



19 March 2020

**PLEXURE GROUP LIMITED (PLX) COVID-19 MARKET UPDATE**

Plexure Group Limited (NZX:PLX) wishes to update the market that there will be no impact on the Company's financial performance for the year ended 31 March 2020 resultant on the COVID-19 pandemic. Plexure re-affirms its revenue guidance within the range of \$24.5M to \$25.0M for the year ended 31 March 2020 (which was provided to the market on 9 February 2020). Plexure will also record a profit for FY20 and end the year with a minimum of \$14.0M in the bank, subject to customers following normal payment patterns.

Plexure's Chair, Phil Norman, notes that the Company is well positioned to weather current financial conditions. "We have a strong balance sheet and options around our cost structure and how much we choose to invest in our platform. In the last two financial years, revenues have grown at 40% plus and the Company will continue to pursue a growth strategy so long as market conditions permit".

The Company is planning to release its FY20 Results to the market on the 19 May 2020, however this is subject to any people related impacts associated with COVID-19.

ENDS.

PLEXURE GROUP LIMITED

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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.

Plexure now has 171 million end users on its platform in over 60 countries, with offices in Auckland, Chicago, Atlanta, London, Tokyo and Copenhagen. Clients include McDonald's, 7-Eleven, Ikea, White Castle and Loyalty New Zealand.