

Wednesday, 9 March 2022

TASK wins Accor Stadium mobile app and contract extension

Sydney, Australia, March 9, 2022 - Plexure Group Limited's (NZX/ASX:PX1) recently acquired TASK business today announces it has been selected to design and develop a new mobile application for the iconic Accor Stadium at Sydney Olympic Park. The mobile app will support further innovation of Accor Stadium's loyalty program, including member QR code scanning at the turnstile for entry and at Point-of-Sale terminals for loyalty rewards. Future phases of the app design will introduce an industry first app modulization feature, allowing Accor Stadium operator, VenuesLive to deploy apps to additional venues in a matter of days.

VenuesLive is at the forefront of partnership innovation with TASK, utilising the TASK API extensively with real-time integrations to event software, including live business intelligence. VenuesLive utilise further modules including the TASK online ordering solutions, real-time inventory control, and the suites management platforms. This is an exciting partnership that builds upon the existing TASK platform in-situ at the Stadium and follows on from the successful deployment of the TASK loyalty mobile app and program at CommBank Stadium.

This activity coincides with an extension of the contract term with VenuesLive.

"This decision validates our approach to move away from multiple third parties for our app projects towards consolidating them with one of our leading technology providers, TASK, who can manage all the transactional elements of our systems in and around our event activities. When we implemented the CommBank Stadium App a few years back, we witnessed the instant benefits of having one system with our customer-facing application intrinsically tied to our transaction system for membership and rewards", said Daniel Farrar, General Manager Marketing, Digital and Technology at VenuesLive.

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“This is a fantastic project for our team and extends our highly valued partnership with VenuesLive further into the future. It’s awesome to work with such an innovative customer who is always looking for new ways to engage with the consumer”, said Dean Houden, General Manager at TASK.

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Approved for release by the Board of Plexure Group Limited.

For more information, visit www.plexure.com and www.TASKsoftware.com or contact:

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