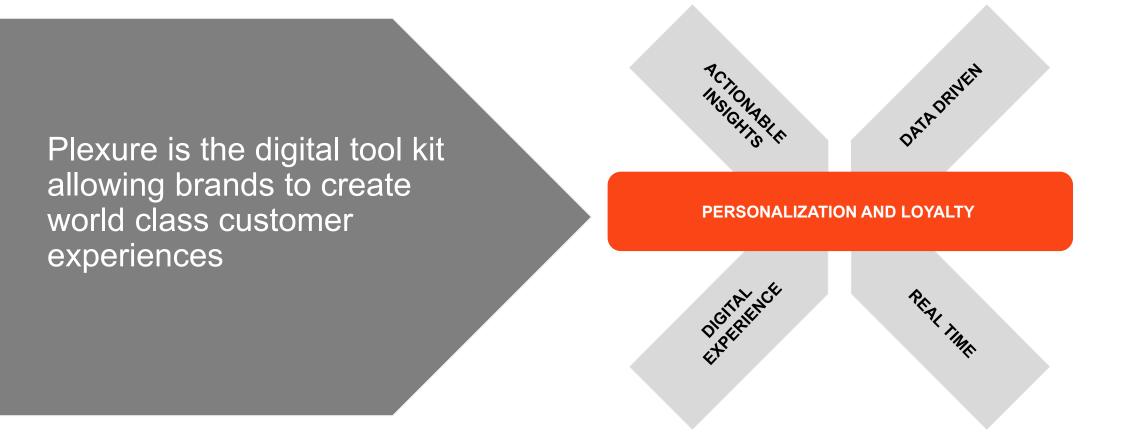


Contents

- 1. An introduction to Plexure
- 2. The [brand] opportunity
- 3. The [brand] solution
- 4. In real life a demonstration
- 5. Summing up and discussion





Who we work with







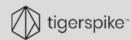






















































A global footprint

150 million users across 58 countries.

Offices in Chicago, Atlanta, Tokyo, Copenhagen, London, Auckland.

105 staff, 40+ developers.

Founded in 2010, listed on the NZ stock exchange (NZX:PLX)









