

**Better
growth,
together.**

blackpearl ●

blackpearl

Blackpearl Group is a data technology company, relentlessly focused on unlocking the potential of data for small and medium-sized businesses.

We build, acquire, and market cutting-edge, cloud-based services that empower businesses to make data-driven decisions, drive productivity, and generate demand.

Our suite of tools and applications is designed to help businesses of all sizes harness the power of data and achieve their full potential.



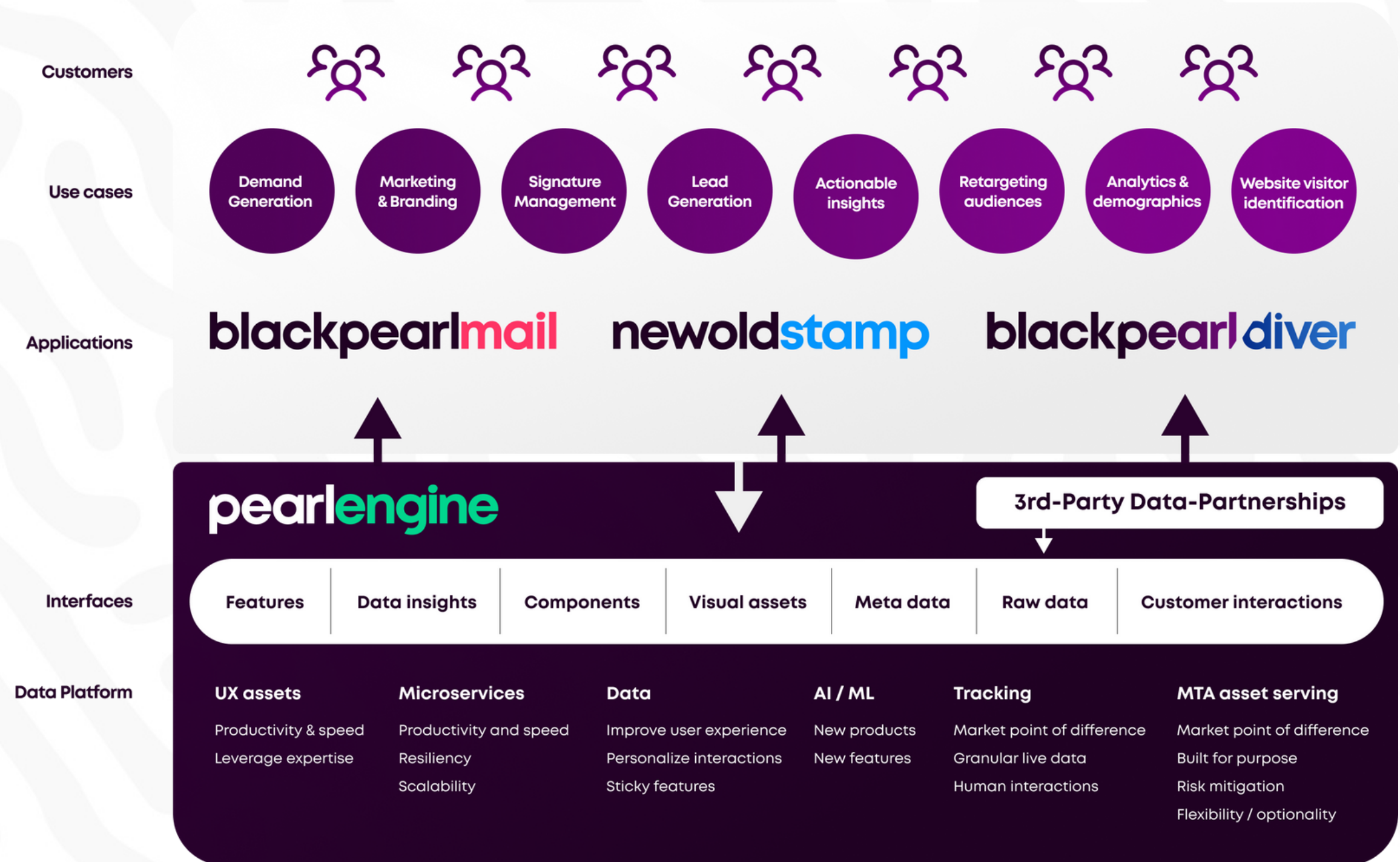
From listing to lift off

As a data-focused company, Blackpearl Group recognizes the need to stay at the forefront of technology trends to continue delivering innovative solutions for its customers. With the added financial resources that come with being a public company, Blackpearl Group can rapidly acquire new technologies, grow its data partnership network, and position itself as a leader in the data technology industry.



