



Plexure Limited

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Expansion of Compass Group contract

Plexure Group Ltd (PLX) is pleased to announce the expansion of their relationship with the Compass Group of North America. Plexure will roll out to an additional 19 locations in the Northwest Region to provide caloric visibility, Operational Metrics and customer engagement tools across those locations for customers as well as business operators. The contracted SaaS fee is approximately NZ\$330,000 of Annualised Committed Monthly Revenue.

The Compass Group is the global leading foodservice and support services company that operates award-winning restaurants, corporate cafes, schools, arenas, museums, remote sites state-of-the-art vending and office coffee solutions. Compass operates in over 50 Countries with leading market positions in the US, UK, and Europe.

For more information please contact:

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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