

CEO Review FY16

Scott Bradley, CEO

- Business Update
- Performance
- FY17 Strategy

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Business Update

A warm, sunlit office scene. In the foreground, a person's hand holds a silver pen over a document on a wooden desk. To the left, a laptop and a spiral notebook are visible. In the background, another person in a suit is holding a document, and a window with a potted plant and a coffee cup is visible. The overall atmosphere is professional and collaborative.

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Why Plexure focuses on real-world transactions

In-store shopping makes up over 92% of all retail transactions.



Ecommerce:

7.3%

\$349
BILLION



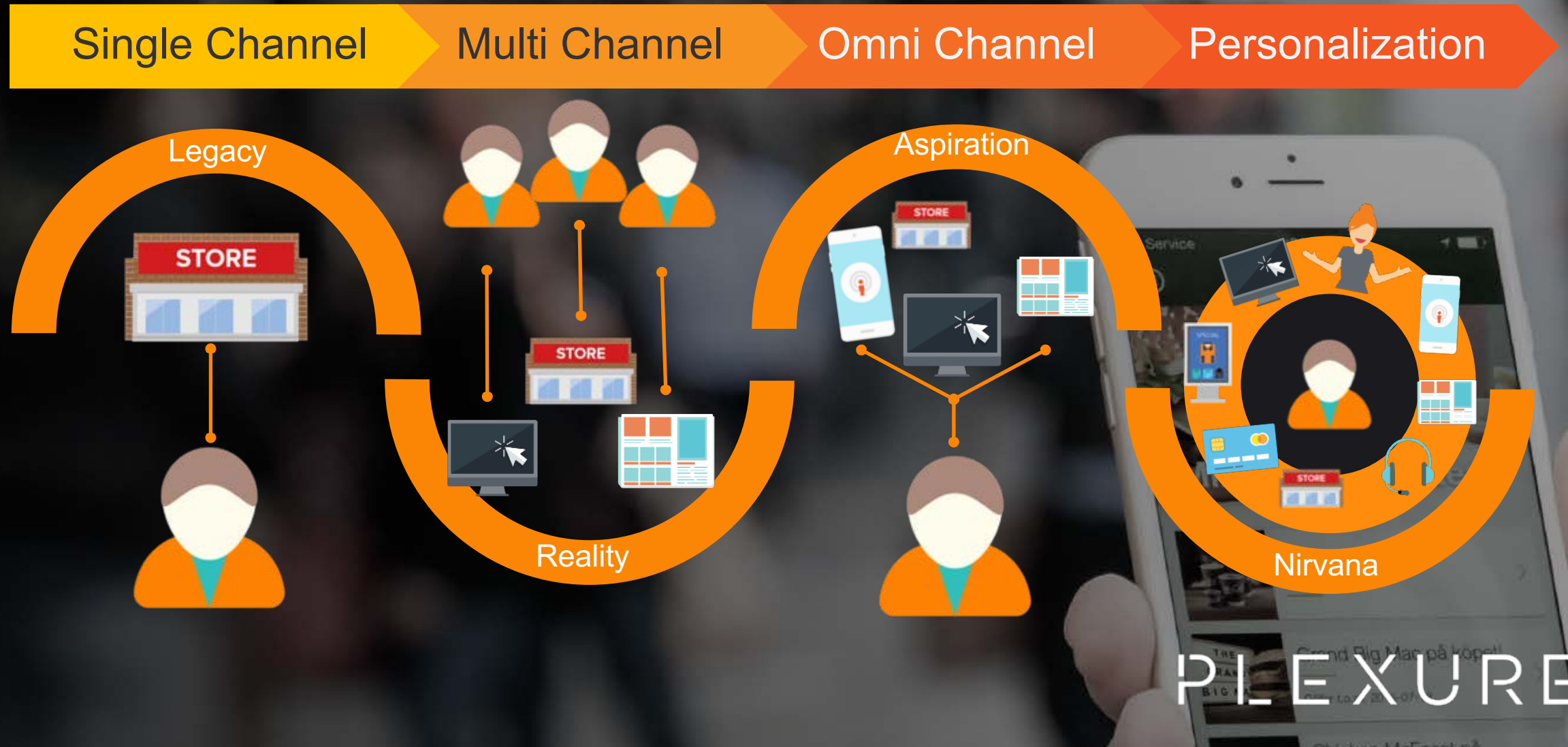
Real-world:

92.7%

\$4.14
TRILLION

The challenge for brands has not changed

An increasing number of channels and customer data sitting in silos



There has been an explosion of consumer devices 'transacting' with the brand



Mobile



Proximity Tech



Menu boards,
kiosk, signage



Chat bots and
facial recognition



NFC, RFID &
Wallets



Connected lettuce

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To prove incremental sales & boost ROI you need more than just a mobile app.