Group Structure

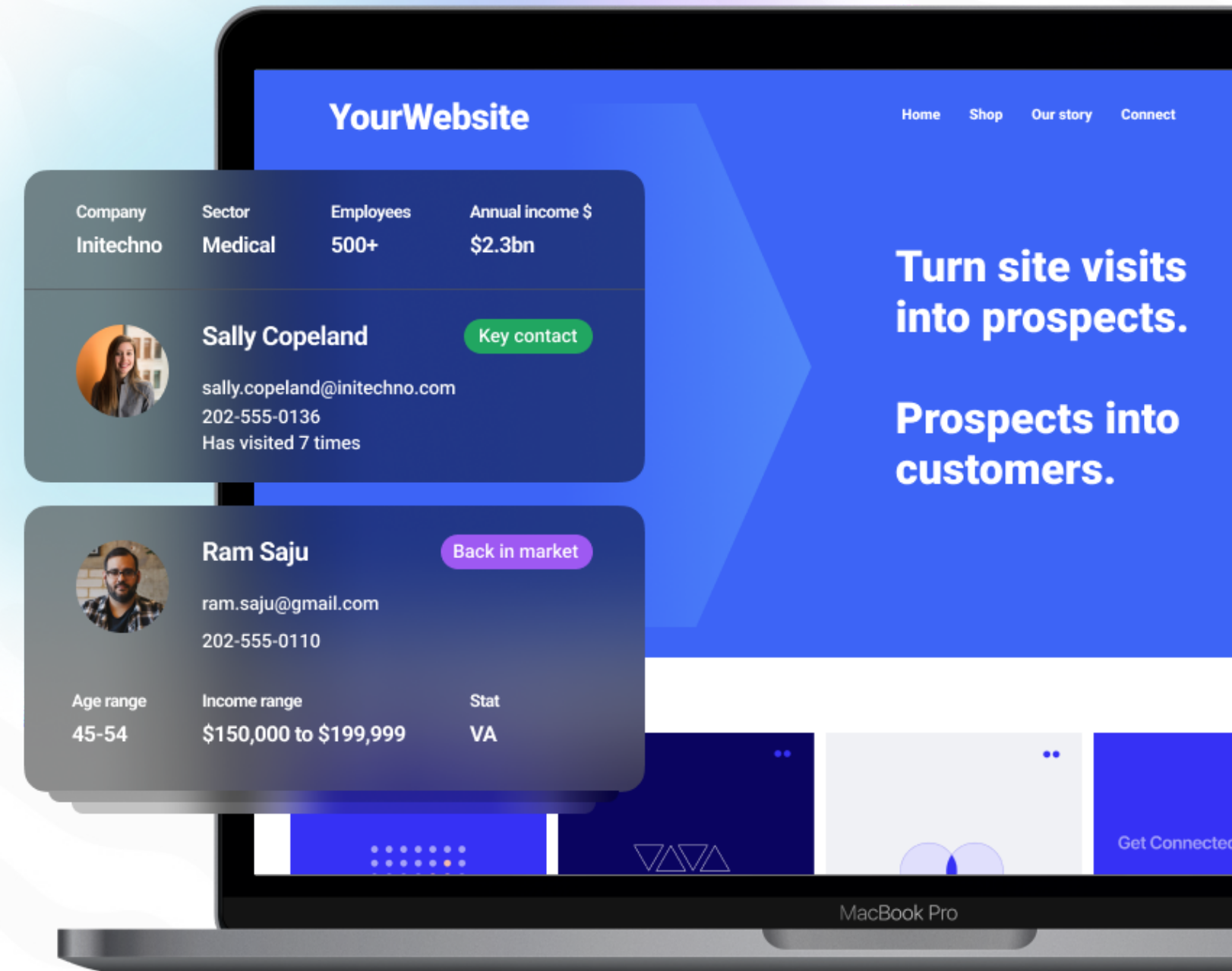
Our proprietary data platform, the **Pearl Engine** drives a range of powerful productivity and demand-generation applications specifically tailored to meet the unique needs of small and medium-sized businesses (SMBs).





