



Plexure signs deal with Pita Pit

Auckland, New Zealand – 1 June 2021

Global mobile engagement solutions provider, Plexure, has partnered with Pita Pit NZ, a leading quick service restaurant (QSR) provider of what they claim to be “the best tasting Pita’s in the world”.

Pita Pit brand has undergone transformational change in the past couple of years, as they expanded their offering to meet the evolving need of their customers and maximise revenue from their physical locations with the introduction of virtual restaurants, Bowl’d and Egg’d. These brands are offered virtually, with orders being fulfilled by third party delivery partners. Pita Pit Founders, Chris Henderson and Duane Dalton, decided the time is right to engage with Plexure in an effort to consolidate these brands within one mobile app, and improve the overall customer experience through harnessing their customer data.

Dalton states, “We have always been a customer led business, and in recent years we’ve been cognisant of ensuring we provide a seamless experience for our current and future customers as we adapt our product offering and fulfilment of orders. Craig and his team share this philosophy and we are looking forward to enhancing the experience we have with our customers through engaging their expertise to bring our future visions to life.”

Craig Herbison, CEO, Plexure adds, “We’ve been really impressed with the future plans that Duane, Chris and their wider team have articulated throughout the process. We share a fundamental desire to create deeper, more meaningful relationships with customers with their individual needs at the core, and we look forward to assisting Pita Pit in doing so.

“Being the fastest growing and most progressive Pita Pit franchise in its 12 countries worldwide we are delighted to be helping Duane and Chris further strengthen their leadership position from here in New Zealand”

Plexure is well versed in facilitating stronger customer connections within the QSR vertical, through their relationship with McDonald’s, who are not only a customer in 61 markets globally, but also own a 9.9% shareholding in the Company.

ENDS.

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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 220 million end users on its platform in 61 countries.

Plexure employs 154 staff globally, with offices in Auckland, Atlanta, Tokyo, London and Copenhagen. Clients include McDonald's, White Castle, Super Indo (part of the Ahold Delhaize grocery chain) and Loyalty New Zealand.