You need a strategic business asset that helps you actively grow the lifetime value of customers



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Optimizing transactions in the real world

The Plexure solution solves marketing challenges



Activation

Our personalized *onboarding programmes* drive faster activation and your new customers have higher frequency and spend in the first 4 weeks



Experience

Our personalized *engagement programmes* influence customers to adopt new behaviour that grows the lifetime value of your customer base



Retention

Our personalized *loyalty programmes* incentivise customers to return more often and significantly reduce churn across your customer base.

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Activate



7-Eleven: Fuel Lock & Mobile Wallet

Business goal: Activate customers into the Fuel Lock mobile app

Connect 7-Eleven's various sources of customer data to provide a single customer view

Use mobile & live data to engage customers in real-time and track the purchase cycle

Link fuel to convenience purchases, positioning 7-Eleven as the convenience store of choice

The Plexure Solution: mobile app, IoT orchestration, beacons, WiFi, wallet

7-Eleven customers load money into the app and use it to lock in a fuel price, which they can then use to buy discounted fuel at any 7-Eleven location. Customers can also receive promotions personalized to their personal preferences and purchasing history. Which means more customers returning to 7-Eleven locations, taking up more offers, more often.



PLAY VIDEO

<https://www.youtube.com/watch?v=Olgi5PlktRs&feature=youtu.be>



7-Eleven: Results to Date



2MM+ litres sold
through the app



150K locks created
100K+ redeemed



1.5MM+ searches
260K+ downloads



20K+ offer redemptions
25% redemption rate



\$3MM+ AUD revenue



Fuel accounts for 80%
of redemptions



Top 10 App store charts



67% of created fuel
locks are redeemed

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Experience



Smarter retargeting to improve experience

Business opportunity: Understand customer behavior and win-back lapsed customers

Understand more about what customers look at in-store, how long they visit for and how often

Provide customers with utility and value in exchange for them sharing location data

Identify customers who's behaviour has changed and act on that to win them back

The Plexure Solution: mobile app, IoT orchestration, beacons, WiFi, NFC, QR codes

Customers are offered a range of information points around the store that allow them to view product demos and enhanced information via their mobile app while browsing. Scans of QR codes and NFC codes around the store are linked to the customer's account and every scan adds to their profile. The platform identifies how often a customer shops, where they shop how long they are there and what they actually buy. By identifying behaviour patterns, a series of targeted events can be triggered for at risk customers. By collecting data and reacting in real-time, we are able to engage customers much sooner.

Retention



McDonald's: Closed loop analytics drives retention

Business opportunity: increase repeat visits of high value customers

Increase frequency of visits by McDonald's customers

Increase tray value through personalized up- and cross-sell offers

Build a profile of customer behavior and preferences, supplementing existing PoS data