Pearl Diver enables businesses to enhance customer engagement and conversion rates by transforming anonymous website visits into leads and identifies key sales opportunities using multiple data measurements to assess levels of engagement.

This amalgamation of over a decade of experience in data technology and email tracking combined with a powerful world-class identity graph has led to a world-first technology solution. Helping businesses unlock their data's full potential and overcome the challenges facing them, like rising advertising costs and poor access to data.



Finding the pearls...

The screenshot shows the Diver dashboard interface. At the top left is the 'diver' logo. On the right, there's a user profile for 'mark.fryer@infrotechsupplies.com' with a 'Sign out' button. Below the logo, there are two summary cards: 'Identified website visitors last 90 days' with a count of 6,803, and 'Hotlist last 28 days' with a count of 668. A section titled 'Identified website visitors' includes a sub-header 'We've identified these people who have visited your website.' and filter tabs for 'Last 7 days', 'Last 28 days', and 'Last 90 days'. A 'Download dataset (CSV)' button is also present. Below this is a table with the following columns: Name, Email, Personal visits, Location, Company name, Company visits, Visit date, and Record type. The table contains six rows of visitor data.

Name	Email	Personal visits	Location	Company name	Company visits	Visit date	Record type
Raul Smith	raul.smith@initechno.com	2	Dallas, TX	Initechno	5	2023-01-28	B2B
Sally Copeland	sally.copeland@initechno.com	3	Dallas, TX	Initechno	5	2023-01-28	B2B
Claudia Brooker	claudia@samsnaturalfood.com	1	Las Vegas, NV	Sam's Natural Foods	11	2023-01-28	B2B
Ram Saju	ram@samsnaturalfood.com	2	Las Vegas, NV	Sam's Natural Foods	11	2023-01-28	B2B
Tracy Morris	tracy.morris@globexcorporation.com	3	New York, NY	Globex Corporation	3	2023-01-27	B2B
Sarah Johns	sarahtravelstheworld@gmail.com	4	New York, NY	-	-	2023-01-27	B2C

