



22 July 2019

NOTICE OF ISSUE OF SHARES UNDER EMPLOYEE SHARE OPTION PLAN

For the purposes of Listing Rules 3.13.1 and 3.15.2 of the NZX Listing Rules, Plexure Group Limited (PLX) advises that it has issued new shares under its Employee Share Option Plan:

Class of Security:	Ordinary Shares in Plexure Group Limited (Ordinary Shares)
ISIN Number:	NZSMRE0001S6.
Number issued:	40,000 Ordinary Shares
Issue Price:	Ordinary Shares were issued upon exercise of options, the exercise price for the options was \$0.0325 per option.
Payment:	\$13,000
Amount paid up:	In full
Percentage of total Class of Securities issued:	0.029% (of the total number of Ordinary Shares in PLX on issue post completion of the issue).
Reason for the issue:	Issue of ordinary shares upon exercise of options and share rights pursuant to PLX Employee Share Option Plan.
Authority of issue:	Resolution of Directors dated 28 th October 2014
Terms of issue:	Terms of PLX Employee Share Option Plan. The issued shares rank equally with the other fully paid ordinary shares on issue.

Plexure Group Limited

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1 Nelson Street
Auckland, 1010

P.O. Box 90722
Victoria Street West
Auckland 1010



Total number of securities

of the Class in existence

after the issue: 139,465,327

Date of issue: 22 July 2019

Details of interest or Nil

dividend conditions

attaching to securities

converted and allotted

on conversion:

Number of securities of 8,733,352

same class still to be

converted:

PLEXURE GROUP LIMITED

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.

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 experience 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 over 128 million end users on its platform in over 54 countries.

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