



1 July 2019

## **Plexure Appoints Jack Matthews as a Non-Executive Director**

Plexure Group Limited (NZX:PLX) is pleased to announce the appointment of Jack Matthews as a Non-Executive Director, effective 1 July 2019.

The appointment, made by the Board, is an additional appointment made in accordance with the provisions of paragraph 20.4 of the Company's Constitution. As required by NZX Listing Rule 2.6.1 (2019), the Board has determined that Jack is an independent director.

Jack has broad governance and senior management experience across the technology and media sectors and has worked in New Zealand, Australia, Japan and the US. He has a strong sales and marketing background with specific expertise in business development, strategic planning, organisational development and mergers and acquisitions.

Jack's substantial governance experience includes the current chairmanship of MediaWorks, the owner of THREE and New Zealand's largest radio network, and a non-executive director role at Chorus, New Zealand's leading provider of Internet infrastructure services.

Prior governance roles have included non-executive director appointments at Network for Learning Limited, a Crown company that supplies Internet services to 98% of New Zealand's schools; APN Outdoor Group Limited, an Australian ASX-listed outdoor advertising company; Trilogy International Limited, an NZX-listed natural skincare business; and Crown Fibre Holdings Limited, a Crown company charged with responsibility for rolling out ultrafast broadband across New Zealand.

Jack's senior management appointments have included roles as CEO of Metro Media, a Fairfax Media business created in 2011 to integrate all print, mobile and digital assets across Fairfax's metropolitan markets in Australia; CEO of Fairfax Digital, which managed all online businesses for Fairfax in Australia and New Zealand, including TradeMe; COO of Jupiter Programming Company, a 50/50 joint venture between Liberty Media and Sumitomo Corporation delivering pay TV services to 24 million subscribers in Japan; CEO of Premium Movie Partnership, a partnership between Sony, Paramount, Fox, Universal and Liberty Media offering pay TV services in Australia; CEO of TelstraSaturn Limited, a joint venture between Austar United Communications and Telstra Corporation established to construct a national broadband network infrastructure in New Zealand, and various sales, marketing and general management roles in the pay TV industry in the US.

Jack holds a BA in Philosophy from The College of William and Mary (Williamsburg, Virginia, USA) and is a Member of the New Zealand Institute of Directors and the Australian Institute of Company Directors.

---

Plexure Group Limited

Level 2,  
1 Nelson Street  
Auckland, 1010

P.O. Box 90722  
Victoria Street West  
Auckland 1010



Plexure Chair Phil Norman commented: "Plexure is a sales and marketing business with plans to accelerate its international growth in the next few years. Jack's background is an ideal fit with our growth agenda, combining strategy, business development, product innovation, operations and technology experience with a very sound background of governance experience in unlisted, listed and government owned organisations in New Zealand and offshore markets.

Jack's skills and knowledge, as well as his considerable contact network, will be a worthwhile and helpful addition to our Board – not only are we confident he will make a highly relevant contribution as a Director, but we also look forward to the guidance he will be able to offer to Plexure's executive team".

For more information please contact:

**Phil Norman**

Chairman

Plexure Group Limited

Phone: +64 21 667 210

Email: [phil@norman.co.nz](mailto:phil@norman.co.nz)

**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 experience 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 120 million end users on its platform in over 54 countries.

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