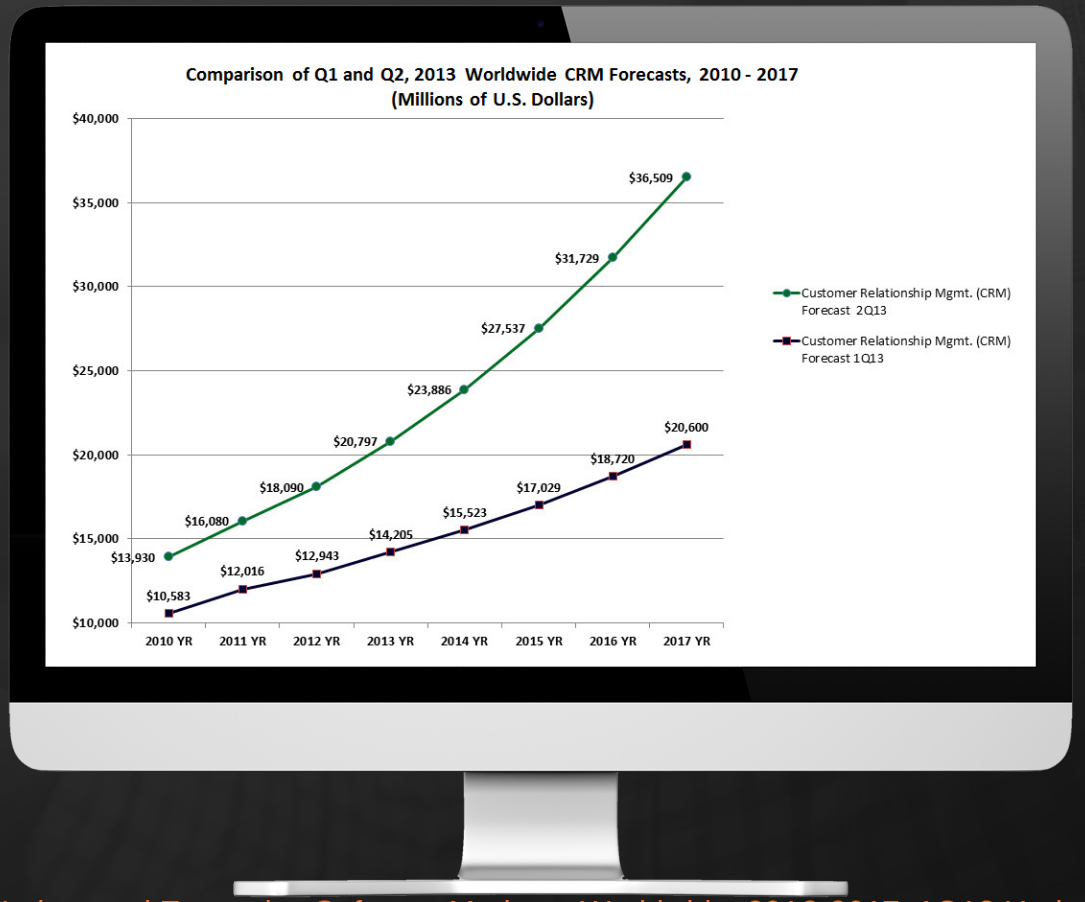
Market Opportunity

The CRM market is a massive market opportunity – now the largest enterprise software category according to Gartner $36bn. Forecast growth rate increasing rapidly – 50% CAGR quarter on quarter from Forrester.

