



4 August 2021

Market Announcement

Plexure Leadership Change

Plexure Group Limited (NZX & ASX: PX1) Chairman, Phil Norman, today announced the Company's Chief Executive, Craig Herbison, has resigned with immediate effect from today, 4 August 2021. Mr Herbison has also resigned as a Director of the Company with effect from the same date.

"Since joining Plexure in September 2017, Mr Herbison has led the business through a significant transition from a loss making entity to becoming cashflow positive and profitable in 2018 in 2019. Under his strong leadership, the business was scaled up for growth in 2020 and 2021, with investments being made in technology, the Company's product portfolio, and its people, including a number of new senior executive appointments," said Mr Norman.

"The Board respects Mr Herbison's decision to resign and thanks him for his contribution over the last four years," added Mr Norman.

In commenting on his resignation, Mr Herbison said, "the last few years have been demanding for me personally, including significant amounts of international travel, and this decision reflects my desire to focus on other priorities, including my young family. I am grateful to the dedicated team that have worked with me during my tenure and I am proud of what we have achieved together. I am confident that Plexure is well positioned for future success."

A search for a new Chief Executive will commence immediately, with that individual leading an executive team recently bolstered by the appointment of Andre Gaylard as Chief Financial Officer, Paula Williams as Director of People and Culture and Kathryn Bryne as Chief Strategy Officer.

ENDS

Authorised by: Board of Directors

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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 engagement via 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 consumer-facing brands 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, pay and fulfilment
- 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 286 million end users on its platform in 64 countries.

Plexure employs 167 staff globally, with offices in Auckland, Christchurch, Chicago, Tokyo, London, Copenhagen and Amsterdam. Clients include McDonald's, Pita Pit, White Castle, Super Indo (part of the Ahold Delhaize grocery group) and Loyalty New Zealand.

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