Demographic & Firmographic data points

First name ✓

Last name ✓

Email ✓

Job Title ✓

Mobile ✓

DDI ✓

LinkedIn ✓

Gender ✓

Age range ✓

State ✓

Zip Code ✓

Income range ✓

Company ✓

Seniority Level ✓

Department ✓

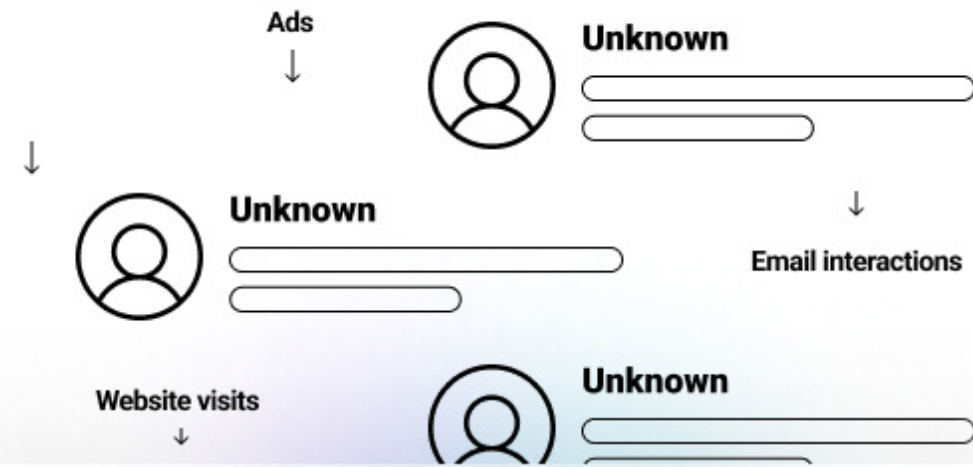
