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Market Update –McDonald’s Canada rollout of over 1,400 outlets

Plexure Group Ltd (PLX) is pleased to announce that, following a successful pilot with 50 stores in the first half of 2016, McDonald’s have contracted to roll out Plexure’s platform nation-wide to all 1,443 of McDonald’s outlets across Canada from 1 September 2016, under the terms and conditions of the company’s global SaaS agreement with McDonald’s. This follows previous successful Plexure deployments for McDonald’s in Japan, Sweden, USA, Netherlands, Estonia, Latvia and Lithuania. The contracted SaaS fee is approximately NZ\$500,000 of Annualised Committed Monthly Revenue. Further international rollouts under the McDonald’s global agreement will be announced as they commence.

The Plexure platform is currently being used by McDonald’s and other top tier international brands to personalize content, improve customer experience and drive increased revenue.

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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, 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.