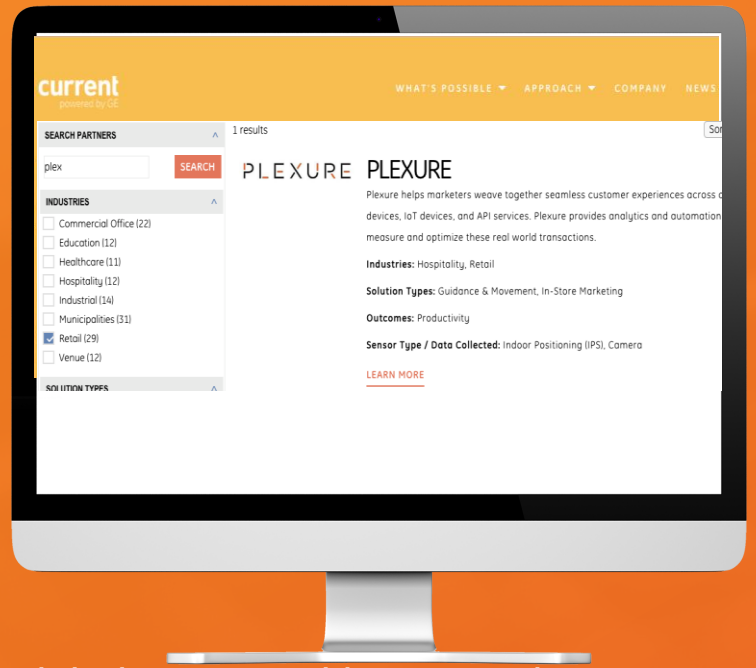




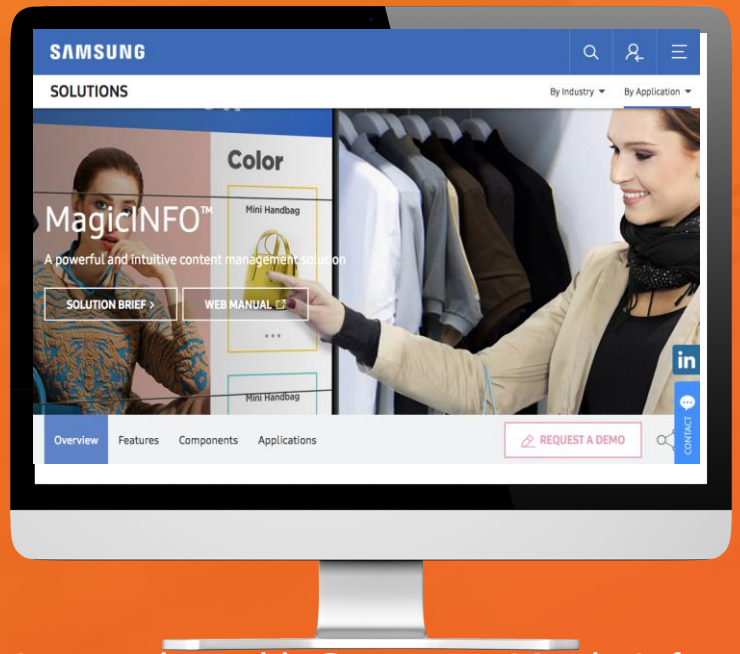
Gartner Forecast: Enterprise Software Markets, Worldwide, 2012-2017, 2Q13 Update and Enterprise Software Markets, Worldwide, 2012-2017, 1Q13 Update

2017 Operational Highlights

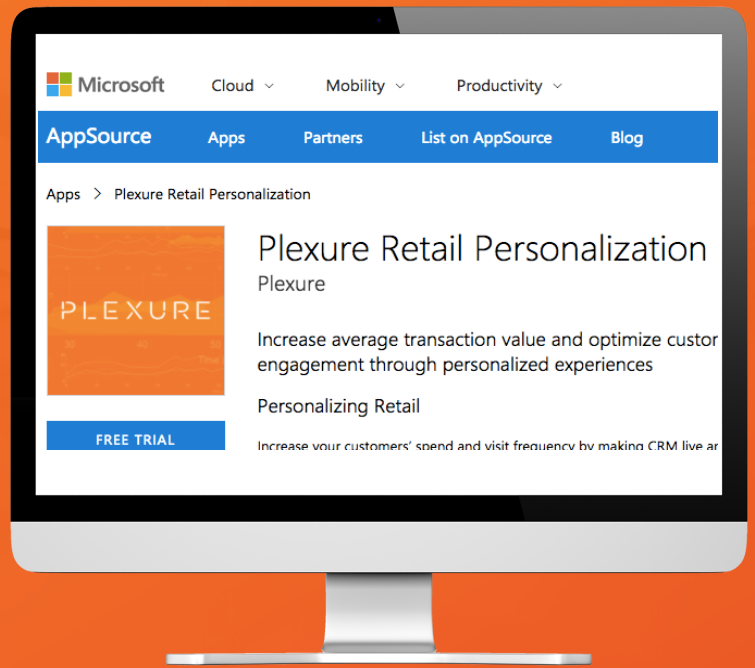
Rebranded from VMob to Plexure
Major new release of the platform
Plexure now live in 27 countries, 15 languages and 50m+ users



Global Partner with Current by GE for intelligent retail solutions



Integration with Samsung Magic Info CMS to deliver machine learning intelligent digital signage



