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Plexure named in 2020 Gartner Magic Quadrant for Mobile Marketing Platforms

Plexure Group (NZX:PLX), a specialist mobile engagement platform provider has been named in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, positioned as the highest for 'Ability to Execute' and furthest for 'Completeness of Vision' in the Niche Player quadrant. The 2020 Gartner Magic Quadrant for Mobile Marketing Platforms includes 13 leading global platforms in widespread use today.

Plexure joins an elite group of New Zealand companies to be named in Gartner Magic Quadrants, affirming its position as a market leader in its field.

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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:

- 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.

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The Company now has over 210 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.