PLEXURE

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

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Plexure announce the appointment of Brian Russell as Director

Plexure Group Limited (Plexure) is delighted to announce the addition of Brian Russell as director on the Plexure Board. The current directors welcome Brian and appreciate the significant expertise and experience he brings to the business, particularly in artificial intelligence and machine learning.

Brian has 27 years of experience in global technology commercialisation, venture financing and innovation, with 16 years abroad in Europe and America. He was the founder and CEO of Zephyr Technology Corp (acquired by Covidien COV: NYSE in 2014), a global leader in wearable sensors. His experience includes venture capital, strategic financing and strategic relationships with organisations such as Under Armour, 3M, Motorola, NASA and US Defense Department.

His experience includes; business development at Medtronic, CEO/Founder at Zephyr, business development and chip designer at Analog Devices, analog telecommunications designer for Nokia, Cambridge, UK, consumer electronics product designer at Fisher and Paykel, NZ.

Brian graduated from University of Auckland with a Bachelor of Electrical and Electronic Engineering. He holds patents in optics, silicon chips, wearable sensors and wireless solutions.

The Board has determined that Brian is an independent director.

For more information please contact:
Andrew Dalziel, CFO Plexure
Mobile: +64 27 6777 575   Email: 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