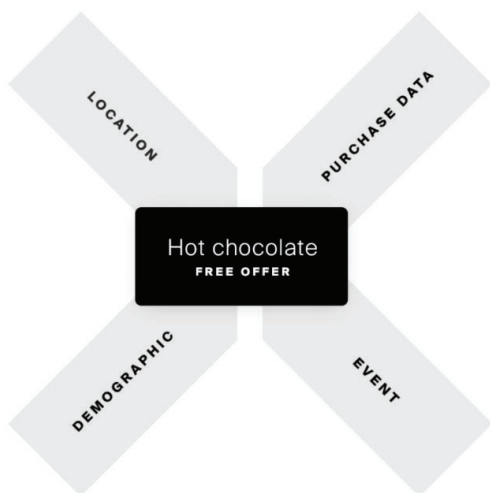




# Create world-class customer engagement

Redefine your customer experience and drive results through personalized mobile engagement. Plexure connects you to your customers on mobile, in-store and on the go.



Create world-class customer engagement with personalized, dynamic marketing delivered in real-time.

Plexure works with large brands to improve their mobile marketing. Our platform combines transaction data with contextual information from a huge range of sources. Having this knowledge at your fingertips makes it easy to pinpoint the right marketing opportunity for each individual customer.

## Reimagine mobile engagement

Change the game with content personalization and data insights. Plexure helps you to craft sophisticated AI-powered campaigns with loyalty programs, apps, order and pay, analytics and more. Plexure is a powerful suite of mobile engagement tools in a single user-friendly platform that scales with your needs.

## Add our expertise to your team

Plexure's marketing, CRM and technical consultants will show you the best way to maximize engagement, Customer Lifetime Value, retention and loyalty.

## Create customer relationship magic

Plexure adds magic to customer experiences across retail and grocery, gas and convenience, restaurants, hospitality, entertainment and beyond.



We power mobile engagement solutions for some of the world's biggest brands, helping them transform customer experience.

## Mobile engagement for 7-Eleven Australia

Plexure worked with 7-Eleven to develop the Fuel Price Lock App, which has transformed the way customers buy fuel and convenience items.

With location based data we enable customers to find the best priced fuel near them and lock in that price for the next 7 days. If the price goes up, drivers pay less at the pump. If the price goes down then drivers still pay the lower price meaning 7-Eleven customer get great savings.

In this world first, Plexure integrates with live fuel prices, enables mobile order and pay for fuel and delivers targeted offers to drive up the number of customers that add retail items when they re-fuel. A simple scan of the app at POS makes for a speedy exit and a great purchase experience which has significantly improved key business drivers at 7-Eleven.



## Personalized loyalty for McDonald's Japan

With around 3,000 stores throughout the country, McDonald's Japan is the 2nd largest McDonald's market in the world.

Plexure's mobile engagement platform delivers a seamless experience for customers that want to redeem offers or collect loyalty points when they transact at McDonald's. Our deep integration with local IT systems removes operational headaches normally associated with managing and targeting offers to individuals at scale. Plexure has transformed the purchase experience for millions of McDonald's customers in Japan and continues to innovate for the restaurant experience of the future driving improved metrics across key business drivers.

## McDonald's invests \$5.4m in Plexure

"This investment is a testament to our belief in Plexure's ability to deliver strong results for our business as well as the talent and technology they've cultivated."

*Steve Easterbrook, Group President and Chief Executive, McDonald's*