



30 July 2021

Annual Meeting and Directors Nominations

Plexure Group Limited (NZX:PL1, ASX: PL1) announces that its 2021 Annual Meeting is to be held on 21st September 2021 at 15:00 (NZST) in the World Cup Lounge West, Level 4, South Stand, Eden Park, 42 Reimers Ave, Kingsland, Auckland. The meeting will be a hybrid meeting.

For the purposes of NZX Main Board Listing Rule 2.3.2, Plexure advises that the opening date for nominations for directors is today, 30 July 2021. The closing date for nominations for directors will be 13 August 2021. All nominations must be received by 5:30 pm on the closing date.

Nominations may only be made by a shareholder entitled to attend and vote at the Annual Meeting.

Nominations should be emailed to Alex Gruk at alex.gruk@plexure.com or addressed to:

Alex Gruk
P.O. Box 90722
Victoria Street West
Auckland 1010

ENDS

For more information contact:

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Email: alex.gruk@plexure.com

Plexure Group Limited

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plexure

About Plexure

Plexure is a mobile engagement software company. Global brands use the Company's products to engage consumers on mobile devices and drive them to store with 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 physical retailers 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:

- Mobile order and pay
- Next generation loyalty programmes
- Personalised offers
- 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 165 staff globally, with offices 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 Pitt.