Revenue ✓

Industry ✓

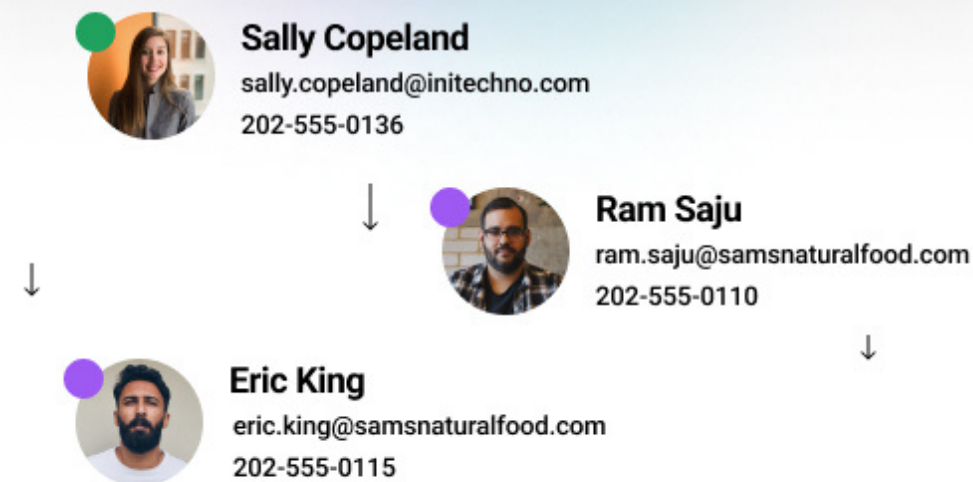
URL ✓

And much more... ✓

Actionable insights

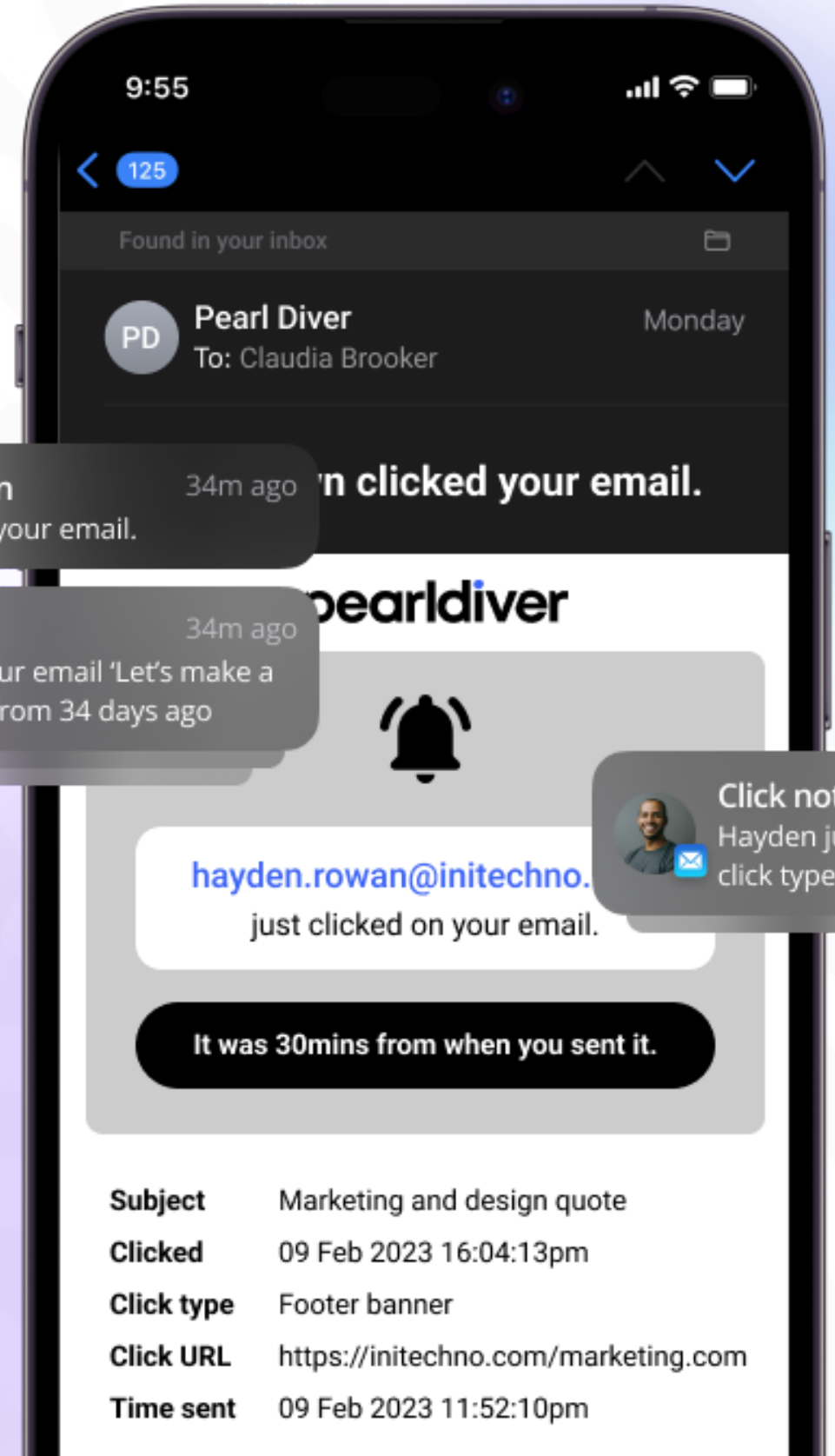


Identity resolution network



Open & Read notification 34m ago
Dave Windsor just opened your email.