One of first launch partners in Microsoft Appsource Marketplace

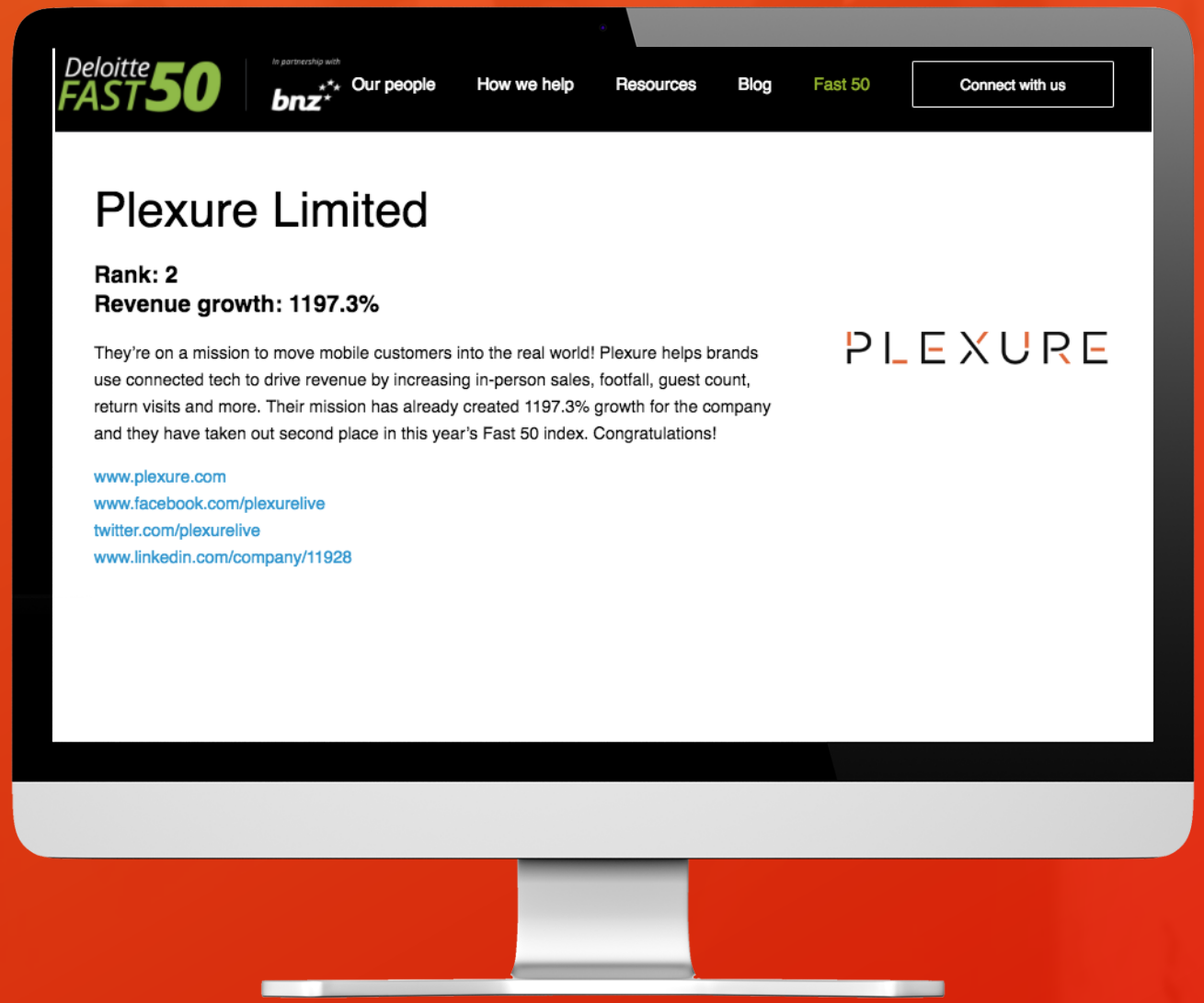
Plexure showcased by Satya Nadella, CEO Microsoft during his first ever visit to New Zealand, December 2016

2017 Awards

Deloitte's Fast 50
New Zealand
Plexure #2 / 50

Deloitte's 2016 Technology
Fast 500 Asia Ranking
Plexure #35 / 500

Tin100's Ten Hot Emerging
Companies
Ranked 8th



Next generation CRM

CRM software is sales-focused, while marketing automation software is marketing-focused.

Plexure CRM solution builds an extremely rich profile about everything that is happening with the consumers world and then measures the sales impact in store.

