

VMob is to become

PLEXURE*

Dear Investor

Your investment in VMob is your window on one of the most dynamic and changing environments in the world. Shaping customer behaviour at the individual level is now a reality through the convergence of a range of technologies, devices and channels that provide a complex web of opportunities for businesses to reach customers in ways that were inconceivable just a couple of years ago.

This is the space where VMob plays – at the cutting edge of technology developments which allow us to bring together a wealth of information about consumers to enable our clients to engage at an individual and personal level to meet their customers needs.

This world has quickly moved beyond engagement solely through mobile technology.

Our customers want to exploit the world of connected devices and connected consumers. A world, where right now, we are working with big clients. The breadth of engagements that are driving our new revenue includes Internet of Things (IOT) devices, in-bar screens, RFID tags, beacons, WiFi, even voice and facial recognition and much more.

To succeed in this world we must be fluid, adapt to market dynamics and the speed of change that is occurring.

As a result of our focus in the US market, we now know that, whilst the mobile is still central to the way consumers engage digitally and will always be a key tool, our brand partners are seeking a wider offer.

Customers have told us that VMob as the brand name for the future of our business is too limiting as it immediately implies we only operate as a mobile play.

We don't and we can't.

The US market is ahead of New Zealand and our brand must position us at the forefront of where the lead markets play. Our future is a brand and a proposition which reflects the commercial opportunity in the US market and enables us to maintain leadership of the thinking around individual customer engagement.

The value proposition we bring to our customers is simple.

PLEXURE

WHAT WE DO HOW WE DO IT PEOPLE CONTACT

Optimize for the real-world.

Plexure uses digital insights to optimize real-world transactions

SEE HOW

Physical world transactions we optimize and measure:

- PURCHASE**
By analyzing in real-time purchase transactions, weather data and current location we're able to tailor messaging to individual customers which generated a 47% increase in average transaction value.
- CUSTOMER EXPERIENCE**
We combined POS data, machine learning and weather data with one of the world's largest mobile loyalty programs and increased their number of weekly customers by 10.6%.
- LOYALTY**
By combining beacons, push messaging and customer purchase data, we generated a 50% uplift in in-store engagement and an 8% uplift in impulse purchases.

The new plexure.com

We use digital insights to optimize transactions in the real world for business with physical locations. In doing so, we have articulated what we do – optimize transactions, where we do it – in the real world and for whom we do it – business with physical locations.

To reinforce the sheer breadth of offer we looked for a brand name that could carry this promise with longevity and meaning.

The name we have settled on is Plexure, from the Latin plexus, which means the 'art of weaving together'. This is precisely what we deliver to our customers who rely on us to keep them at the leading edge of consumer engagement.

Plexure. Optimizing transactions in the real world.

For real-world examples of how we're working with brands to influence behavior and optimize transactions, check out our new Plexure showcase videos.



Optimizing transactions in the real world

Plexure significantly increases revenue and margin return by personalizing, influencing and enhancing real-world transactions.



Optimizing purchase transactions

Targeting customers based on spending habits and digital behavior drove mobile transactions to 73% higher than non-mobile transactions for a major c-store chain.



Optimizing customer journey transactions

Customers viewing retargeted content delivered via Plexure had a 25% higher average check than customers who didn't receive retargeted content for the campaign.



Optimizing loyalty transactions

Recommending premium meal options to people that usually purchased everyday value items increased average check for loyal customers by 38%.

*** It is anticipated that the name change from VMob Group Limited to Plexure Group Limited will take effect around the 22nd of July, but this will be confirmed by NZX once the necessary approvals have been given. Once approved, VMob's NZX ticker code will be PLX. The name of VMob's wholly owned subsidiary VMob Limited will also be changed to Plexure Limited.**