



PLEXURE

# Investor Day

24 May 2019

Plexure is an intelligent marketing platform that powers mobile marketing, helping brands create world-class customer engagement.

Consumers  
respond to  
personalised  
offers and  
content

## The Opportunity

Consumers expect engagement that is personalised, responsive and delivers added value.

Customers expect to be valued and rewarded for their loyalty and will engage with brands that make loyalty a frictionless experience

Customers want to engage with brands through all the channels they use on their mobile

Plexure gives businesses the solutions, tools and people they need to **succeed in mobile engagement.**



PERSONALIZATION



LOYALTY PROGRAMS



ANALYTICS AND INSIGHTS



MOBILE ORDER AND PAY



AI AND MACHINE LEARNING



APP DESIGN AND DEVELOPMENT



MARKETING STRATEGY AND CRM CONSULTING



CUSTOMER DATA MANAGEMENT



SYSTEM INTEGRATION CONSULTING





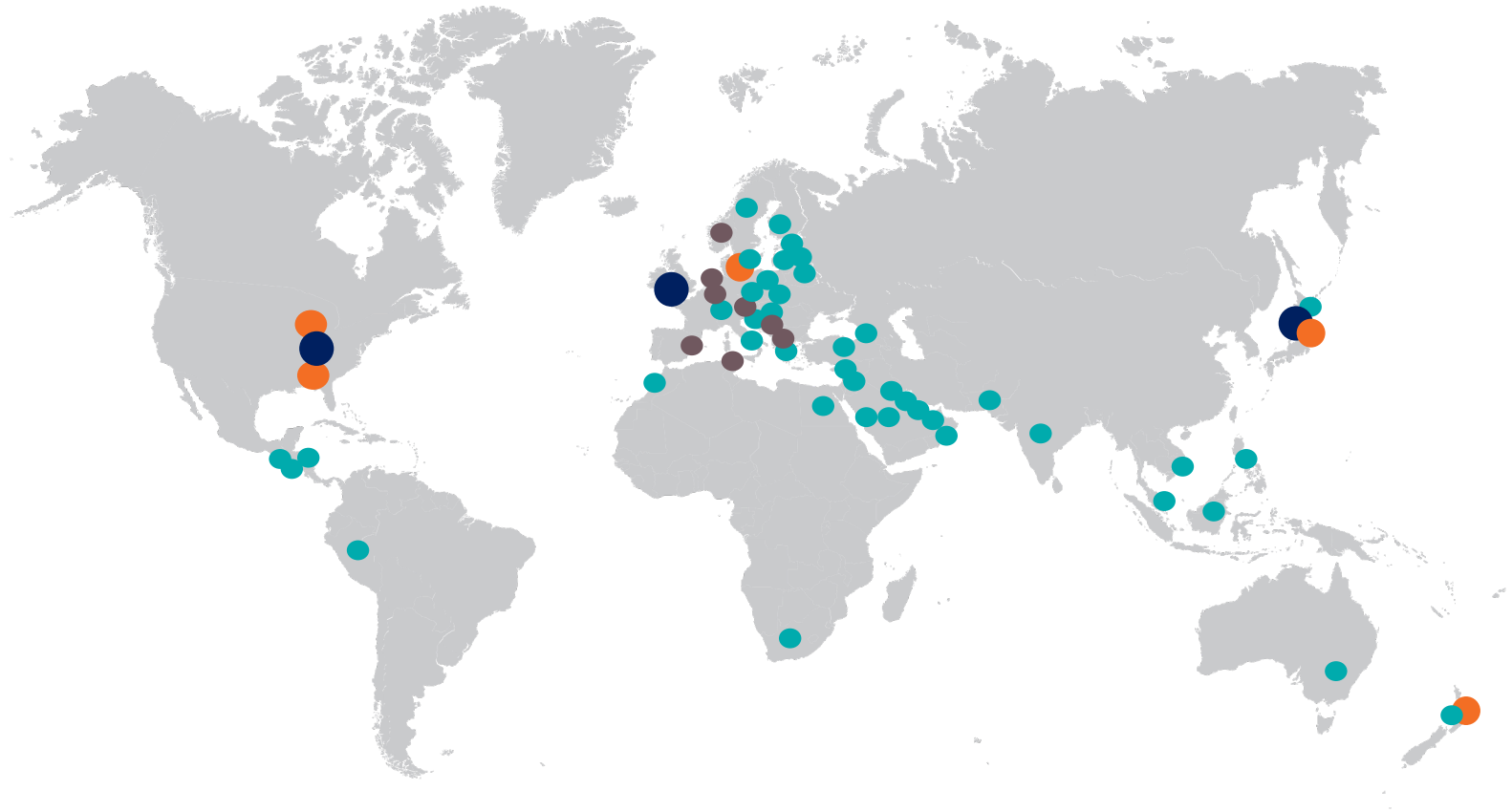
## Our market is growing

The mobile engagement market was valued at USD 2.33 Billion in 2016 and is expected to reach **USD 38.70 Billion by 2023**, at a CAGR of 43.46% during the forecast period.

<https://www.marketsandmarkets.com/Market-Reports/mobile-engagement-market-171320714.html>



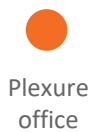
Plexure is an **award-winning global platform** with 110M customers in 49 countries around the world



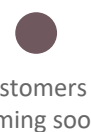
Regional  
Delivery  
Centres



Customers



Plexure  
office



Customers -  
coming soon

PLEXURE

# Plexure consumes a wide range of data, **driving consumer behaviour and loyalty** with personalized content and incentives



## Data points

Customer data  
Behavioral data  
Preferences  
Purchase history  
Contextual data  
Weather  
Location  
Time of day



## PLEXURE Intelligent platform

AI-driven decisioning  
Content management system  
E-Commerce system  
Real time segmentation  
Advertising management  
Loyalty management system  
Store management  
Marketing database  
Consumer insights

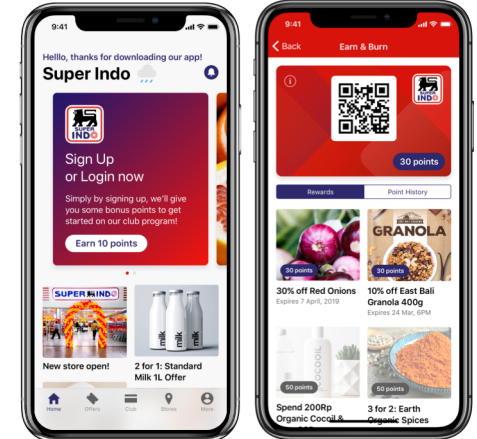