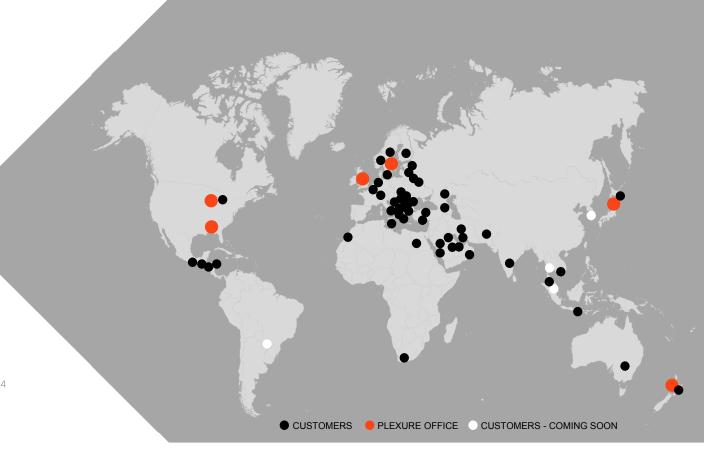












\$3B Sales
Revenue
PROCESSED 2018

2M+
REAL TIME POS
TRANSACTIONS
DAILY

9.2B

API CALLS
PER MONTH

190M

MESSAGES PER MONTH

50M+

USERS
PROCESSED
DAILY

24/7 SUPPORT

The Plexure platform has scale, security and support

5.5M+

DAILY

OFFER

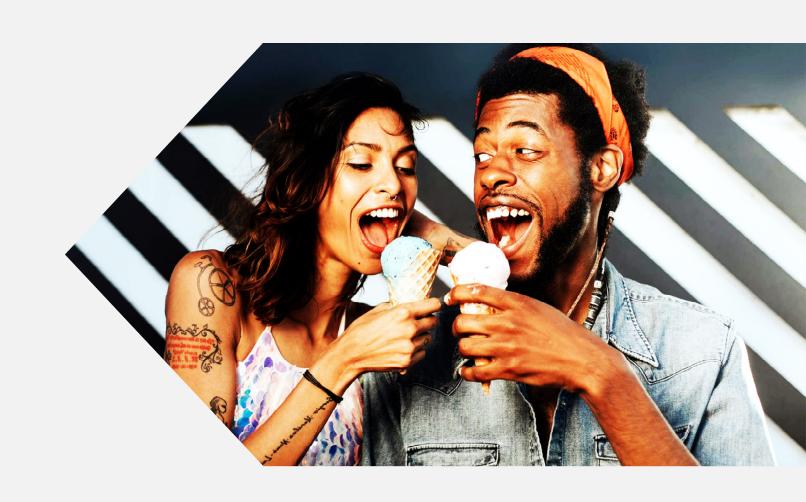
REDEMPTION

300M

DAILY CUSTOMER INTERACTIONS

Data protection and privacy

The Opportunity



Anticipate what customers want

Bridge

the gap between in-store and digital experience

Brands need to know their customers

30% of Amazon's revenue is based on sales from their recommendation engine

Deliver

Meaningful engagement across all touch points

Optimize

interaction through social and digital channels

Capitalize

on artificial intelligence to scale and improve



The benefits of personalized mobile engagement are irrefutable



78% of consumers ignore offers if not personalized



Increased revenue

99% of US marketers report personalized web and app results in increased revenue



88% of consumers are more likely to buy from brands with personalized cross channel experiences



61% of consumers have a better opinion of brands who offer a good mobile experience

https://citrusbits.com/50-mobile-statistics-facts-and-trends/https://deviceatlas.com/blog/category/mobile-statistics

Slide 11

- maybe positive sentiment should be Customer Experience? Also I changed the heading, what do you think...

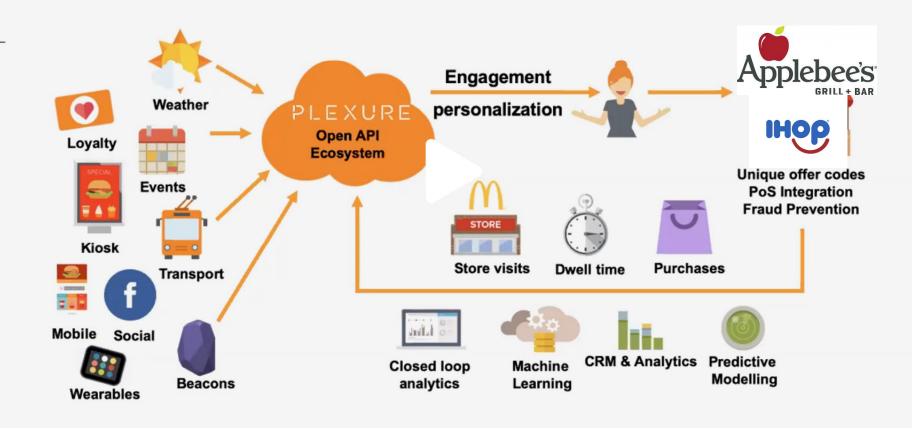
 Caroline Knowles, 25/11/2019
- isnt the take out from this stat that consumers think more of your brand (vs being about the customer experience) but we cant say brand loyalty..... but when people think more of your brand they are generally more likely to buy from you....

