



29 July 2020

Plexure investigating ASX listing

Plexure Group Limited (Plexure) announces today that it intends to investigate undertaking an initial public offering (IPO) and applying for admission to the Official List of the Australian Securities Exchange (ASX).

This may involve Plexure moving its primary listing from the New Zealand Stock Exchange (NZX) to the ASX and re-classifying its current NZX listing as an NZX Foreign Exempt listing, which would allow its shares to continue to be quoted on the NZX.

As the Company requires significant capital for its next phase of growth, investigations into a move to the ASX are based on capital availability and support for technology companies like Plexure.

Any IPO and listing change would be subject to any required shareholder and regulatory approvals. Plexure will remain headquartered in Auckland and domiciled in New Zealand.

Plexure has appointed Bell Potter and Ord Minnett to assist in this process.

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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:

- Personalised offers
- Next generation loyalty programmes
- Mobile order and pay
- 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 191 million end users on its platform in 60 countries.

Plexure has offices in Auckland, Chicago, Atlanta, New York, Tokyo, London and Copenhagen. Clients include McDonald's, White Castle, Super Indo and Loyalty New Zealand.

Plexure Group Limited

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