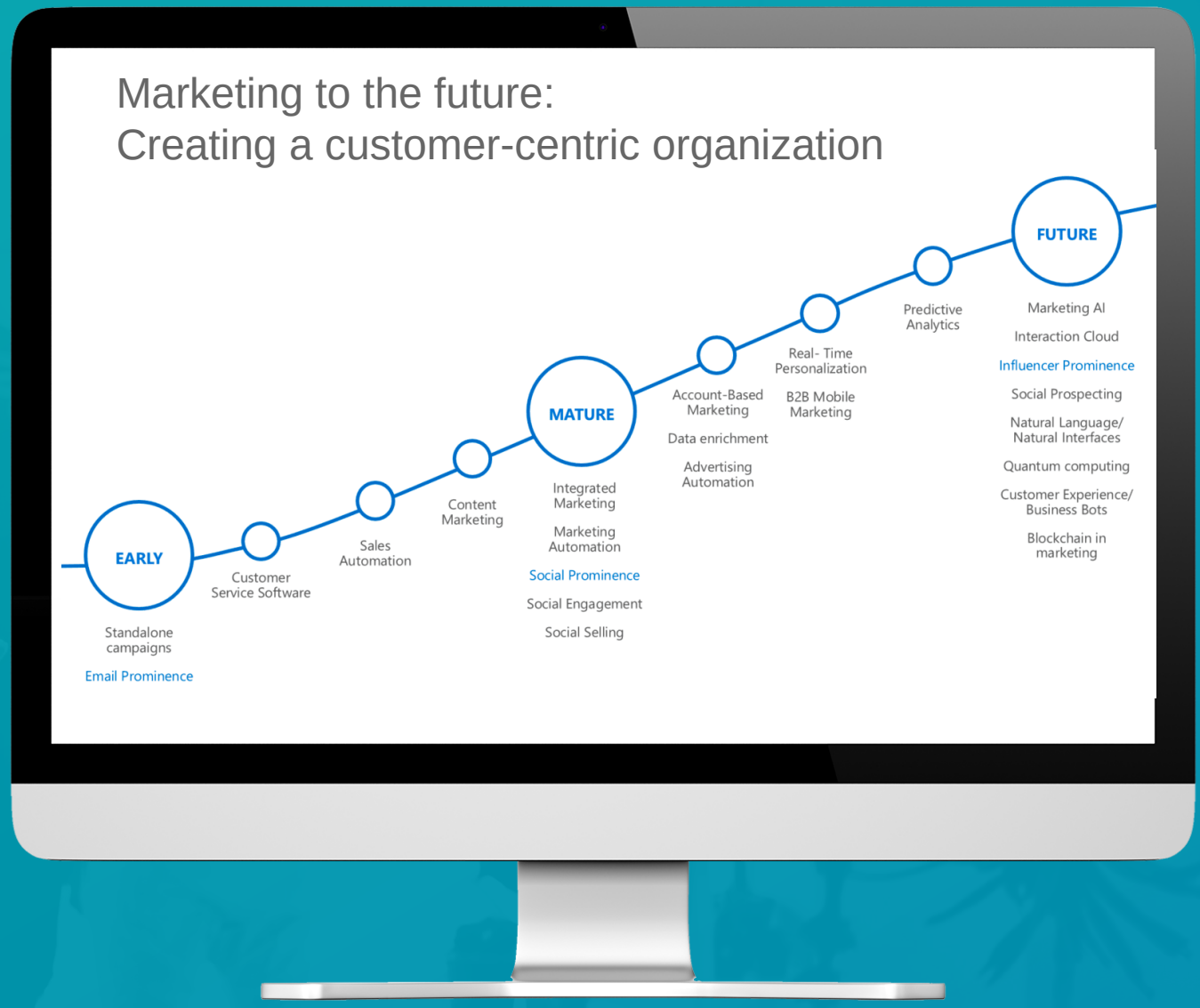
This allows brands to engage more effectively, driving engagements that are more valuable for the brand and the consumer

The future of marketing

The application of predictive analytics, machine learning and artificial intelligence are key areas of focus for Plexure.

Plexure has advanced machine learning integrated within its platform

This intelligence capability allows brands Plexure to provide superior results vs our competitors.