 Sarah Gibbons, 25/11/2019

Reskin if we want to include this one



Plexure Ecosystem



The solution



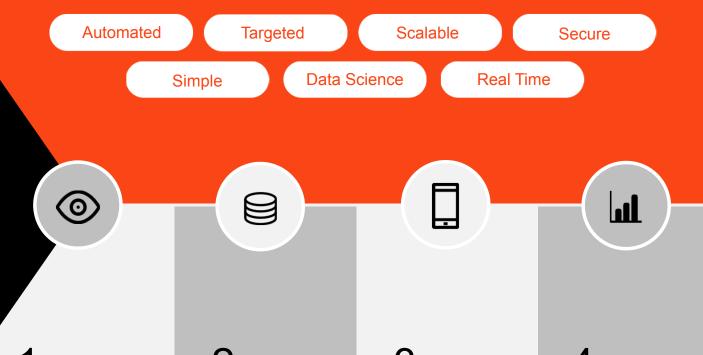
Plexure Solution

plexure

Enables Brands Via

Deep

Personalization



Strategic Consulting

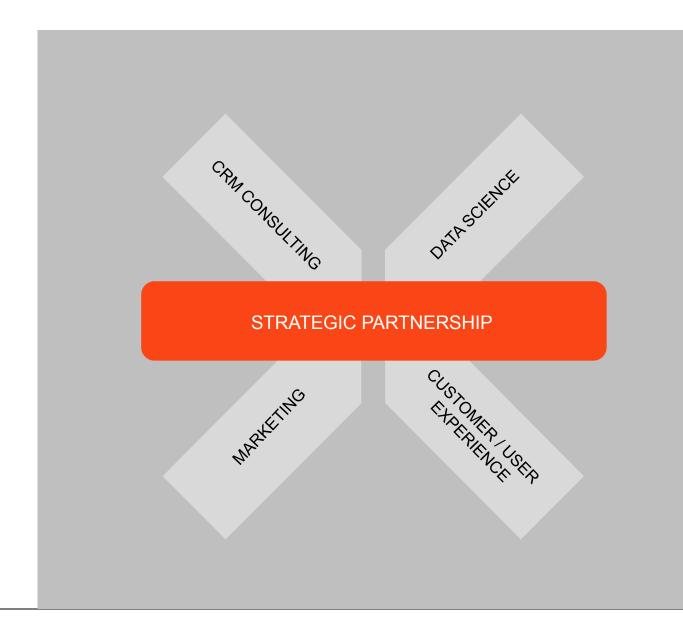
Intelligent

Execution & Support

Reporting & Insights



Strategic consulting



We focus on creating emotional connections that drive engagement and increase loyalty

Program Design

We help you design a programs that deliver the customer experience and business outcomes you require.

Brand Promise

Your personalization and loyalty program will substantiate your brand promise and line up with your brand architecture.

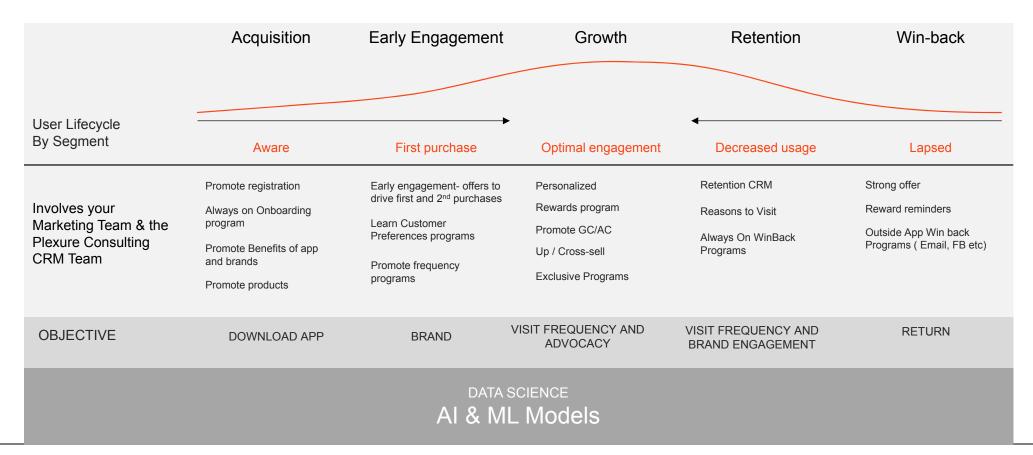
Loyalty Value

We can help you define rewards points value, considering the difference between perceived and actual point value and points awarded for customer action

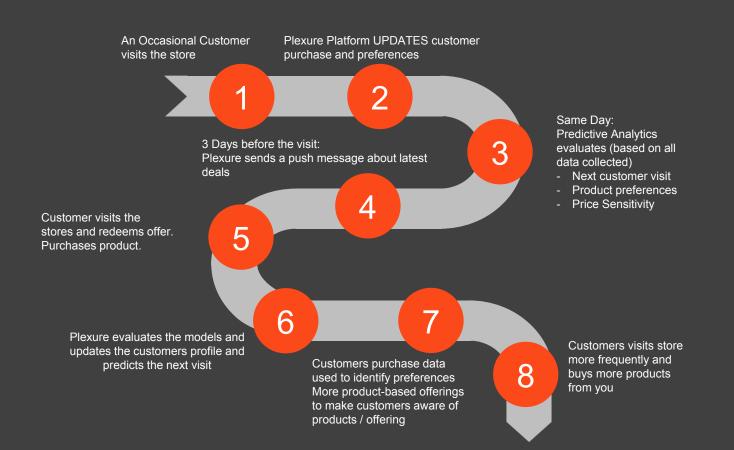
Results

We help you to understand the results of the program with international bench marking.

