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Market Update – Plexure

New Zealand listed technology company Plexure (PLX) has today issued updated market guidance for the third quarter.

“As indicated in the previous market update in April, the company has a strong pipeline of new contracts that we anticipate will contribute significantly to our ACMR (Annualised Committed Monthly Revenue). It is in the nature of these highly complex enterprise-scale transactions that revenue growth is typically “lumpy” and the timing of individual transactions closing is difficult to forecast. We currently anticipate that the projected \$10m of ACMR is more likely to be achieved by the end of the fourth calendar quarter, rather than the end of September 2016 as advised in the market update of 13 April 2016 ,” said Plexure Chairman Phil Norman.

Plexure CEO Scott Bradley said that the major international customers served by Plexure had responded positively to the recent re-positioning focussing on optimization of retail transactions, and this had contributed to a better understanding of the pivotal role that Plexure plays in collating and intelligently analyzing data from a vast array of sources to connect customers with high profile global brands.

“We have a very strong and growing pipeline of sales and will be announcing material sales as they are concluded, building towards our projected ACMR of \$10m by the end of the year,” Mr Bradley said.

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About Plexure

Plexure uses digital insight to optimize transactions in the real world for business with physical locations.

By personalizing, influencing and enhancing these transactions revenue and margin return is significant. Plexure is unique, because it can gather live data feeds from a vast array of sources.

These sources include IoT devices such as beacons, sensors, RFID, Wi-Fi, Mobile App, POS data, weather, public events or traffic. Plexure observes, analyzes, predicts, influences individual customer behavior and then measures the results.

The Plexure SaaS platform can harness machine learning, proximity marketing, real time decisioning, facial and voice recognition to connect customers with brands. These services are delivered using Microsoft's cloud platform, Azure, through a global network of Microsoft data centres. Plexure has offices in San Francisco, Auckland, Chicago, New York, London, Tokyo and Sydney. Clients include McDonald's, 7-Eleven, Ikea, Anheuser Busch, Compass Group, Mars Drinks, Heart of the City and Loyalty New Zealand