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Market Update – Future Capital Raising

As noted at the Annual Shareholder meeting on the 29 September 2016, PLX advised that it would need to undertake further capital raising activity in the second half of 2016 to continue with its growth plans. PLX is now progressing that matter, and advises that in formulating an approach to this capital raising PLX is considering the option of a Share Purchase Plan, and engaging with strategic NZ and US based investors to assist with further development of PLX's US business.

PLX has appointed a US based external advisor, who will undertake a process to identify and evaluate appropriate potential US investors, and will assist PLX to consider its strategic options and the potential transactions that may be available to it.

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