## Channels

Loyalty/ stamp cards and rewards  
Offers and Ads  
Order and Pay  
Push Messaging  
Automated, real-time personalized offers and content  
Context awareness (GPS, Wi-Fi, Beacons, Weather)  
Mobile Wallet



## UI / UX



Plexure API and SDK

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A close-up photograph of a woman with dark, curly hair and black-rimmed glasses, looking down. The image is partially obscured by a large orange overlay on the right side. The overlay contains the word 'Results' in a large, white, sans-serif font, and below it, 'Year ended 31 March 2019' in a smaller, white, sans-serif font.

# Results

Year ended 31 March 2019

YE March 2019

## Financial performance

	2019 (\$000s)	2018 (\$000s)	Change (\$000)	Change %
Total Revenue	16,891	11,755	5,136	44
Operating Revenue	16,828	11,553	5,275	46
Net Loss After Tax	(703)	(1,666)	963	(58)
Staff	72	43	29	67
Cash at Bank	7,250	4,097	3,153	77

Total revenue up 44% and cash at bank up 77%

- Revenue increased to \$5.136m, representing a 44% improvement YOY.
- Operating expenses increased by 32%, or \$3.866m during the year to \$15.799m as we scaled for growth.
- The Company remains cash flow positive with cash flow from operating activities generating \$3.899m in cash, meaning Plexure finished the year with \$7.25m cash in the bank.
- The net profit after tax excluding the convertible note accounting\* is \$0.948m for FY19, compared to a loss of \$0.411m in FY18.
- McDonald's invested \$5.4m in return for 9.9% of equity after reporting date



YE March 2019

## Revenue growth

	2019 (\$000s)	2018 (\$000s)	Change (\$000)	Change %
Licence Revenue	9,702	6,868	2,834	41
Consulting Revenue	6,987	4,507	2,480	55
Expense Reimbursement Revenue	139	178	(39)	(22)
TOTAL	16,828	11,553	5,275	46

- Our growth came equally from licensing and consulting
- Licensing revenue increased by way of adding new markets and users to the platform. As at 31 March 2019 we had 110m users in 49 countries.
- Consulting revenue represents consulting and funded development work for our customers to enable customised solutions.