Designing customer lifecycle programs powered by data science



And personalized customer engagement tailored to your customer journey



- 1. MULTI DIMENSION CUSTOMER CLUSTERING
- 2. PREDICTIVE ANALYTICS
- 3. RICH CUSTOMER PROFILE AND CRM DATABASE MANAGEMENT
- CUSTOMER PREFERENCES
- 5. SMART TARGETING & PERSONALIZATION
- 6. PROMOTE BRAND/PRODUCTS OFFERING
- SIMPLIFY PURCHASE DECISIONING
- 8. P<mark>SG [2]20</mark>HOPPERS SP7

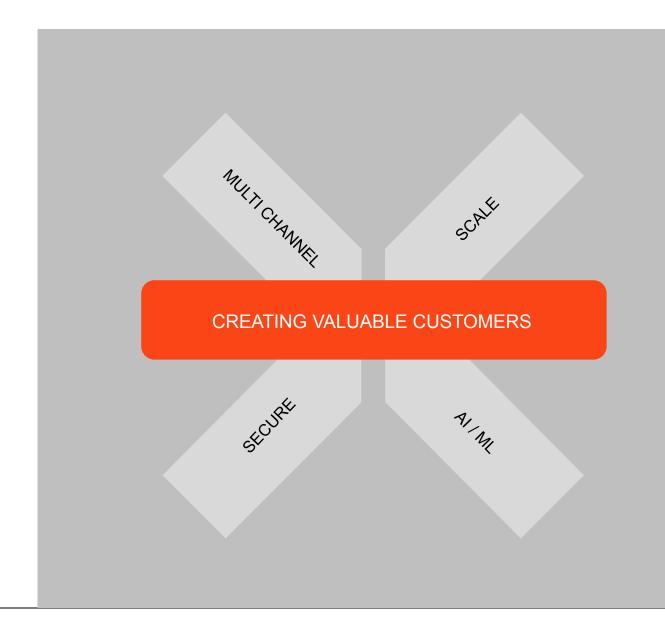
Slide 19

@sumit what is this last point mean to be - #8? Sarah Gibbons, 25/11/2019 SG [2]20

end result is to create more premium shoppers who visit store more frequent and spend more SP7