The Plexure Solution: mobile app, IoT orchestration, beacons, WiFi, loyalty

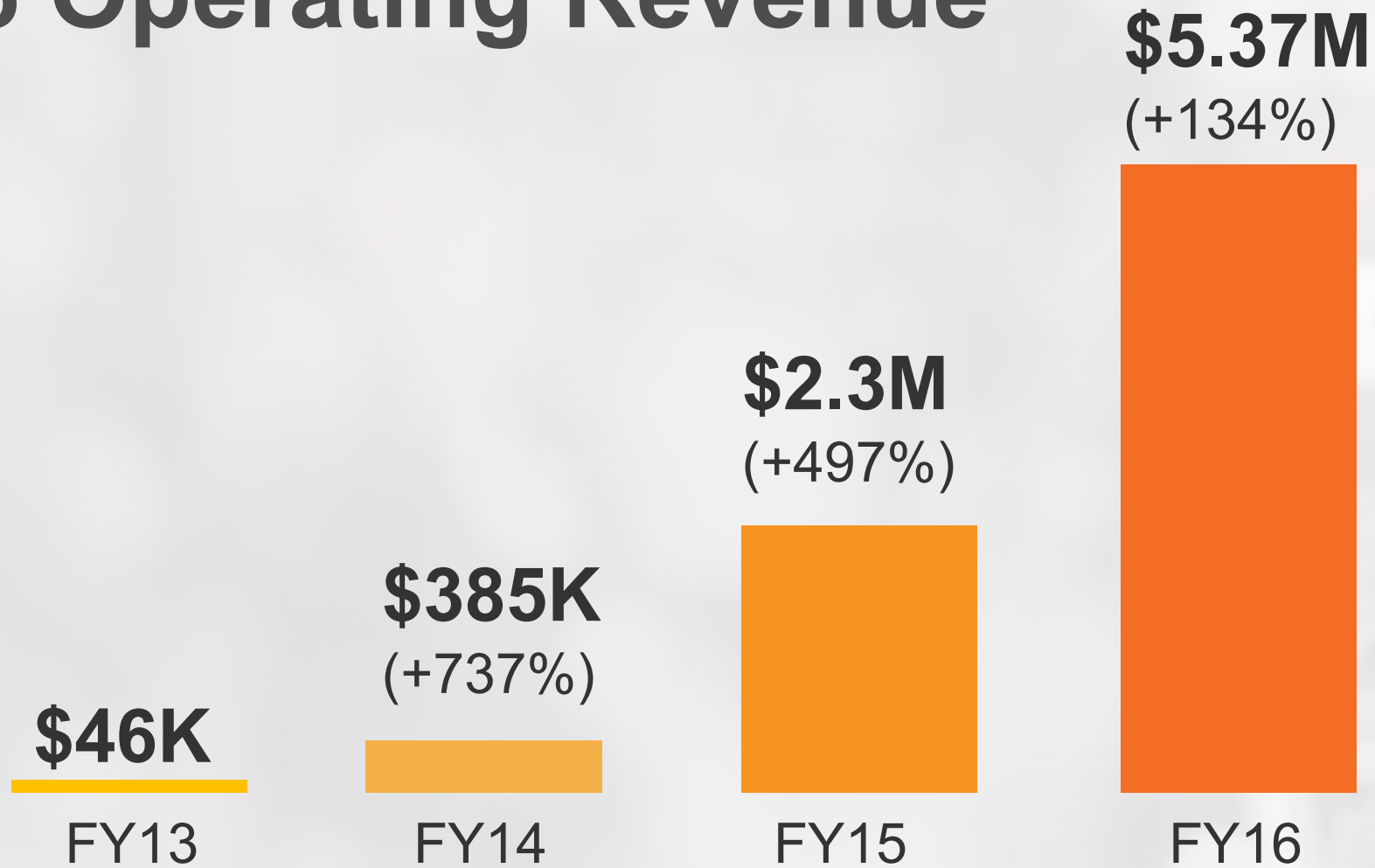
We upgraded McDonald's existing mobile app to connect with Plexure, collecting permission-based data on the preferences and habits of individual customers. Customers receive highly targeted and relevant offers that, along with free items, encourage them to try more premium products. Customers can also use the app to receive and redeem loyalty rewards for repeat purchases.