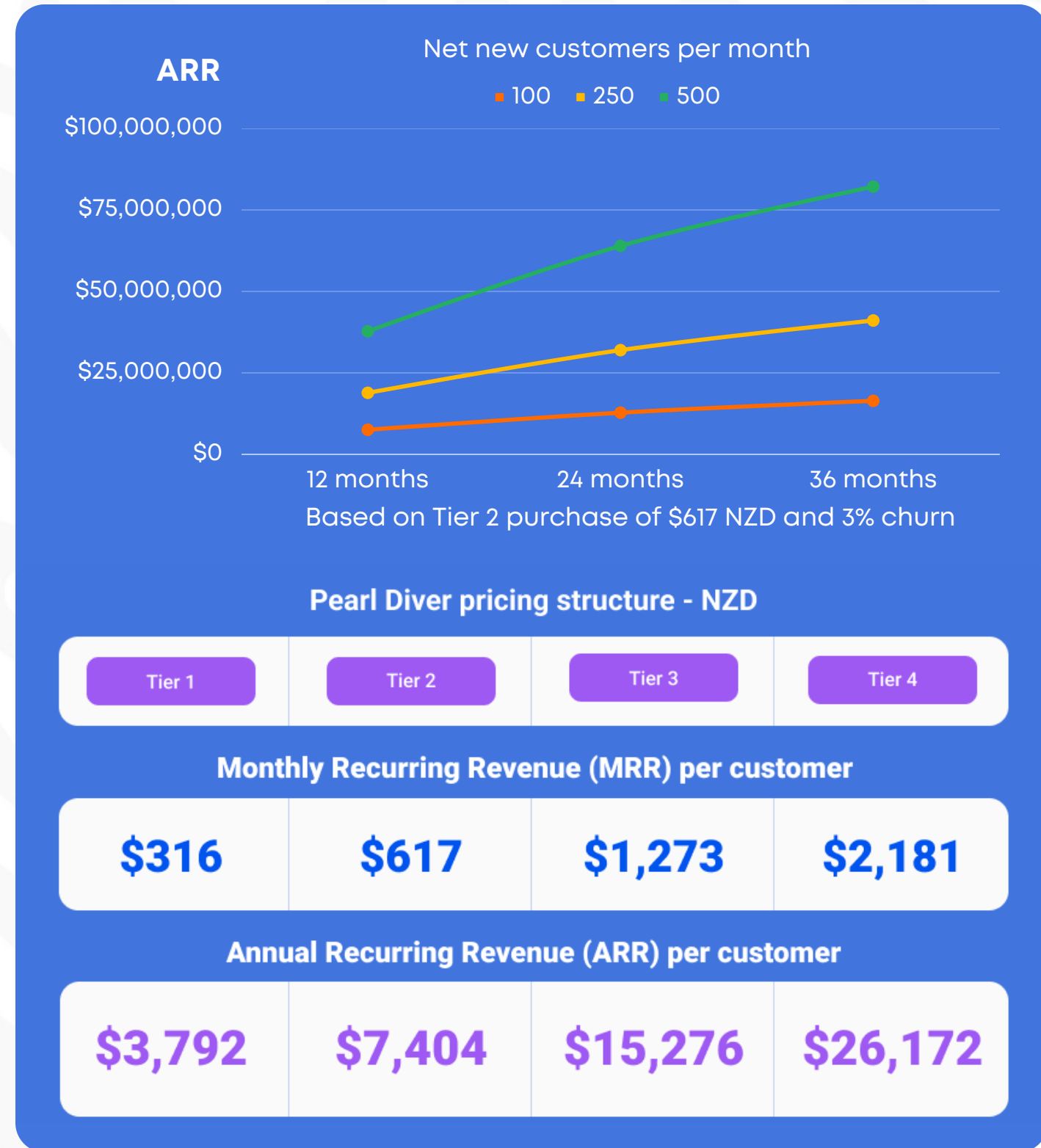
Back in market alert 34m ago
Claudia Brooker opened your email 'Let's make a time to review your policy' from 34 days ago



A rapid growth opportunity

As with all Blackpearl Group's existing SaaS products, Pearl Diver is charged on a monthly recurring basis. This means revenue compounds each month. With an average monthly subscription value 10x higher than our existing products, the compounding nature of this higher monthly recurring revenue significantly impacts the Groups ARR.

Our models factor in our low Group wide sub 3% churn rate.



FY23 Financial Highlights:

Based on unaudited management accounts.
May be subject to change.

Revenue increased by

100%

from FY22

Over

3,800

customers as at 31 March 2023
(490% increase from FY22)