By Grad Conn, General Manager and CMO for Microsoft U.S. Central Marketing Organization

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Plexure 3.0

A major release allowing next generation capabilities and operational efficiencies

Location-based marketing

- WiFi Integration*
- LED IPS (Indoor Positioning System)
- Contextual Targeting
- Weather & 3rd party events

Customer engagement

- Intelligent Digital Signage*
- Order and Pay*
- Assisted Selling*
- SMS Marketing
- Email Marketing
- Single Sign On
- Loyalty Module

Next generation CRM

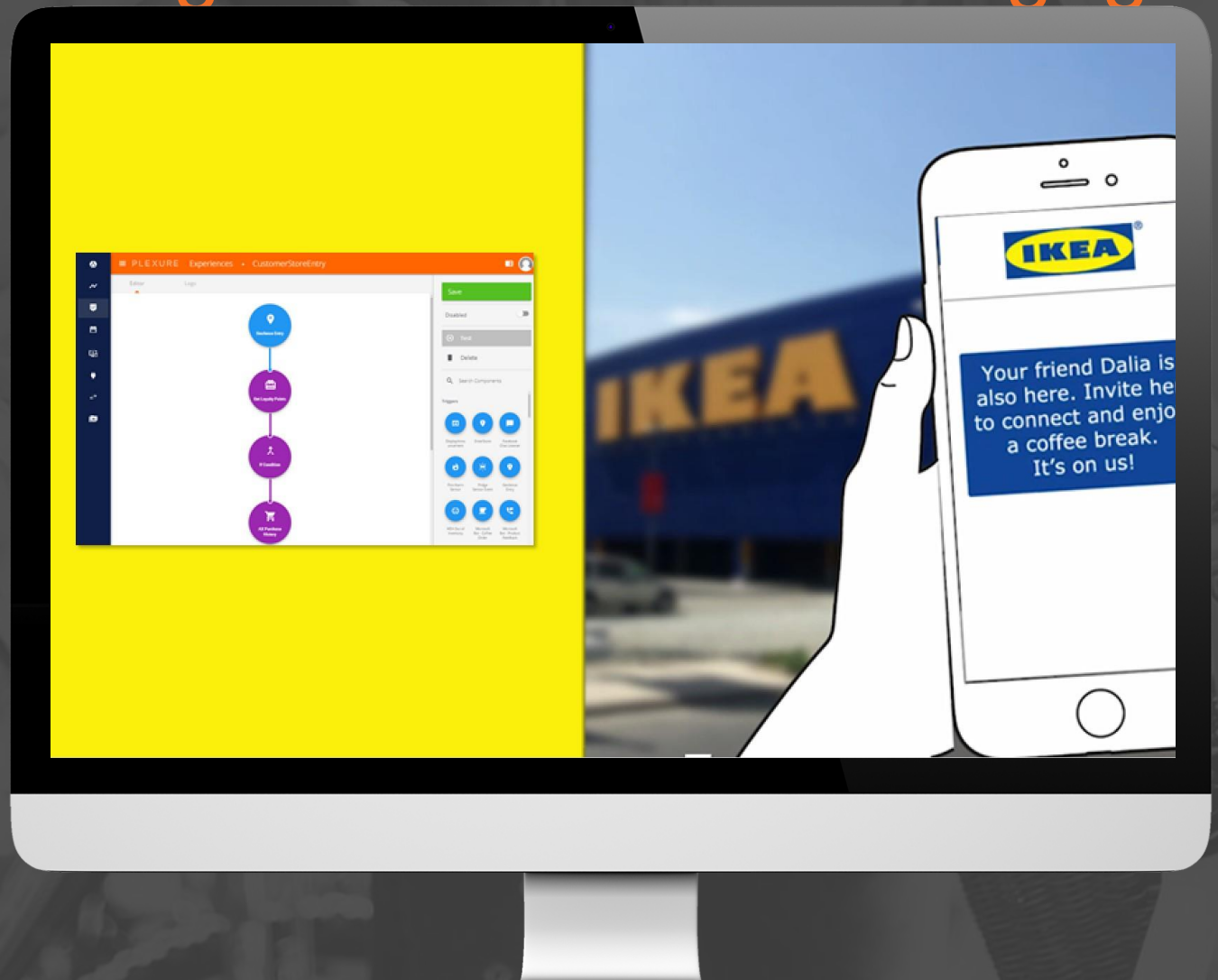
- IoT Workflow Management*
- Experience Designer*
- Custom Functions*
- Event Engine
- CRM Module
- Segmentation & Tagging Engine Offers Engine

Analytics & intelligence

- Machine learning*
- Data Management Platform*
- POS Ingestion
- Data Pipeline
- Analytics

* New platform features released in 2017

Plexure 3.0 being used by customers like IKEA to deliver next generation CRM & engagement



Plexure Professional Services

Plexure is providing a range of professional services to ensure customer success when using the platform. This ensures a stickier relationship with customers and higher revenue per customer.

