



Plexure included in MSCI Micro Cap Index

Plexure Group Limited has been included in the MSCI Micro Cap Index with an effective date of the 26th November 2019.

The MSCI World Micro Cap Index captures micro cap representation across 23 Developed Markets countries. With 5,753 constituents, the index covers approximately 1% of the free float-adjusted market capitalization in each country.

ENDS

For more information, please contact:

Andrew Dalziel, CFO Plexure
Mobile: +64 27 6777 575
Email: andrew.dalziel@plexure.com

About Plexure

Plexure is a mobile marketing technology company. Its intelligent technology platform powers brands' mobile marketing activities, helping them to create world-class customer engagement. The platform incorporates Artificial Intelligence (AI) and Machine Learning (ML) features that augment its personalisation, advanced analytics and platform security capabilities.

Product and services currently include:

- Next generation loyalty programmes
- Personalised offers
- Analytics and insights
- Mobile order and pay
- App design and development
- Customer data management
- Marketing strategy and CRM consulting
- System integration consulting

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.

Plexure now has 146 million end users on its platform in over 58 countries, with offices in Auckland, Chicago, Atlanta, London, Tokyo and Copenhagen. Clients include McDonald's, 7-Eleven, Ikea, White Castle and Loyalty New Zealand.