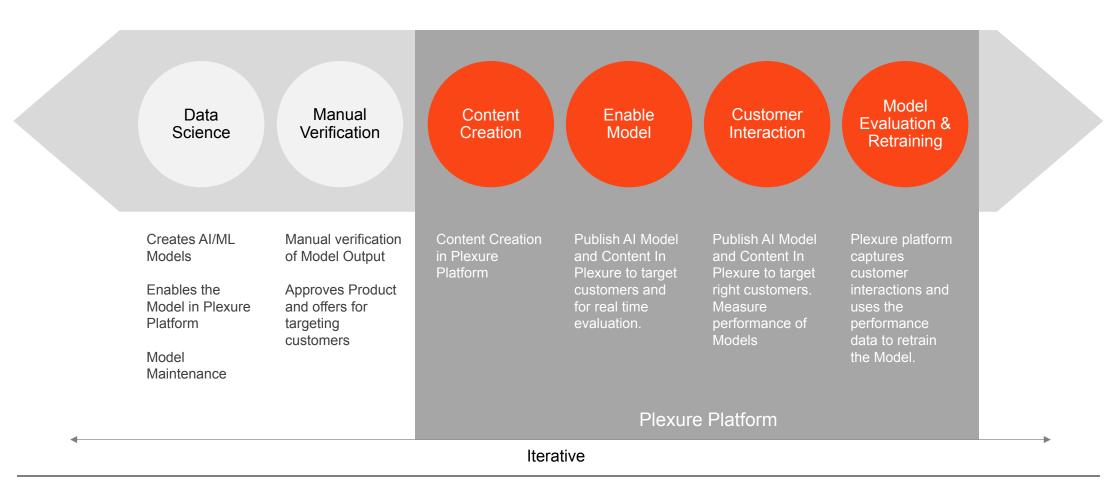
Sumit Pandey, 28/11/2019

One Intelligent Platform



Channels In-store Channels The Mobile Mobile **Platform** Web Email SMS display wallet app **Content Management API Layer** System Customer Care Portal **CMS** Loyalty Offers | Banners | Push Messages | **Punch Card** Plexure Gamifications Points Earn and Burn care portal **Contextual Layer** Location | Behaviour | Attributes | Behaviour | Preferences Reporting Data transform-Data Layer System Analytics 3rd Party | Customer | POS | Activity | Loyalty | Transactions | Sales | Performance **External Customer** AI/ML Engine Data Predictive | RFM | Propensity to Buy | Propensity to Visit | Lifecycle Analysis | Price Optimization | Location | Forecasting | Churn Analytics Output

Insight-driven engagement all in one eco-system



Unlocking the value requires a paradigm shift

Descriptive Analysis
Traditional approach

Predictive Analysis
Plexure's approach

Backwards view

Reporting driven

Manual execution

Multiple systems

Delayed / retrospective / slow turn-around time

Future view

Data and insights

driven

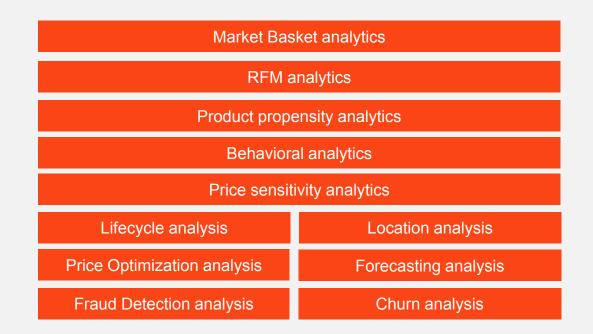
Automated execution

Single system

Near real-time

The complete approach

From Segmentation to Deep Personalization



Insight based targeting

Automated, scalable, real-time

Multi Dimension customer clusters

use location, weather, customer, social interactions, survey data to identify

Analyze

measure effectiveness modify models

Product preferences

product preferences based on time, location, trends and events

Engagement

right time right channel



predict consumption at customer level, identify next visit and budget and price sensitivity with relevance to key moments i.e. pay day, 3rd party promos.

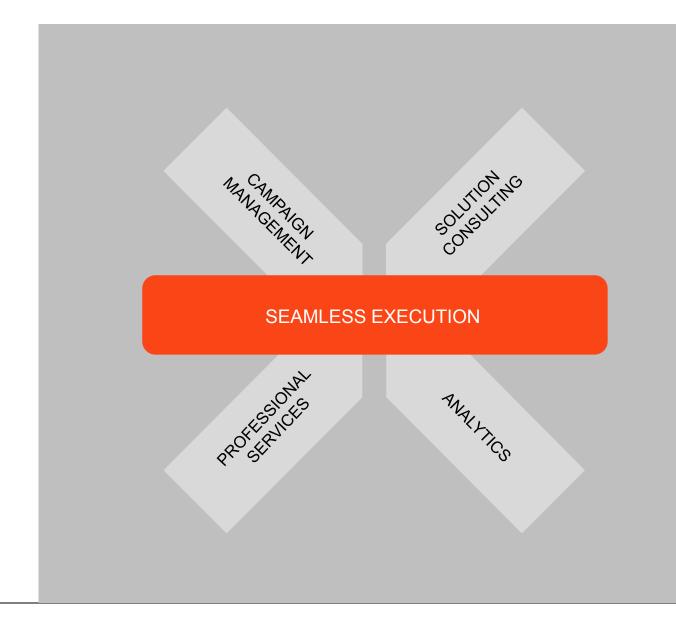
Message & Offer Recommendation

right message right offers to the right customer





Execution and support



Delivering engaging customer experiences that drive results



- Data-driven personalization
- Offers, content, messaging
- Rich customer profiles
- Real time
- · Lifecyle marketing



