



Plexure Group Limited

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8 April 2019

Plexure Appoints Robert Bell as a Non-Executive Director

Plexure Group Limited (NZX:PLX) is pleased to announce the appointment of Robert Bell as a Non-Executive Director, effective 8 April 2019.

The appointment, made by the Board, fills a casual vacancy created by the resignation of Tim Cook in 2018. As required by NZX Listing Rule 3.3.2 (2017), the Board has determined that Robert is an independent director.

Robert holds a Bachelor of Commerce degree from the University of Auckland, is a Chartered Accountant and Member of the Chartered Accountants Australia and New Zealand, and a Member of the New Zealand Institute of Directors.

Robert is a skilled businessman with broad experience in finance, operations, sales and change management. At ECO Products Group Limited he was CFO from September 2010 to November 2017, and subsequently Director HRV until January 2019. Robert was a Director of the HRV Group of Companies from November 2014 to March 2017, when he managed the successful sale of Eco Products to Vector Limited. Prior roles have included CFO and COO responsibilities in New Zealand, America and England across a broad range of business sectors including, technology, property, manufacturing and investment banking. Robert's experience also includes M&A and he has successfully completed numerous debt and capital raisings. He is currently the Managing Director of Viand Group, an Auckland based artisan smallgoods manufacturer.

Plexure Chair Phil Norman commented: "Robert brings to the Board a great blend of experience and knowledge. He has worked with high-growth companies, has proven financial, commercial, leadership and governance skills, and a strong

understanding of technology. With his hands-on approach, Robert will be a welcome addition to our Board at a time when the Company's international growth is accelerating".

Robert will also Chair the Board's Audit and Risk Management Committee.

For more information please contact:

Phil Norman

Chairman

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About Plexure

Plexure is a mobile engagement software company. Global brands use the Company's products to engage consumers on mobile devices and drive them to store with personalised offers, mobile order and pay and loyalty. Plexure's software integrates with operational systems to remove friction and create a seamless purchase experience for consumers.

Plexure makes the sales process for physical retailers seamless, engaging and profitable by identifying where customers are, what they want and then facilitating their purchases.

The Company's technology platform and product offering covers five key capabilities:

- Mobile order and pay
- Next generation loyalty programmes
- Personalised offers
- Analytics
- Seamless operations integration

Brands that use Plexure see an increase in customer numbers and visit frequency, higher average transaction values, larger share of wallet and improved customer satisfaction scores.

The Company now has over 110 million end users on its platform in over 48 countries.

Plexure has offices in Auckland, Chicago, Atlanta, Tokyo and Copenhagen. Clients include McDonald's, 7-Eleven, Ikea, and Loyalty New Zealand.