



26 September 2019

Revenue Guidance for the year ended 31 March 2020

Today, as part of its Annual Meeting, Plexure Group Limited released revenue guidance for the year ending 31 March 2020.

Based on the Company's continuing strong sales performance the Company is forecasting revenue for FY20 in a range from \$21.0m to \$23.0m. By comparison with the FY19 revenues of \$16.9m, this represents a 24.3% uplift at the lower end of the range and a 36.1% uplift at the upper end of the range.

The Company will not be providing EBIT guidance as the impact of the Company's expansion plans and platform investment cannot be accurately assessed at this juncture.

ENDS

For more information please contact:

Andrew Dalziel, CFO Plexure

Mobile: +64 27 6777 575

Email: andrew.dalziel@plexure.com

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.

Plexure Group Limited

Level 2,
1 Nelson Street
Auckland, 1010

P.O. Box 90722
Victoria Street West
Auckland 1010



The Company now has over 140 million end users on its platform in over 55 countries.

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