

Tuesday 1 March 2022

## **TASK wins contract extension with the Foodco Group**

**Sydney, Australia, March 1, 2022** - Plexure Group Limited's (NZX/ASX: PX1) recently acquired TASK business today announced it has extended its contractual term with Foodco Group for a further 5 years. This extension will see the partnership between TASK and Foodco extend beyond a decade, as the companies continue to evolve and innovate.

The TASK transaction management platform powers over 450 of Foodco's Jamaica Blue and Muffin Break branded stores globally, including Australia, New Zealand, United Kingdom, Singapore and Malaysia.

Foodco Group has innovated extensively with TASK, adding further technology to the Point-of-Sale platform through implementing the TASK-built loyalty and mobile apps for both brands, adding TASK online ordering tools and several other strategic initiatives, including integrations to third-party aggregators.

"The Foodco Group is akin to a family member for TASK – we have a great long-term relationship based on an outstanding cultural fit and shared vision. We are delighted to see that relationship be extended and consider it to be a strong indicator of the ongoing success of our partnership", said Dean Houden, General Manager at TASK.

**ENDS**

**Approved for release by the Board of Plexure Group Limited.**

For more information, visit [www.plexure.com](http://www.plexure.com) and [www.TASKsoftware.com](http://www.TASKsoftware.com) or contact:

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### **About Foodco Group.**

Foodco Group is a proudly family-owned business since 1989 and operates across nearly 600 locations across 7 countries, employing over 4,000 people. Their vision remains at the centre of everything they do – “people enjoying perfect espresso and handmade fresh food”. Foodco operates multiple retail brands including Jamaica Blue, Muffin Break, Crocs Playcentres and BeanGiving Retail, as well as enterprise systems including Foodco Services, BeanGiving Office, Jahnus (specialty roasting services).

For more information visit <https://www.foodco.com.au/>