

# Forsyth Barr Presentation

14 March 2019

PLEXURE





# About Plexure

Our intelligent platform uses highly personalized mobile incentives to drive customers in store to purchase.

We now have over 100 million users across 47 countries.

Offices in Chicago, Atlanta, Tokyo, Copenhagen, Auckland. 80 staff, 40+ developers. Founded in 2010, listed on the NZ stock exchange (NZX:PLX)



# The Executive Team



**CEO**

Craig Herbison

Craig is an internationally experienced leader with over 20 years of digital and brand marketing, business transformation, sales and corporate leadership experience. Craig has held Global and local marketing and leadership positions in the UK, Australia and NZ and is a qualified lawyer.



**CTO**

Duanne O'Brien

Duanne is an experienced technology leader specialising in cloud computing and data platforms for enabling personalised and relevant customer experiences. Duanne has an extensive background in software engineering leadership in NZ, Australia, North America and the UK.



**CFO**

Andrew Dalziel

Andrew has worked in a range of CFO and senior financial roles with strong experience in publicly traded businesses. More recently Andrew has specialised in working with technology startups.



**COO**

Caroline Knowles

Caroline is an internationally experienced business leader, having worked across a broad range of marketing, strategy, sales, operational and business development roles. She has worked with a number of big brands in France, UK and NZ including L'Oréal, British Airways, American Express and Vodafone.



**CCO**

Richard Fraser

Richard brings over 20 years international commercial experience from the telco, content, digital media and consumer technology sectors across UK, Europe, US, South America, Middle East, Africa and Asia.

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# Our global footprint – 105m users across 47 countries





# We work with brands that have an ambition to win through **world class mobile engagement**



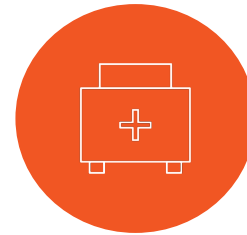
Fuel and  
convenience



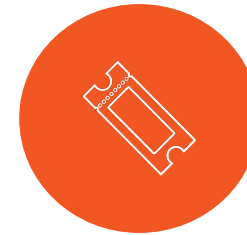
Retail



Hotels



Health



Entertainment

## Scale

- Global Brand in many markets
- Require consistent CX
- Large amount of customer data

## Ambition

- Mobile first
- Customer and innovation focus

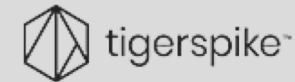
## Capability

- Existing app
- Opportunity for digital offers
- Multiple products / X sell
- Key integration points (POS, Payment)

## Growth objectives

- Looking for a partner to help make it happen

# Who we work with



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# Plexure's intelligent platform has four key modules