Performance

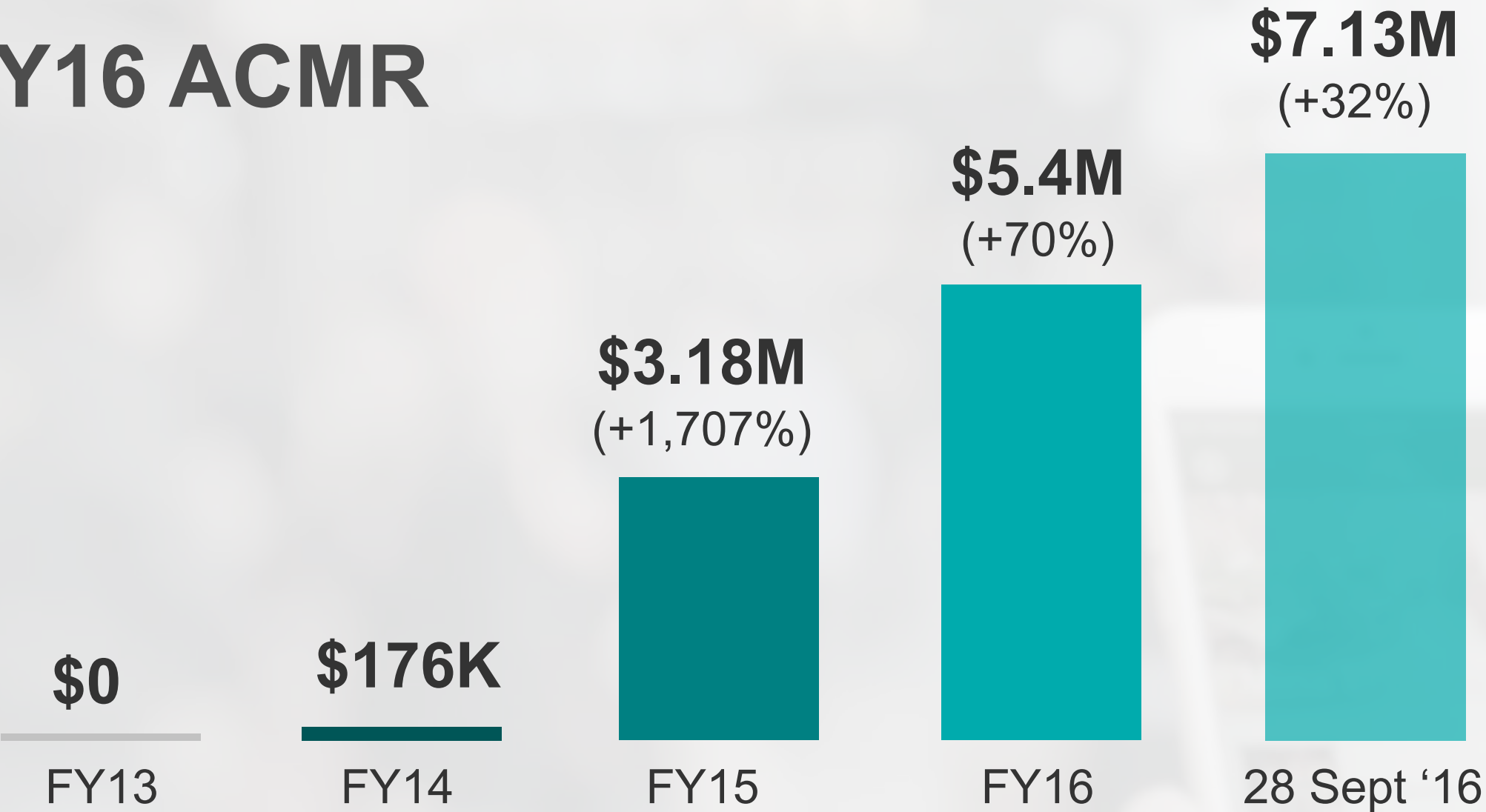


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FY16 Operating Revenue



FY16 ACMR



Financial Performance

	2016 (\$000s)	2015 (\$000s)	Change	% Change
Total Revenue	6,642	2,940	3,702	126%
Operating Revenue	5,368	2,297	3,071	134%
Net loss after tax	-6,649	-4,399	-2,250	51%
ACMR	5,404	3,181	2,223	70%
Staff	52	48	4	8%
Cash at bank	2,637	1,946	691	36%

