



**Plexure Limited**

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**Plexure Group Limited (Plexure) announce the appointment of Craig Herbison as a Director**

Plexure Group Limited (Plexure) is pleased to announce the appointment of CEO Craig Herbison to the Board of Directors. Craig has been appointed on a casual vacancy basis and will be standing for election at the companies upcoming Annual Meeting on the 8<sup>th</sup> August 2018. This continues the previous practise of having the CEO as a Director on the Board. For the purposes of NZX Main Board Listing Rule 3.2.2, the Board has determined that Craig is not an independent Director.

Craig was appointed to Plexure as CEO in September 2017. Craig is an internationally experienced leader with over 20 years of digital and brand marketing, business transformation, sales and corporate leadership experience. Originally qualifying as a barrister and solicitor in 1990, he then moved into the advertising industry. With the emergence of digital marketing in the late 1990's, Craig worked in Web development and in digital agencies in New Zealand and the UK.

In the UK, he led the digital marketing launch of the world's first 3G mobile operator '3' and ran the digital and CRM Vodafone relationship globally for WPP. He returned to Australasia in 2006 and worked in corporate marketing roles for Vodafone regionally, Sensis and led the brand transformation of Telecom NZ to 'Spark' a few year ago.

In 2011, he joined the BNZ executive team as its first ever CMO and assumed an expanded role in 2014 running BNZ's retail, small business and insurance businesses. During his tenure, he took BNZ back into mortgage brokers after an absence of twelve years, which produced \$1.1Bn of new lending in the first year. Craig was responsible for 2,500 staff and 174 retail stores at BNZ. Craig was also previously a director of Loyalty New Zealand, the operator of Fly Buys in New Zealand.

For more information please contact:

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**About Plexure**

Plexure is a mobile engagement software company. Global brands use the Company's products to engage consumers on mobile devices and drive them to store with personalised offers, mobile order and pay and loyalty.

Plexure's software integrates with operational systems to remove friction and create a seamless purchase experience for consumers.

Brands that use Plexure see an increase in customer numbers and visit frequency, higher average transaction values, larger share of wallet and improved customer satisfaction scores.