YE March 2019

## Operating expenses

Operating expenses increased by 32%, or \$3.866m during the year to \$15.799m as we scaled for growth.

Of this total increase of operating expenses, 71% or \$2.873m came from an increase in staff and contractor costs.

The increase in technology headcount has enabled the business to focus further on security, stability and cost reduction in the platform.

The increase in the customer team has been in preparation for the addition of new customers.

# The convertible note – last strike

The convertible note was used to raise \$1.6m at a time when equity wasn't an option (Wynyard just gone under etc). The remaining note holders elected to convert on 29 March 2019

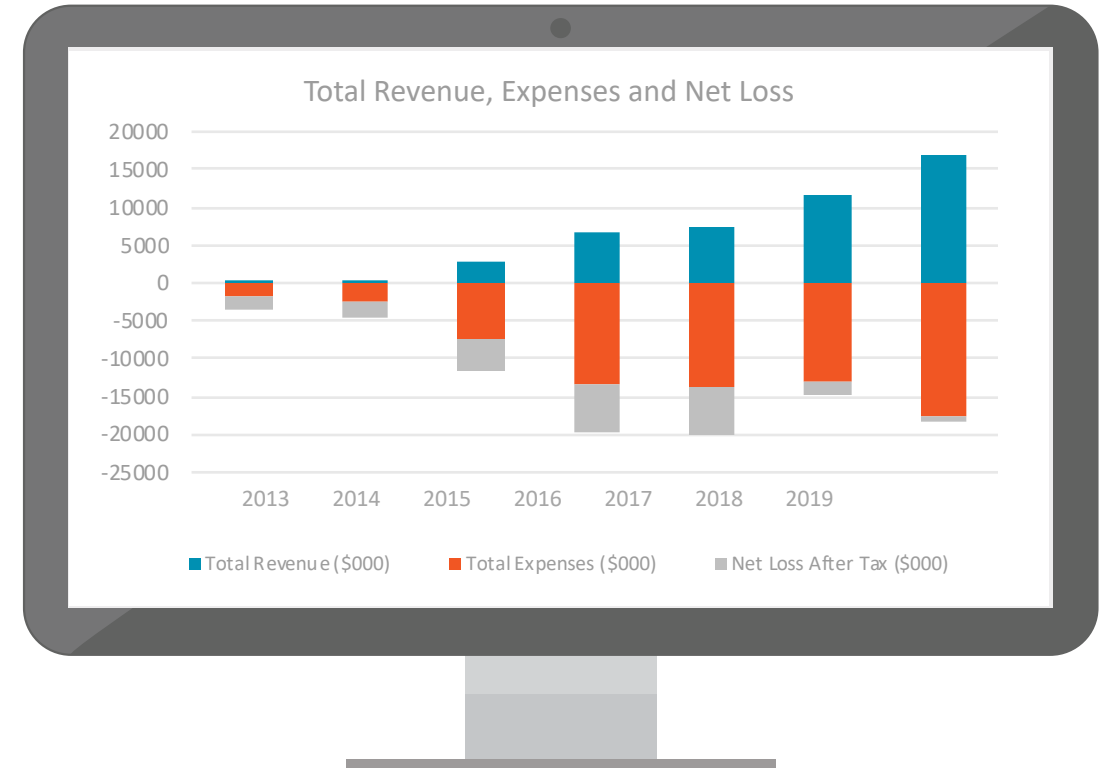
The accounting implication of this transaction resulted in addition \$1.65m loss to P&L. The net profit after tax excluding the convertible note accounting amounted to \$0.95m.

Overall we raised \$1.6m via the convertible note and had a cost of \$2.886m flow through the P&L.



