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TASK and Plexure to jointly deploy solution for TANK

Popular juice and health food chain selects leading customer loyalty and engagement platform to enhance digital experience with new programs, running on TASK rails.

Sydney, Australia, March 15, 2022 - Plexure Group Limited (NZX/ASX:PX1) today announced it has been selected to provide the combined TASK and Plexure platform across all of TANK's stores in New Zealand.

TANK will implement the full TASK transaction management platform, including but not limited to Point of Sale with integrated payments, kitchen display, self-service kiosk, online ordering, back-office enterprise configuration tools, web API and real-time reporting. TASK will also deliver a mobile ordering and loyalty app, which will leverage the power of Plexure to drive data-led customer engagement and personalisation.

Through the partnership, TASK and Plexure are responsible for updating TANK's online ordering deployments and adding a sophisticated loyalty program to provide an upgraded app and digital experience for guests. TASK will also enable TANK to send targeted offers to guests, leveraging campaigns and segmentation, giving the brand's marketing team tools to communicate with and engage their customers. TASK will enable personalisation at every customer touch point by deploying POS, Kiosk, online ordering, and kitchen management to all TANK locations.

"It's great to see our strategic planning coming to fruition and validating the inbound traction we are seeing in the market for the combined solution of the joint organisation. We look forward to a long-term relationship with TANK by helping the company leverage advancements in technology centred around a seamless experience for its customers. We're proud to be partnering with such a well-established and recognised organisation." said Dean Houden, General Manager at TASK.

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“We conducted a comprehensive review of the marketplace and TASK was a clear leader in all facets of their solution. Taking advantage of the Plexure personalisation suite, as part of the combined product set, is extremely exciting and we can’t wait to lead innovation and customer engagement in our segment, leveraging TASK and Plexure capabilities. We are looking forward to a long and rewarding partnership.” said Sam Holdem, CFO TASK.

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Approved for release by the Board of Plexure Group Limited.

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