## Personalization

Putting data at the heart of engagement



## Loyalty

Customized end to end next gen loyalty



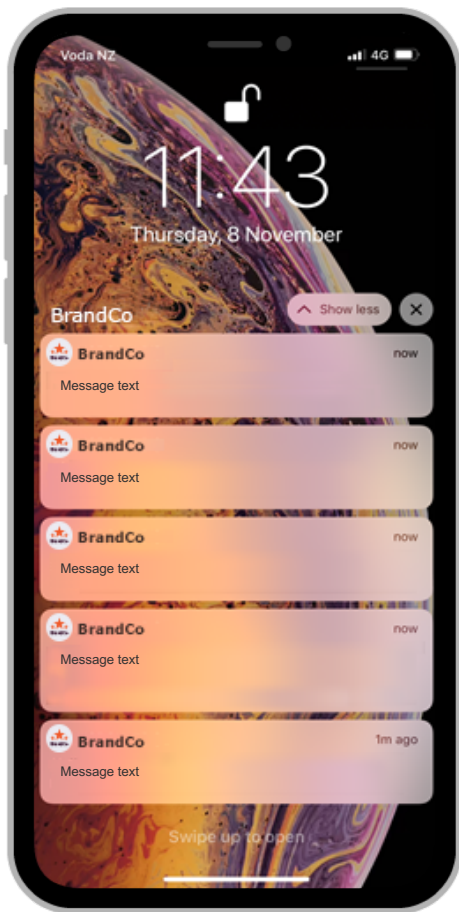
## Analytics & insights

Understanding customer behavior to drive results



## Mobile Order & Pay

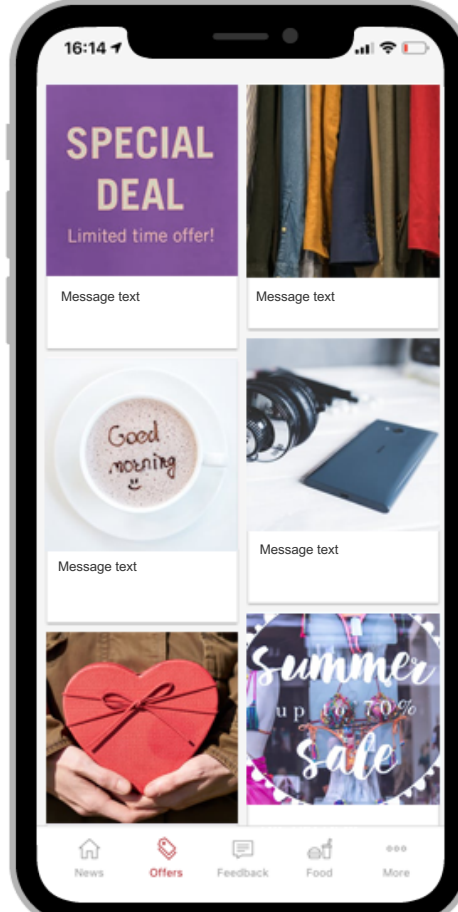
Frictionless shopping experience



Notification



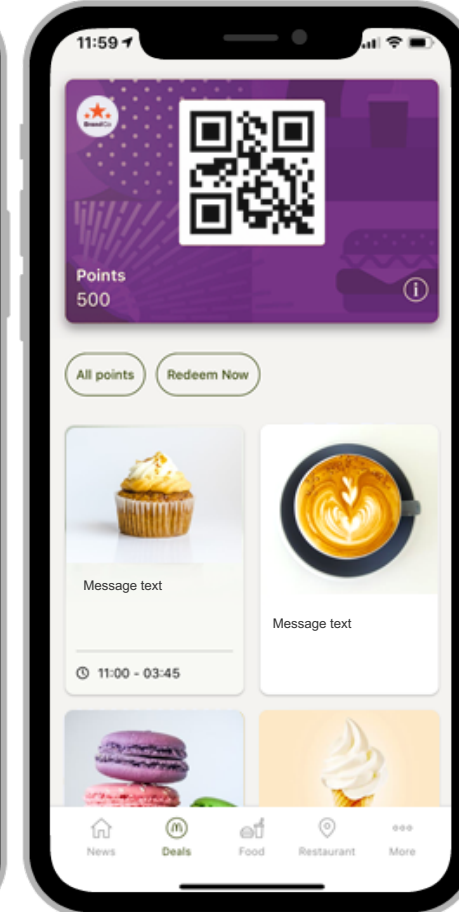
Promotions



Coupons



Stamp Cards



Loyalty Card

Activation

Growth

Retention

PLEXURE



# Why is Plexure different from its competitors?

## Global scale

Millions of customers  
Thousands of stores  
Local and national  
One platform

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## Complete Solution

Personalization  
Loyalty  
Order and Pay  
Analytics & rich data

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## Speed to market

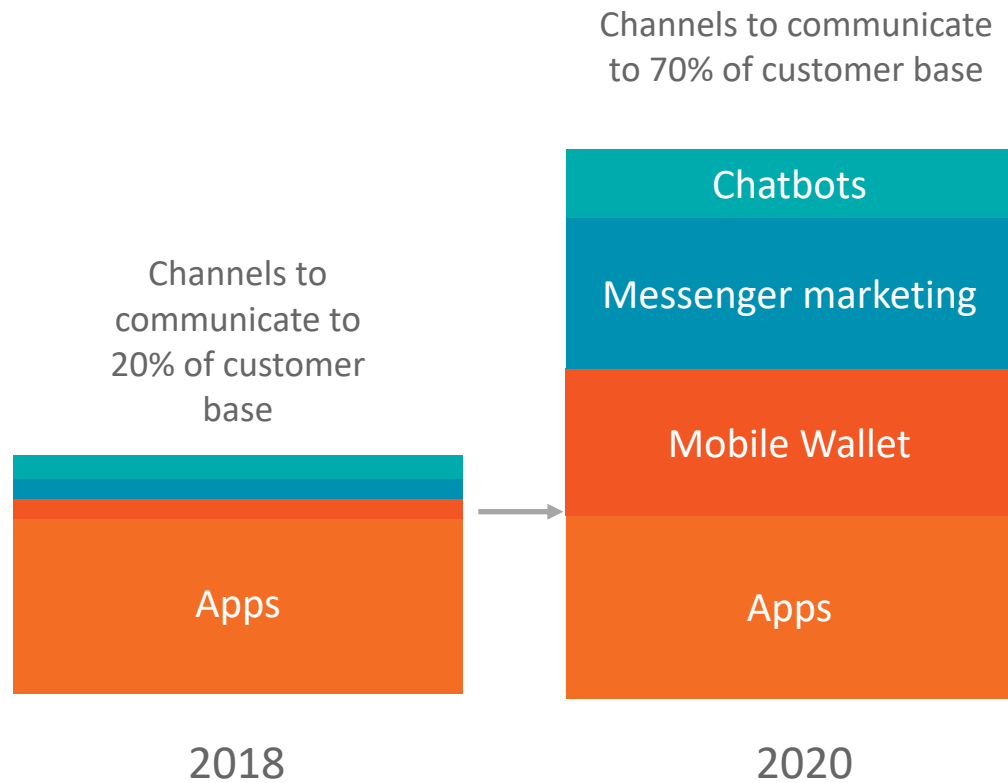
New markets online in days  
Easy of implementation  
Lightweight SDK  
Cloud-based platform  
APIs for easy integration  
Modular design

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## Data-driven

Targeting and segmentation  
Actionable insights  
Customizable  
Real-time messaging  
One-to-one messaging

# Globally, customers are engaging with brands in new ways





# AI is transforming customer engagement

## AI mobile engagement use cases

Offer recommendations

Customer targeting

Right message, right time

- Campaign and creative optimization
- A/B testing

Analytics

- Predictive analytics
- Automated segment creation



# Plexure's 12 month plan

## People

- Building a solid global sales pipeline focused on enterprise scale customers
- Expanding technology talent by 30% to meet our customer needs

## Product and customer

- Developing product roadmap with a focus on AI and other future technologies
- Building a consulting and analytics capability to deepen our customer value

## Platform

- Reinvesting in the platform for growth from existing customers and new customers
- Investing in security and partnering for growth



# Why invest?

## Rapid global growth

- Over 100 million users and growing 50% per year
- 40% YOY revenue growth
- Working with global brands across many markets

## Differentiated product and proposition

- AI and product innovation focus
- Platform investment to keep pace with growth

## Capital, people and ambition to win

- Growing tech talent
- Cash flow and resources

Questions?





A woman with long dark hair, wearing a light blue shirt and a patterned scarf, is smiling and pointing at a blue smartphone held by another person. In the foreground, there is a glass of orange juice. The background is slightly blurred, showing an indoor setting with large windows.

Craig Herbison - CEO

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