# The loss is reducing

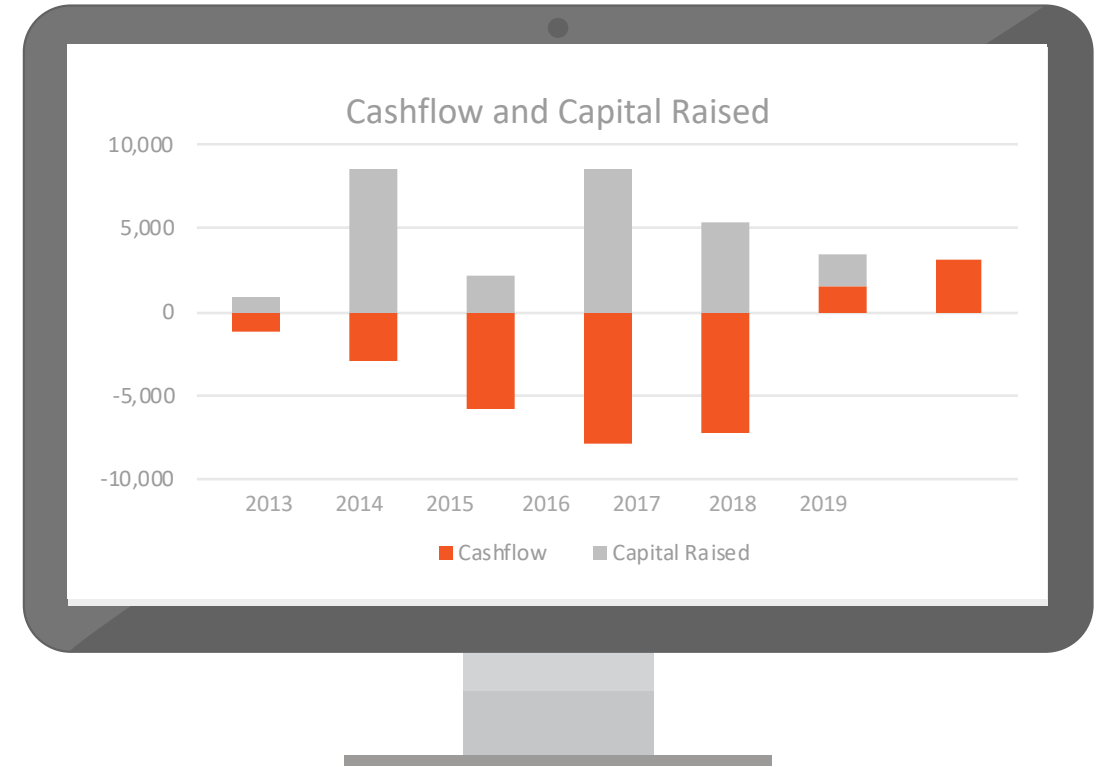
- In 2017 we focussed on cutting costs and increasing revenue from existing customers. This enabled us to build up existing cash reserves and reduce the loss.
- In the current year we have started to deploy some of the reserves in building out the platform and offering.
- Our staff cost will increase but at a rate that is less than revenue. The staff numbers in 2017 / 2018 were unrealistic to operate a growing global company.
- This year we would have reported our maiden profit had it not been for the convertible note.



	2013	2014	2015	2016	2017	2018	2019
Total Revenue (\$000)	90	512	2,940	6,642	7,281	11,755	16,891
Total Expenses (\$000)	(1,829)	(2,536)	(7,303)	(13,235)	(13,670)	(13,188)	(17,450)
Net Loss After Tax (\$000)	(1,739)	(2,024)	(4,363)	(6,650)	(6,389)	(1,666)	(703)

# Capital raised and cashflow

- Cash in the bank at year end of \$7.25 million (up from \$4.1m at start of the year)
- Cash flow positive from operating activities
- McDonald's invested \$5.4m in return for 9.9% of equity after reporting date.
- Currently over \$12.7m in the bank.
- We are looking carefully at how we deploy this going forward – acquisitions are a potential use of these reserves.



	2013	2014	2015	2016	2017	2018	2019
Cashflow	(1,203)	(2,878)	(5,860)	(7,827)	(7,302)	1,533	3,141
Capital Raised	905	8,598	2,174	8,475	5,271	1,900	-



# Going Forward

- We are focussed on growing the business specifically through new customers.
- Our ideal customer is a global brand who we can work with in one market and then expand throughout their network. It is not a simple SaaS sale – we have found that when we embed our people with the customer the customer has more success.
- We will continue to expand our offering and invest in our product. You will see an increase in staff costs to support this.
- We are investing in building a cloud agnostic platform. Longer term this will reduce cost and increase stability.
- We are looking to deploy our cash reserves to expand the business and this includes potential acquisitions. The acquisition will either give us access to customers or technology.
- We are in the early stages of the execute for growth phase.