Highlights

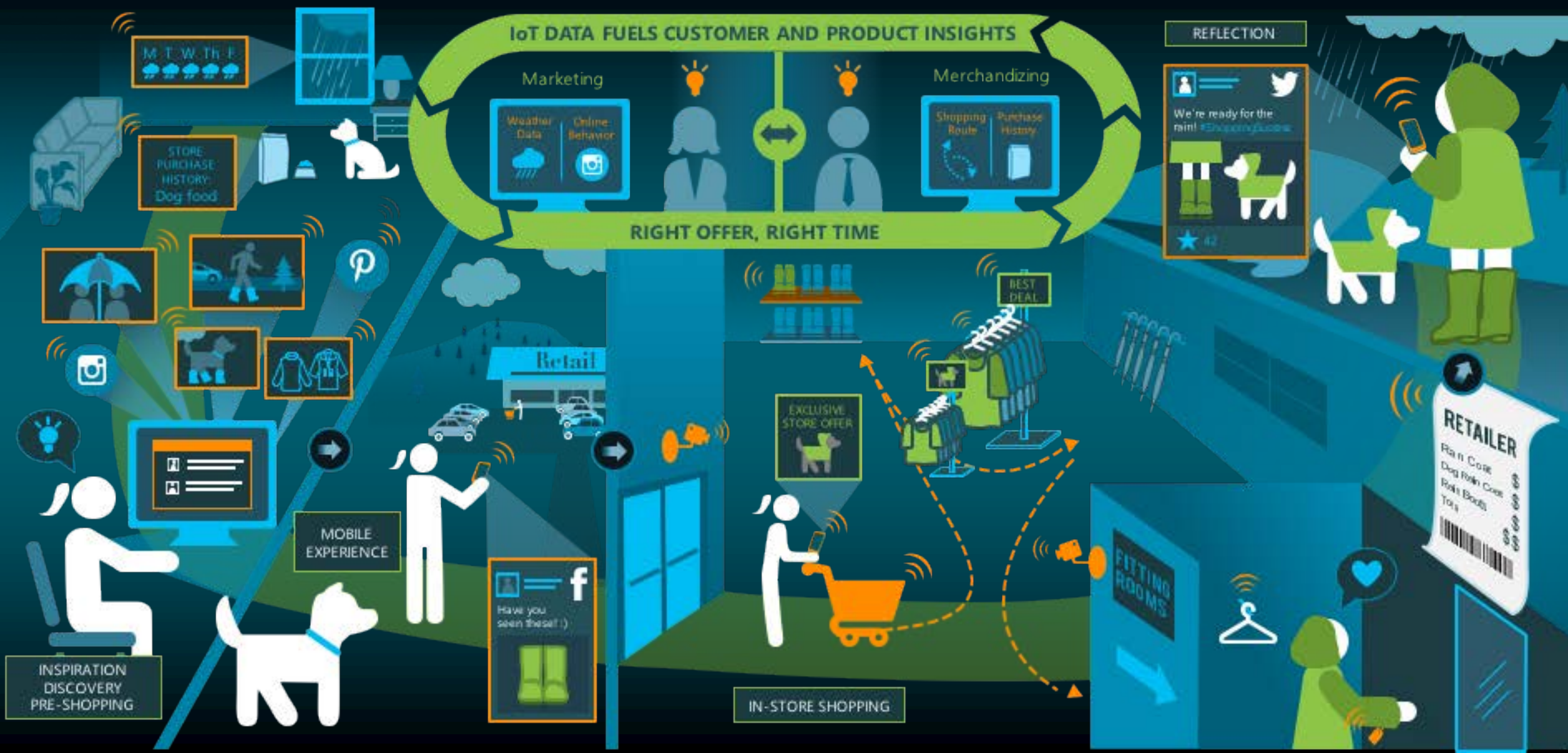
	31 March 2016	31 July 2015
Deployments	15	10
Consumers on platform	50m+	20m+
Retail sites	22,000	20,000
Staff	52 FTE	65 FTE
	28 Sept 2016	31 July 2015
Cash at bank	2.14m	2.05m
Net burn rate	Circa \$600k/month	Circa \$700k/month