- CRM Strategy
- Loyalty Strategy
- CRM Campaign Design
- Campaign Management
- Omni Channel Marketing
- Analytics
- Data Management Services
- Machine Learning Models

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Financial
Performance

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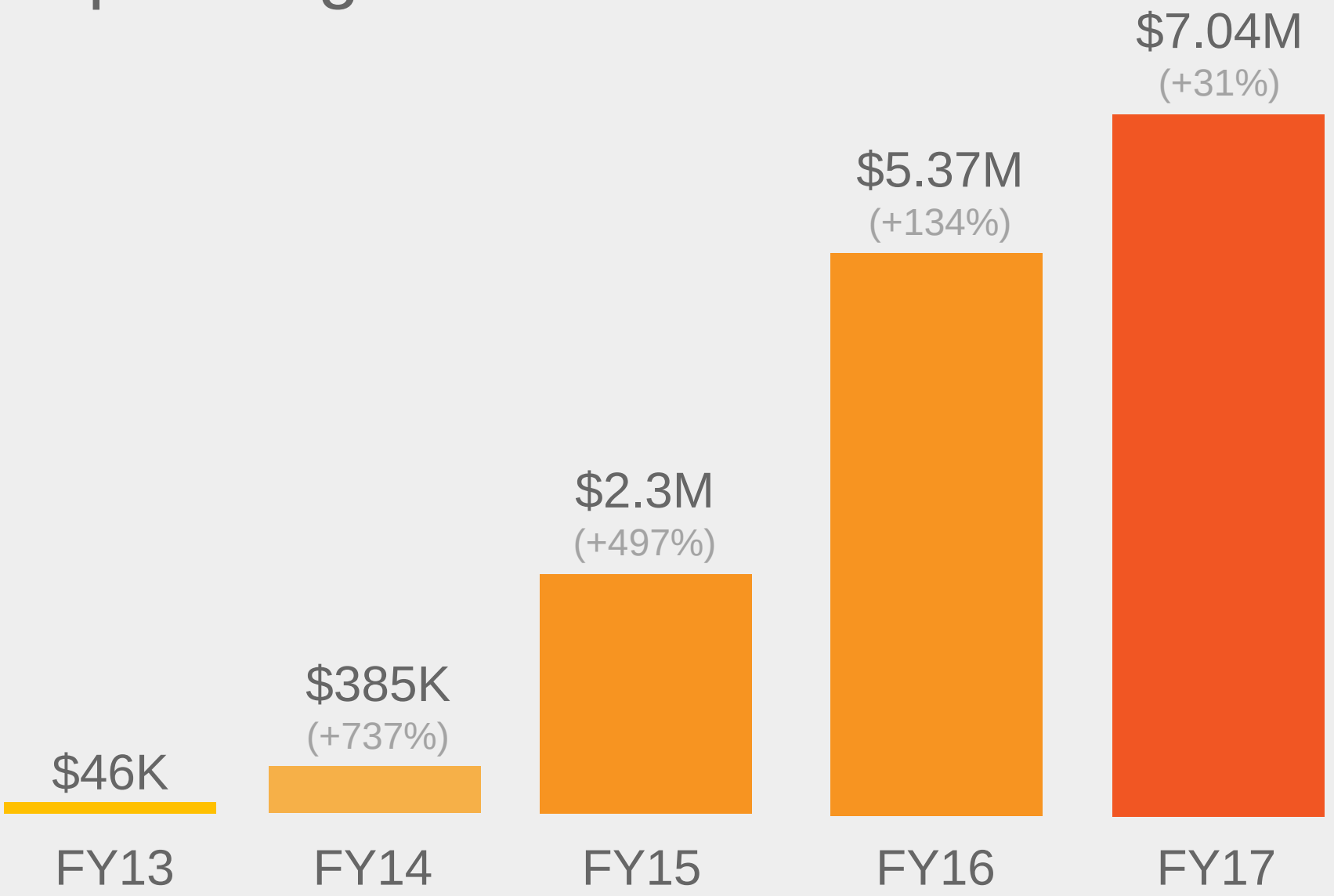
FY17 Operating Revenue



