



Plexure Group Limited

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NZX Announcement – For Immediate Release

21 May 2019

44% Revenue Growth & \$12.7m Cash Reserves on Strong Momentum

- Continued revenue growth of 44%, up \$5.136m from FY18
- \$7.25m of cash on hand at balance date, increasing to \$12.7m immediately post balance date including proceeds from the investment by McDonald's
- Cash flow positive from operating activities for the second successive year
- 110 million users in 49 countries

2019 has been Plexure Group's (NZX:PLX) most successful year to date. The Company's trading performance has improved dramatically: the net loss after tax reduced by 58% to \$0.703m from FY18 but after removing the impact of the accounting treatment for the convertible note, the Company would have delivered a net profit after tax of \$0.948m.

The Company was cash flow positive from operating activities for the second successive year. Customer usage was also at record levels with 110 million users on the Company's app at year-end. This has driven revenues to a new high of \$16.9m and at year-end Plexure had \$7.25m in the bank (\$12.7m following the investment by McDonald's on 2 April 2019).

The Board's confidence in the business has been matched by its major customer, McDonald's, who shortly after balance date purchased a 9.9% equity stake in the Company at a premium to the then current market price. This strategic investment by McDonald's will assist Plexure develop its offerings and market presence for McDonald's and other customers.

The Company is now poised for its next round of growth with investments in its product roadmap, technology platform and its people.

For more information please contact:

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About Plexure

Plexure has developed an intelligent technology platform that powers mobile marketing, helping brands create world-class customer engagement. The Company makes the sales process for physical retailers seamless, engaging and profitable by identifying where customers are, what they want and then facilitating their purchases. Its technology delivers increases in purchase frequency, average basket value, impulse visits and customer lifetime value, which are all key metrics for retailers.

These product and service capabilities cover:

- Next generation loyalty programmes
- Personalised offers
- Analytics and Insights
- Mobile order and pay
- Artificial intelligence and machine learning
- App design and development
- Customer data management
- Marketing strategy and CRM consulting
- System integration consulting

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