FY17 Strategy - Plexure v3.0

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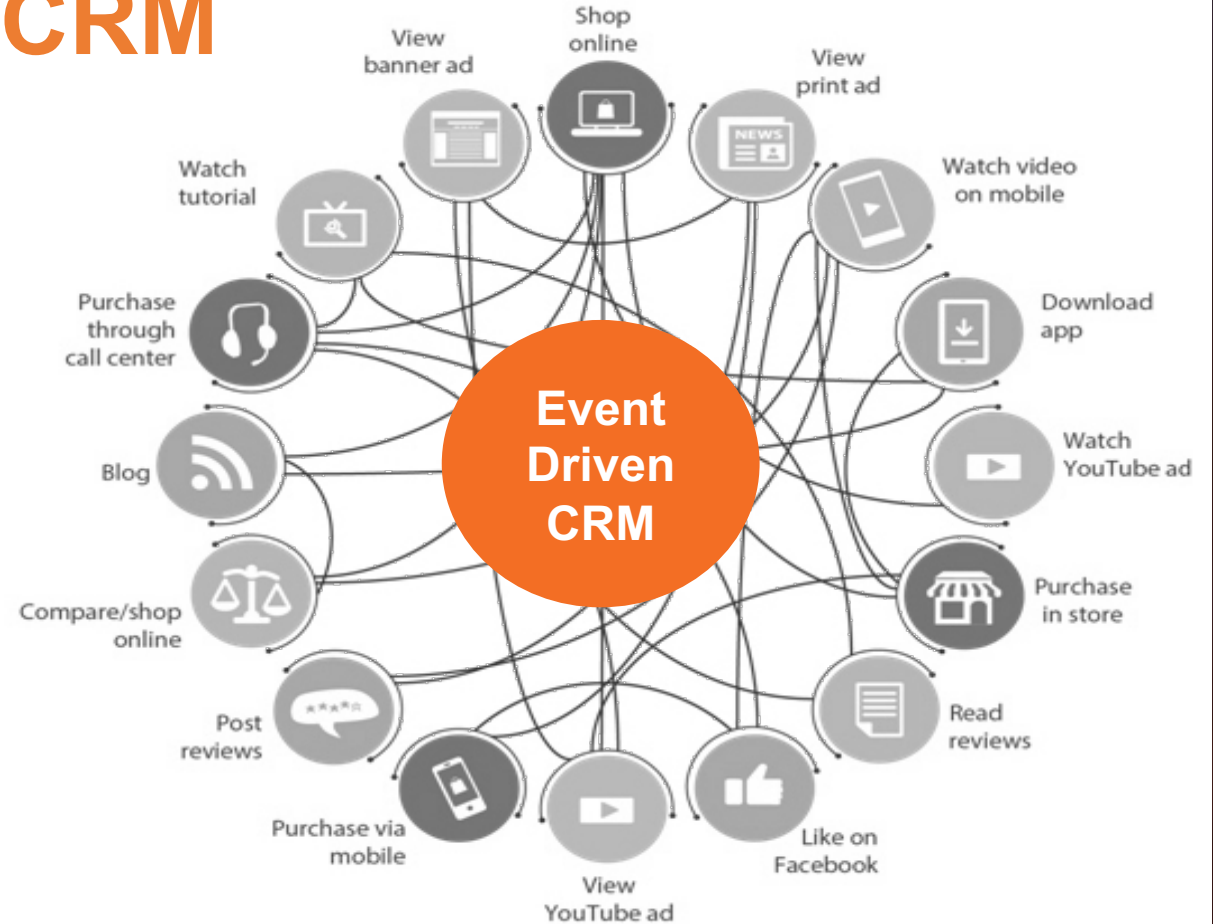


The Internet of Things – Retail

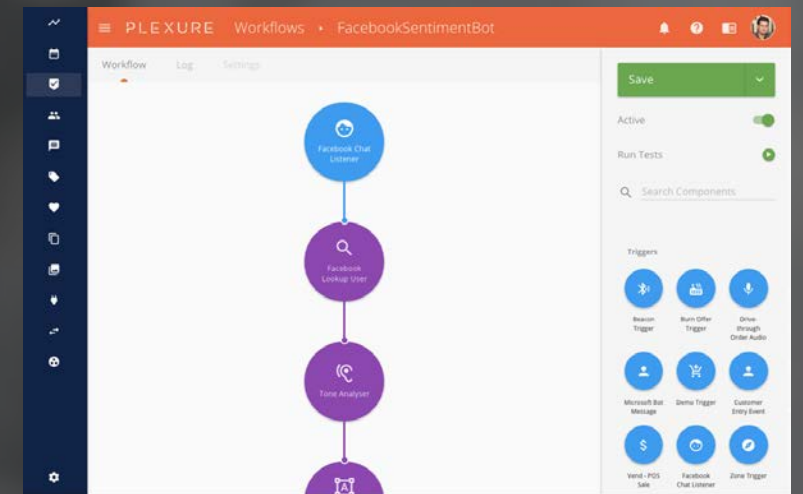


With Plexure Brands can now deliver the next generation of IoT Driven CRM

- IoT driven CRM is at the center of customer experience management, and the heart of retailers' digital business needs
- IoT Driven CRM enables retailers and brands to provide a contextual, personalized and engaging experience in all channels, anywhere and at any time



Plexure v3.0 – IoT Driven CRM



Measure

Analytics Engine
Event ingestion
Cleanse / Normalise
Big data storage
Analytics
Dashboards
Reporting

Optimize

Intelligence Engine
Adaptive Machine Learning
Workflow automation
Retargeting
Personalization
Contextual enrichment

Influence

IoT orchestration
Engagement Engine
Device management
Content (offers, push, generic)
Loyalty
Email & SMS
Any connected device

PLEXURE

Would you like us to hold it
for collection at the Burbank
store?