FY17 v FY16 Financial Performance

	2017 ($000s)	2016 ($000s)	Change	% Change
Total Revenue	7,281	6,642	639	10%
Operating Revenue	7,044	5,368	1,676	31%
Net loss after tax	(6,491)	(6,649)	158	2%
Staff	55	52	3	6%
Cash at bank	615	2,637	(2,022)	(77%)

Half Year Ending 30 September 2017 (Forecast)

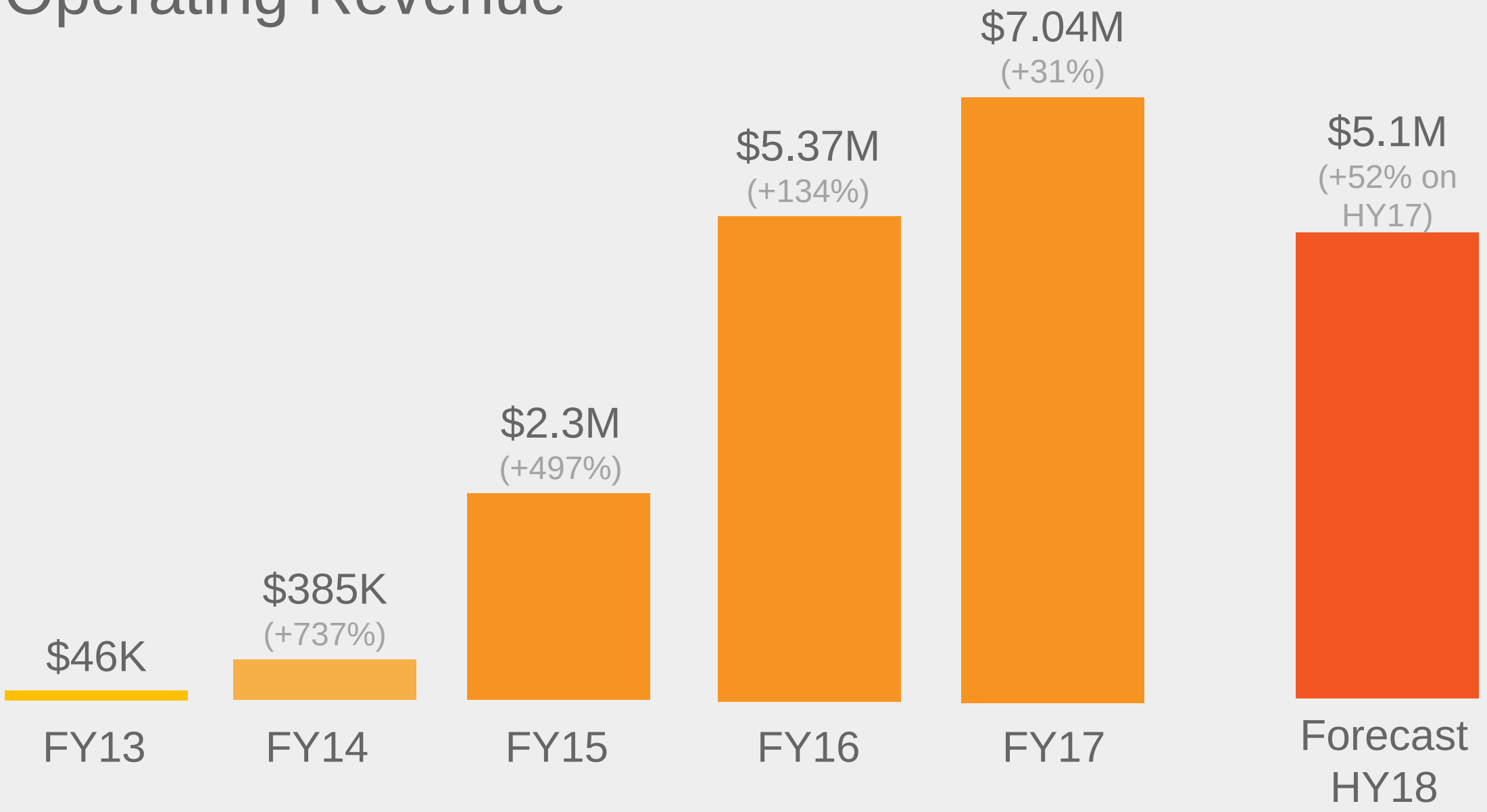
- Advised market of restructure in June 2017
- Average cash burn for first 5 months = $170k / month
- September 2017 will be the first month the company is cash flow positive
- Second quarter of positive EBITDA result
- Half year sales forecast up 52% to $5.1m
- Half year net losses forecast to be reduced by 89% to ($0.4m)
- Forecast cash at bank $2.0m as at 30/9/2017

