



4 September 2020

### **Correction to NBR Article – proposed IPO issue price**

Plexure Group Limited (NZX: PLX) announces a correction to an article called “Plexure aims for \$54m from IPO” released by The National Business Review Online (NBR) on 3 September 2020 (the Article). Shareholders voted on a resolution at Plexure’s annual meeting yesterday to give the Board authority to issue shares with an aggregate issue price of \$A50m for the purpose of a proposed initial public offering (IPO) at an issue price to be determined. The Article states that the “issue price at the IPO would be no greater than 20% below the market price”. That statement in the Article is the opposite of the position. Rather, the issue price at the IPO cannot be less than 20% below the market price. The purpose of the resolution was, as described in the Explanatory Statement to the Notice of Meeting, to provide a level of certainty for shareholders regarding potential dilution, so the reference point for setting the IPO issue price would be the market price and in no circumstances would the issue price be lower than 20% below the market price.

Plexure understands that NBR will correct the statement in the Article.

The full wording of the resolution was: “That the Board may, for the purpose of the potential IPO, in accordance with Listing Rule 4.2.1(a), issue fully paid ordinary shares with an aggregate issue price of no more than A\$50 million at a price per ordinary share set with reference to the Average Market Price (as defined in the Listing Rules), and being a price no lower than 20 percent below such Average Market Price, at the end of the last trading day prior to the date on which the offer price for the IPO is to be set.”

### **ENDS**

#### **For more information please contact:**

##### **Investors:**

Ronn Bechler, Market Eye  
P: +61 400 009 774  
E: [ronn.bechler@marketeye.com.au](mailto:ronn.bechler@marketeye.com.au)

##### **Media:**

Tristan Everett, Market Eye  
P: +61 403 789 096  
E: [tristan.everett@marketeye.com.au](mailto:tristan.everett@marketeye.com.au)

---

Plexure Group Limited

Level 2,  
1 Nelson Street  
Auckland, 1010

P.O. Box 90722  
Victoria Street West  
Auckland 1010



## 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:

- Personalised offers
- Next generation loyalty programmes
- Mobile order and pay
- 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 200 million end users on its platform in 59 countries.

Plexure has offices in Auckland, Chicago, Atlanta, New York, Tokyo, London and Copenhagen. Clients include McDonald's, White Castle, Super Indo and Loyalty New Zealand.