- Earn and burn, Tiering, Gamification
- Personalized offers
- Next generation dashboards Motivate purchase
- Drive repeat purchase

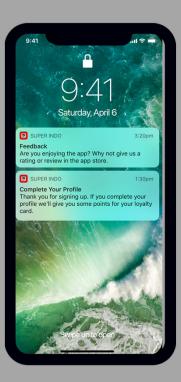
Mobile order & pay INCREASE FREQUENCY >30%, AVERAGE CHECK >35%

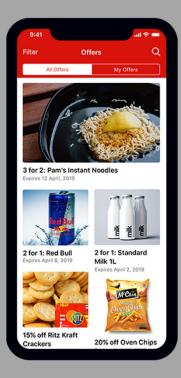
- Custom ordering, queuing, tracking
- Delivery integration
- In store wayfinding
- Technology agnostic, POS integration
- Customizable UX

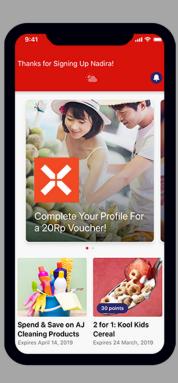


- Data visualization at your fingertips.
- AI/ML driven insights
- Automated, scalable, actionable

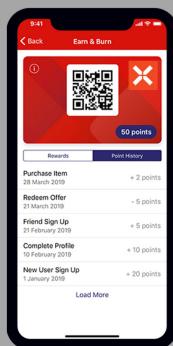
Customer engagement modules







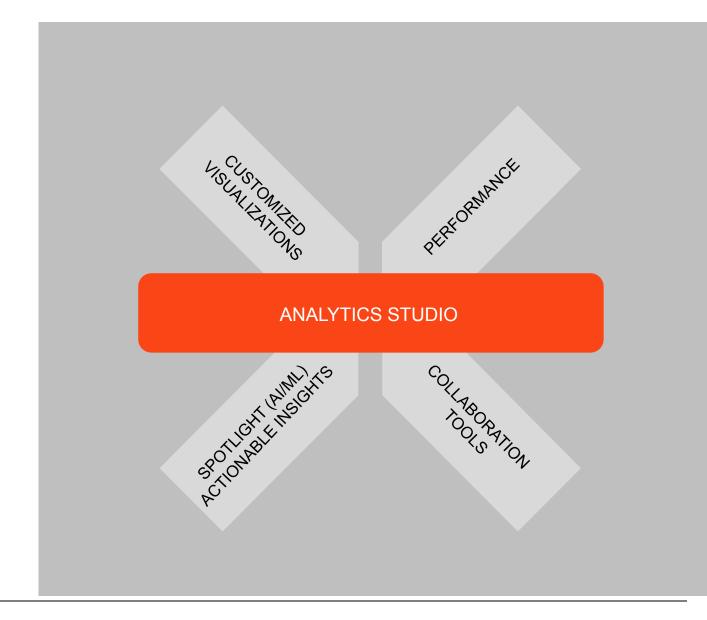






Activation Growth Retention Win-back

Reporting and insights



Reporting & Insights

Analytics Studio

3rd Party data integration

Right info, Right time

Customize

Build your own

Apply data insights

BI Interface

Advanced dashboards

Collaborate



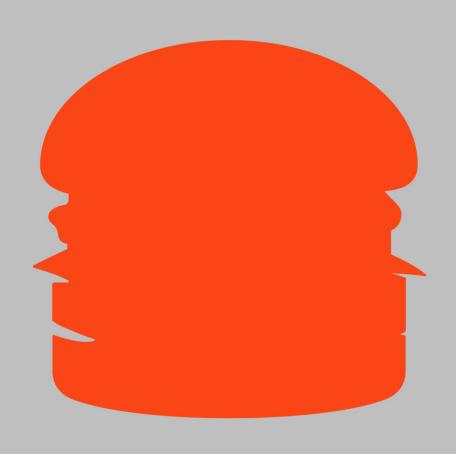
Client examples



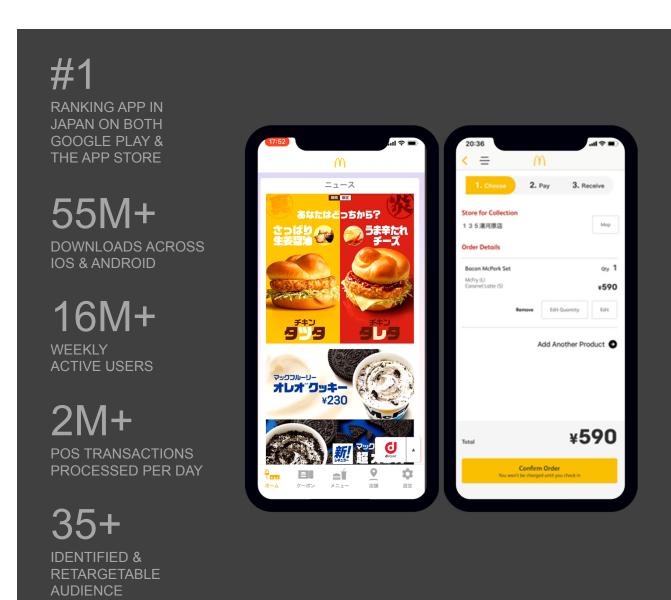
Plexure's Loyalty Programs **Deliver Results**

In September 2018 Plexure rolled out a loyalty solution for a QSR brand, delivering significant benefits since launch