HY17 v HY16 Financial Performance

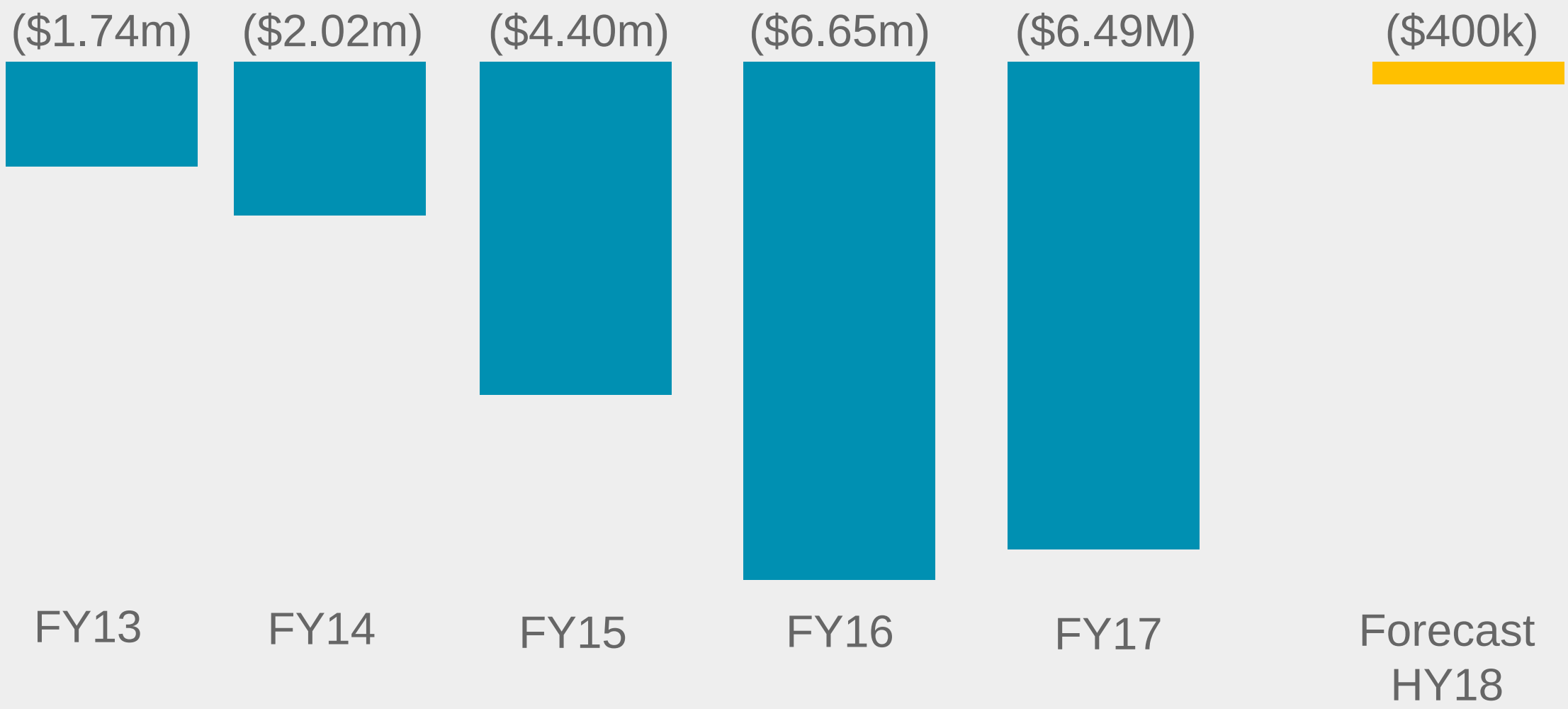
	6 months to 30 Sept 17 ($000s)	6 months to 30 Sept 16 ($000s)	Change	% Change
Total Revenue	5,300	3,601	1,699	47.2%
Operating Revenue	5,100	3,348	1,752	52.3%
Net loss after tax	(400)	(3,654)	3,253	(89.1%)
Staff	35	52	(17)	32.7%
Cash at bank	2,000	2,326	(326)	(14%)

* Forecast as at 6 September 2017

Operating Revenue



Net Loss after tax



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