Average Revenue Per Customer
for NewOldStamp increased

13%

Gross Profit increased by

265%

from FY22

Net Assets have increase by

65%

from FY22

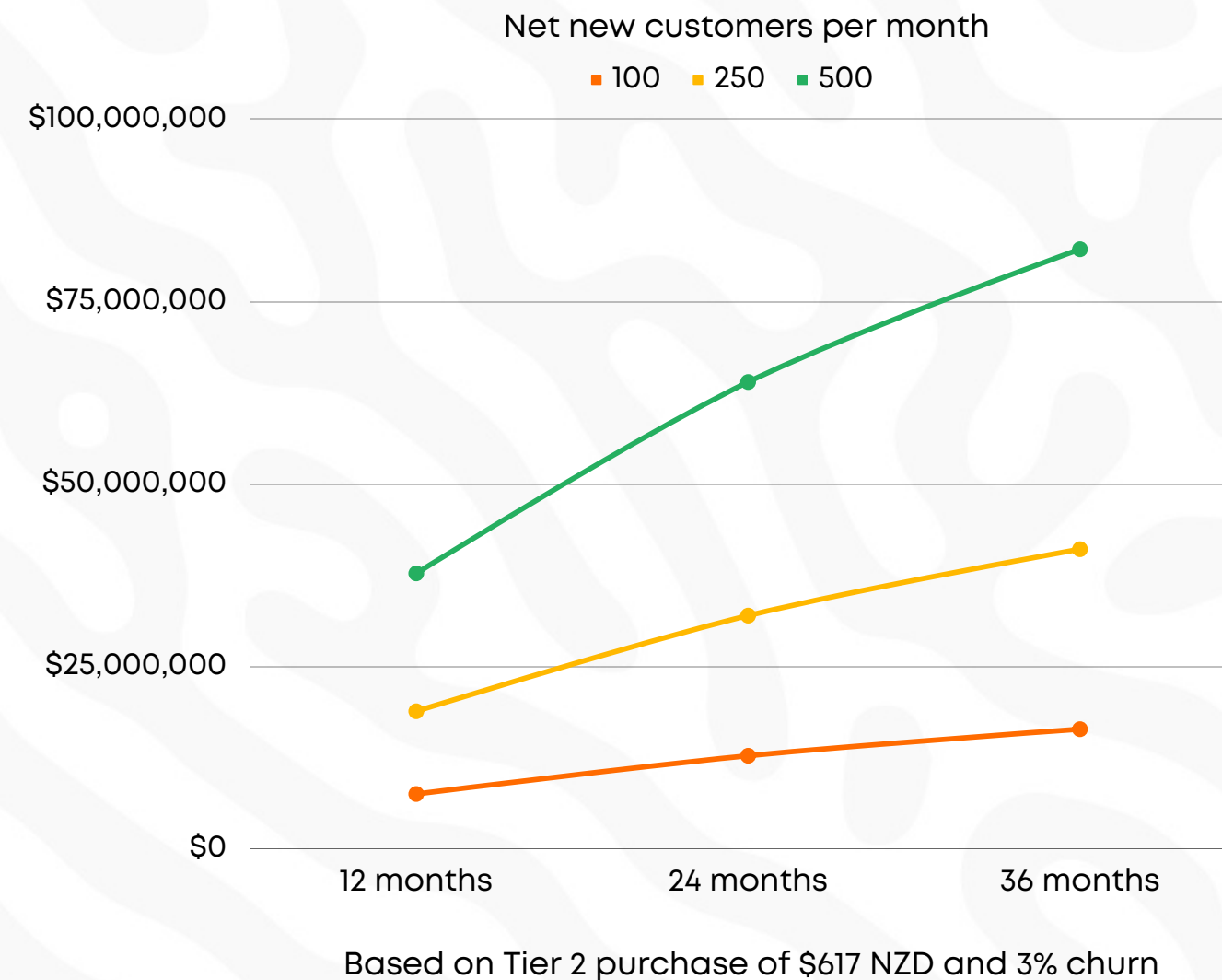
Average Revenue Per Customer
for Black Pearl Mail increased

7%

A clear path to profitability

The capital raise we are undertaking will be instrumental in accelerating the rapid growth of Pearl Diver and supporting our drive to profitability. We have already made significant progress in attracting new customers and expanding our data partnerships, and this capital will help us to take these efforts to the next level.

Pearl Diver compounding ARR



DEFINITIONS

Monthly Recurring Revenue (MRR) - is calculated using the monthly revenue generated per customer. Annual Recurring

Revenue (ARR) per customer - is calculated based on 12x the MRR of each price tier.

Average Churn Rate - is calculated across BPG's products over 12 months, resulting in an average rounded up to 3%.


DISCLAIMER

This information is provided for informational purposes only and does not relate to an offer of financial products under the Financial Markets Conduct Act 2013 (FMCA).

The information and opinions in this document were prepared by Blackpearl Group Limited. BPG makes no representation or warranty as to the accuracy or completeness of the information in this document. Opinions including estimates and projections in this document constitute the current judgment of BPG as at the date of this document and are subject to change without notice. Such opinions are not guarantees or predictions of future performance. This document is provided for information purposes only and does not constitute investment advice. Neither BPG, nor any of its Board members, officers, employees, advisers or any other representatives will be liable for any damage, loss or cost incurred by any recipient of this report or other person in connection with this document.



**Better
growth,
together.**



blackpearl ●