



19 July 2019

NOTICE OF ISSUE OF SHARES UNDER EMPLOYEE SHARE OPTION PLAN

For the purposes of Listing Rules 3.13.1 and 3.15.2 of the NZX Listing Rules, Plexure Group Limited (PLX) advises that it has issued new shares under its Employee Share Option Plan:

Class of Security:	Ordinary Shares in Plexure Group Limited (Ordinary Shares)
ISIN Number:	NZSMRE0001S6.
Number issued:	69,980 Ordinary Shares
Issue Price:	Ordinary Shares were issued upon exercise of options; the exercise price for the options was as follows: 6,660 options at \$0.1925 per option 13,320 options at \$0.24 per option 10,000 options at \$0.34 per option 40,000 options at \$0.45 per option
Payment:	\$25,878.85
Amount paid up:	In full
Percentage of total Class of Securities issued:	0.05% (of the total number of Ordinary Shares in PLX on issue post completion of the issue).

Plexure Group Limited

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Auckland 1010



Reason for the issue: Issue of ordinary shares upon exercise of options and share rights pursuant to PLX Employee Share Option Plan.

Authority of issue: Resolution of Directors' upon granting of options

Terms of issue: Terms of PLX Employee Share Option Plan. The issued shares rank equally with the other fully paid ordinary shares on issue.

Total number of securities
of the Class in existence
after the issue: 139,425,327

Date of issue: 19 July 2019

Details of interest or
dividend conditions
attaching to securities
converted and allotted
on conversion: Nil

Number of securities of
same class still to be
converted: 8,773,352

PLEXURE GROUP LIMITED



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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:

- 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.