



Appendix 1 release

30 October 2018

Plexure Group Limited

New Zealand Company Number: 244518

This Appendix 1 is issued to accompany Plexure Group Limited's unaudited financial results for the six months ended 30 September 2018, as contained in Plexure Group Limited's Interim Report released to the NZX today.

Results for announcement to the market

Plexure Group Limited	
Results for announcement to the market	
Reporting Period	6 months to 30 September 2018
Previous Reporting Period	6 months to 30 September 2017

	Amount (000s)	Percentage change
Revenue from ordinary activities	\$8,075	56%
Profit (loss) from ordinary activities after tax attributable to security holder	\$1,088	658%
Net profit (loss) attributable to security holders	\$1,104	528%

Interim/Final Dividend	Amount per security	Imputed amount per security
	It is not proposed to pay a dividends	Not Applicable

Record Date	Not Applicable
Dividend Payment Date	Not Applicable

Comments:	For commentary on the results, please refer to the Chairman's Statement in the Interim Report for the six months ended 30 September 2018 and the Interim Report generally.
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Net tangible assets per share was \$0.02 per share at 30 September 2018 (30 September 2017: (\$0.002) per share), an increase of 839%.

Commentary on results

For commentary on the results, please refer to the Chairman's Statement in the Interim Report for the six months ended 30 September 2018 and the Interim Report generally.

Financial information

This Appendix 1 should be read in conjunction with the unaudited Financial Statements contained in the Interim Report for the six months ended 30 September 2018, and in conjunction with the Interim Report generally.

The results have been prepared in accordance with the accounting policies set out in the Interim Report for the six months ended 30 September 2018.

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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.

Plexure makes the sales process for physical retailers seamless, engaging and profitable by identifying where customers are, what they want and then facilitating their purchases.

The Company's technology platform and product offering covers five key capabilities:

- Mobile order and pay
- Next generation loyalty programmes
- Personalised offers
- Analytics
- Seamless operations integration

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.

The Company now has 86 million end users on its platform in over 40 countries.

Plexure has offices in Auckland, Chicago, Atlanta, Tokyo and Copenhagen. Clients include McDonald's, 7-Eleven, Ikea, and Loyalty New Zealand.