



Friday 1 October 2021

Plexure Completes TASK Deal and Announce New TASK Clients

Plexure Group Limited (NZX/ASX:PX1) (**Plexure**) is pleased to announce the completion today of their A\$120.0 million acquisition of Australian-based Task Retail Pty Limited and its global subsidiaries (**TASK**). After Shareholders voted overwhelmingly in favour of the acquisition at the Special Meeting last week, the remaining conditions to close the deal have been met and Daniel Houden assumes his role as Plexure's CEO and executive director.

"Today is such a momentous day. It's been a journey to get here, but ultimately this is just the beginning," said Mr Houden. "The combined proposition effectively enables an end-to-end cloud engagement and transaction platform, complete with all the functionality to transact with the added benefits of personalisation and data driven insight, allowing our customers to maximise the relationship with their consumers. It's a powerful proposition, that will truly innovate the way high-frequency retailers retain and grow their customer base."

With the acquisition now completed, Plexure is excited to announce some positive outcomes delivered by TASK since the announcement of the deal on 16 August. In the last seven weeks TASK have signed up several new clients, including:

- SkyStadium implementing industry leading transaction platform;
- Extending its relationship with Compass Group Australia to roll out across entire enterprise; and
- Bakers Delight selecting their online ordering solutions (TOLO) to deploy across all 500+ Australian bakeries.

Daniel concludes, "The opportunity ahead for this business is immense and I am honoured and thrilled to be leading the combined group through its next stage of growth."

Bill Crichton is also appointed to the Plexure Board as an independent, non-executive director today.

ENDS

For further information:

Investors:

André Gaylard
Chief Financial Officer

Plexure Group Limited

Level 2,
1 Nelson Street
Auckland, 1010
plexure.com

P.O. Box 90722
Victoria Street West
Auckland 1010

plexure

Mobile: +64 21 288 3355

Email: andre.gaylard@plexure.com

About Plexure

Plexure is a mobile engagement software company with a focus on high-frequency repeat purchases, predominately within the QSR (quick service restaurant), grocery and fuel and convenience retail sectors. Assisting brands to optimise the lifetime value of their base and drive higher engagement and loyalty via data and personalised experiences that assist with the identification, activation, growth and retention of their customer base.

The Company's technology platform and product offering covers five key capabilities:

- Analytics and data insights
- Personalised offers
- Loyalty programmes
- Mobile order, pay and fulfilment
- Seamless operations integration

Brands that use Plexure experience an increase in customer numbers and visit frequency, average transaction values, share of wallet and overall customer satisfaction scores.

ASX and NZX listed the business has scaled up to over 286 million end users on its platform in 64 countries. With 174 staff based in Auckland, Christchurch, Chicago, Tokyo, London, Copenhagen and Amsterdam. Clients include McDonald's, White Castle, Super Indo (part of the Ahold Delhaize grocery chain), Loyalty New Zealand and Pita Pit.

For more information visit: www.plexure.com

About TASK

Founded by Kym and Jennifer Houden in 2000, TASK is the transaction management platform for a wide range of large enterprise clients including stadiums, casinos, food service companies and multi-national restaurant chains. TASK's power is in its platform, owning every customer transaction and touchpoint across Point Of Sale, Kiosks, Online Ordering, Loyalty, Mobile app's and other engagement products.

For more information visit: www.tasksoftware.com