8.7M TOTAL POPULATION	1M+ APP DOWNLOADS
867k	107M
LOYALTY MEMBERS	POINTS EARNED
96M	89%
POINTS BURNED	BURN / EARN RATIO



Plexure powers the world's leading loyalty program for McDonald's Japan



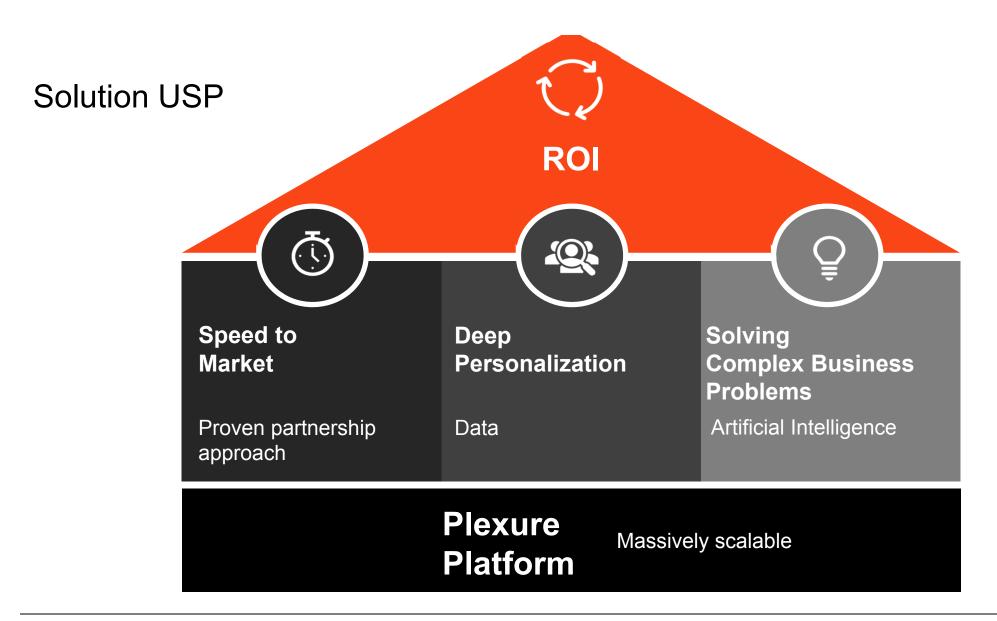
plexure PAGE 33

Summing up



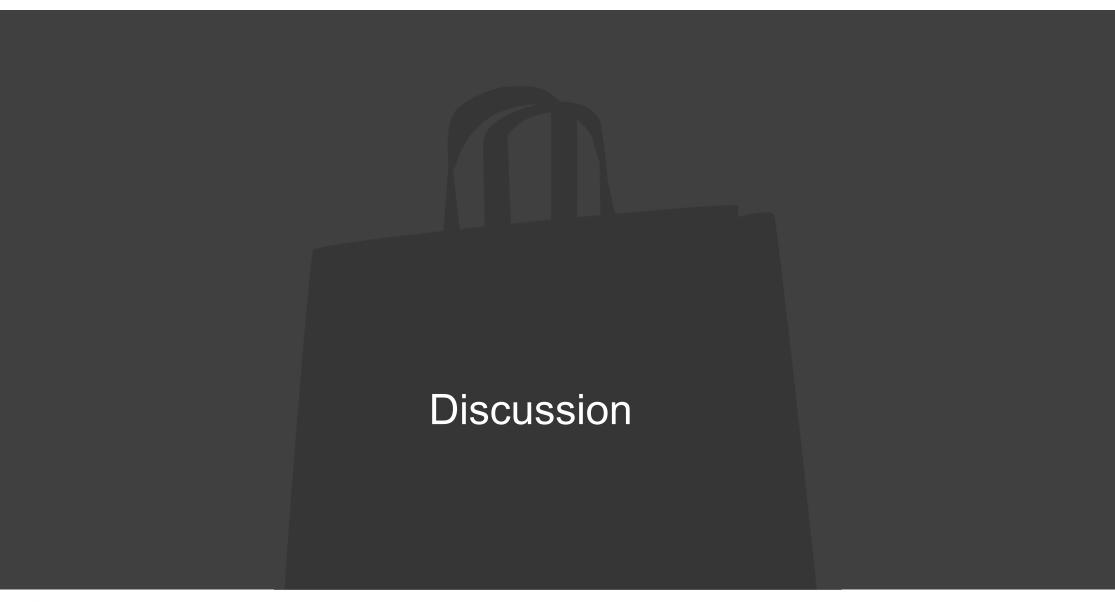
Steps to launch best practice customer engagement solution

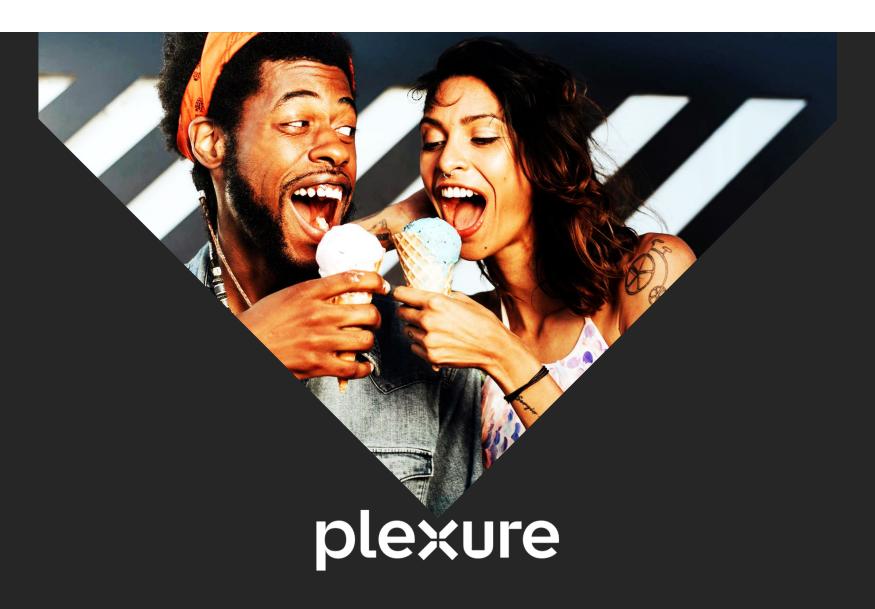
Technical Workshop	Marketing Workshop	Solution Integration	Campaign Managed Services	Content Management	Go live
Scoping & Planning to lock down requirements	Marketing & UX strategy formation	Scope definition & out of the box deployment	Training Walkthrough of test and production environment	Content review sessions, Go live readiness	Proactive monitoring Support SLA optimisation
2 Days	1 Day	3-4 Weeks Platform Configuration 2-4 Months Application Development	1-2 weeks	TBD	10 - 12 weeks



How Plexure is different

 Enterprise approach	Part of your team	
Simple and easy	World class security	6
Global scale	Complete solution	
Speed to market	Data-driven	





Name Position Contact