



**Plexure Limited**

**Postal**

P.O. Box 90722  
Victoria Street West,  
Auckland 1010  
New Zealand

**Physical**

Level 3,  
104 Quay St,  
Auckland 1010,  
New Zealand

P + 64 9 358 1500  
[www.plexure.com](http://www.plexure.com)

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**Plexure announce the appointment of Duanne O'Brien as CTO**

Plexure Group Limited (NZX: PLX) is pleased to announce the appointment of Duanne O'Brien to the position of Chief Technology Officer (CTO). Duanne brings considerable experience to Plexure as an experienced technology leader with over 10 years leading the development of cloud computing and data platforms locally and overseas.

Craig Herbison, Plexure's Chief Executive Officer, said "I am excited to appoint such an experienced technology executive to the team. Duanne's experience in personalisation, big data and relevant timely experiences for customers means that he is the perfect fit for Plexure".

The role of CTO had been vacant since the restructure in June when former CTO David Inggs stepped into the role of head of professional services. David will be leaving the company at the end of the year to pursue other personal interests.

For more information please contact:

Andrew Dalziel, CFO Plexure

Mobile: +64 27 6777 575 Email: [andrew.dalziel@plexure.com](mailto:andrew.dalziel@plexure.com)

## **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