

18 October 2022

TASK finalises name and primary listing change, plus enters into new industry vertical via contract with Crust and Pizza Capers

- From today, Plexure Group will now trade as TASK Group Holdings Limited, under the 'TSK' ticker, now that the move to a primary ASX listing and foreign exempt NZX listing has been formally approved;
- TASK's transaction management platform enters into a new QSR segment, following selection by RFG's Crust and Pizza Capers brands;
- RFG to deploy the full suite of TASK software and services (POS, e-commerce, mobile app, kitchen management, delivery integration and management) introducing personalisation and loyalty capability;
- Opportunity represents a +10% uplift on monthly SaaS revenue for the Group's TASK division as of September 2022.

Sydney, Australia, 18 October, 2022 – As announced on 11 October 2022, effective today, Plexure Group Limited (**NZX/ASX:PX1**) will trade as TASK Group Holdings Limited (**TASK** or **Group**) under the ticker 'TSK' on the ASX and NZX now that full formal approval has been provided by the ASX and NZ RegCo to move its primary listing to the ASX.

In addition to these changes, reflecting the completion of the business transformation, the Group is pleased to announce that TASK has been selected by its partner Retail Food Group (**ASX:RFG**) to deploy its transaction management platform across its Crust and Pizza Capers brands in Australia.

The agreement further expands the long-running TASK and RFG partnership, which currently covers Michel's Patisserie, Donut King, Brumby's Bakery, and Gloria Jean's, and brings all of RFG's domestic retail food franchise network onto TASK technology.

TASK was selected by RFG after an extensive and competitive Request for Proposal process and will provide a single end-to-end enterprise solution that covers store front, kitchen and delivery management, and will feature customer-facing POS, e-commerce, mobile app, and delivery integration applications on the TASK technology stack, as well as leveraging TASK's personalisation and loyalty capabilities.

Once fully deployed and leveraging all modules, this opportunity represents a +10% uplift on monthly SaaS revenue for the Group's TASK division, as of September 2022. Although it

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represents less than 10% of Group revenue, the new RFG agreement is strategically significant as it:

- signifies the TASK division's first venture into a new Quick Service Restaurant (**QSR**) industry vertical, the fast-growing pizza segment;
- expands TASK's recurring revenue base with the largest contract for the TASK division;
- illustrates the continuing strong growth of the TASK Group.

As part of TASK's entry into the pizza vertical, RFG will customise the TASK Online Ordering product (**TOLO**) helping to drive higher e-commerce volumes and create efficiencies across its pizza brands. The TASK solution will also integrate into RFG's enterprise reporting platform, providing real time visibility of valuable data and analytics to support business improvement initiatives.

Kate McGrath, Head of Marketing at Retail Food Group, said:

"TASK was a logical partner for RFG's QSR Division, expanding their end-to-end digital capabilities to support e-commerce growth opportunity across our Crust and Pizza Capers networks. TASK has a strong track record of delivering key enterprise and app deployments and we are very excited to expand our relationship."

Dean Houden, General Manager at TASK, said:

"TASK is thrilled to be selected for this exciting new contract for Crust and Pizza Capers and we are looking forward to extending our technology partnership with Retail Food Group. Switching on all components and capabilities of our platform solution can benefit RFG and their franchisee partners, driving transaction volumes and creating efficiencies, while at the same time providing a seamless and convenient experience for their savvy consumers."

ENDS

Approved for release by the Board of TASK Group Holdings Limited.

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About Retail Food Group Limited (ASX:RFG)

RFG is a global food and beverage company headquartered in Queensland, Australia. It is Australia's largest multi-brand retail food franchise manager, and is the owner of iconic brands including Gloria Jean's, Donut King, Brumby's Bakery, Michel's Patisserie, Crust Gourmet Pizza, Pizza Capers, Cafe2U and The Coffee Guy. RFG is also a roaster and supplier of high quality coffee products, supplied under the Di Bella Coffee brand.

For more information about RFG visit <https://www.rfg.com.au/>

About TASK Group (ASX/NZX:TSK)

TASK Group is a leading provider of technology solutions enabling its global hospitality clients to maximise their customer relationships in an increasingly digital world.

TASK's end-to-end cloud-based platform helps clients to improve customer experiences across every transactional touchpoint, including digital customer-facing services, back-of-house and enterprise operations.

Our comprehensive APIs allow organisations to plug into our ecosystem and have their actions deliver simultaneous updates across mobile app, point-of-sale, kitchen management, mobile ordering, payment and delivery integration.

The Group's ecosystem combines transaction services, personalisation, offer management and BI technology to help clients generate operational efficiencies, drive valuable data insights about their consumer base, activate new promotions and build brand loyalty.

TASK's customers are global blue chip customers including restaurants, entertainment and stadium venues, gaming and casinos and large-scale food service operators.