That would be amazing

Ask for Harriet our store
manager

Look forward to seeing you
this afternoon



PLAY VIDEO

<https://vimeo.com/174496774>

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Plexure

- Plexure v3.0 is clearly a market leader in IoT driven CRM based on customers and partners that have seen the solution.
- The ability to run activation, experience and retention programs across devices is a unique solution and value proposition
- However the VMob brand was confusing customers as being 'mobile only' and didn't reflect the capabilities on offer
- With Microsoft's support the brand was revised and has been well received by customers and partners alike.

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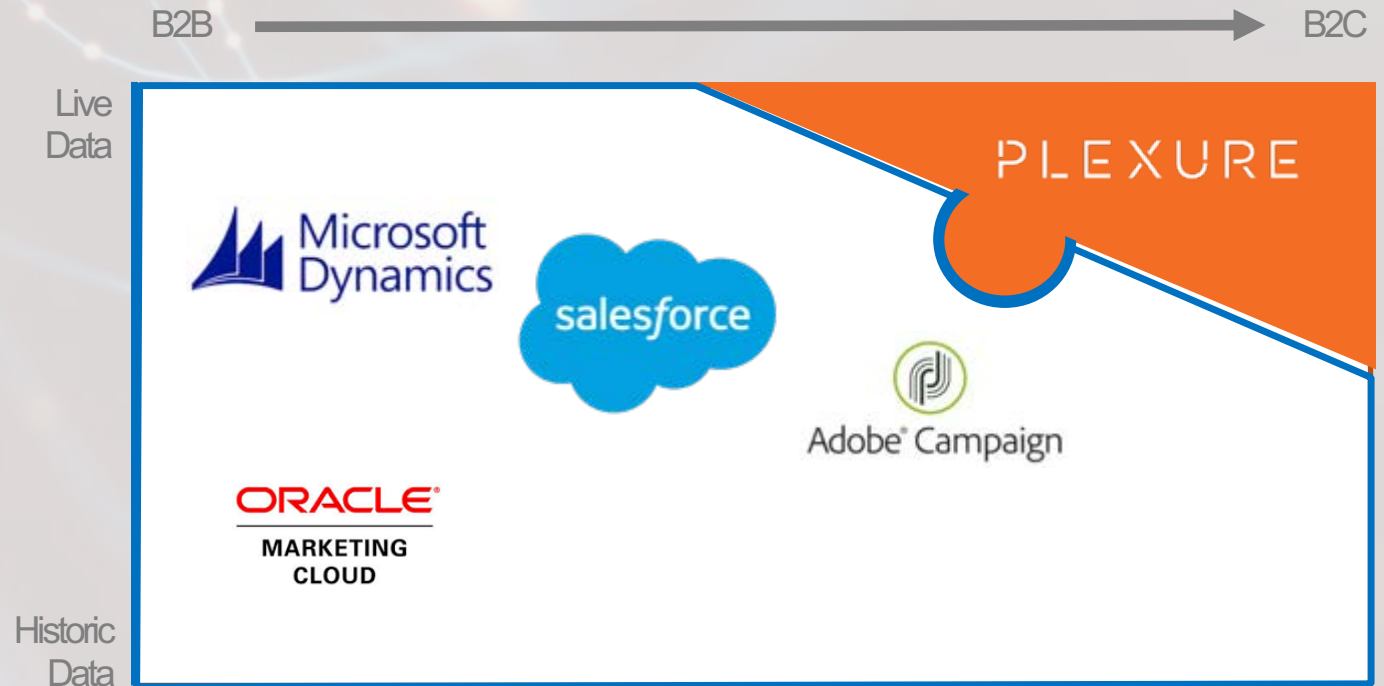
Definitions

Noun

1. the act of weaving together or something which has been interwoven
2. another name for plexus

Plexure - the missing piece of the CRM puzzle.

- Many of Plexure's customers already have CRM solutions like Salesforce, Microsoft Dynamics and Adobe Campaign.
- Plexure allows these brands to extend their CRM capability by adding Plexure to their marketing 'stack' to deliver advanced IoT driven capabilities.



Thank you

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