



Plexure Group Limited

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PELXURE APPOINTS ANDREW DALZIEL AS CHIEF FINANCIAL OFFICER (CFO)

Plexure Group Limited (Plexure) is pleased to announce the appointment of Andrew Dalziel to the role of Chief Financial Officer. Andrew will commence his role from September 12th and work with Stephen Davies, the existing CFO, to ensure a smooth transition.

Andrew spent his early career with PWC working in both the Business Advisory and Tax teams. From there Andrew has worked for some of New Zealand's largest brands with roles that include, Head of International Finance for Spark and Financial Controller for Z Energy , coupled with overseas experience as a Financial Controller at Barclays Bank.

For the last two years Andrew has been focussing on the ever expanding technology sector and served as the acting CFO for Plexure for a period of 3 months in late 2015.

The executive team and board look forward to working with Andrew and the financial experience and knowledge he can bring to this role.

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, 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.