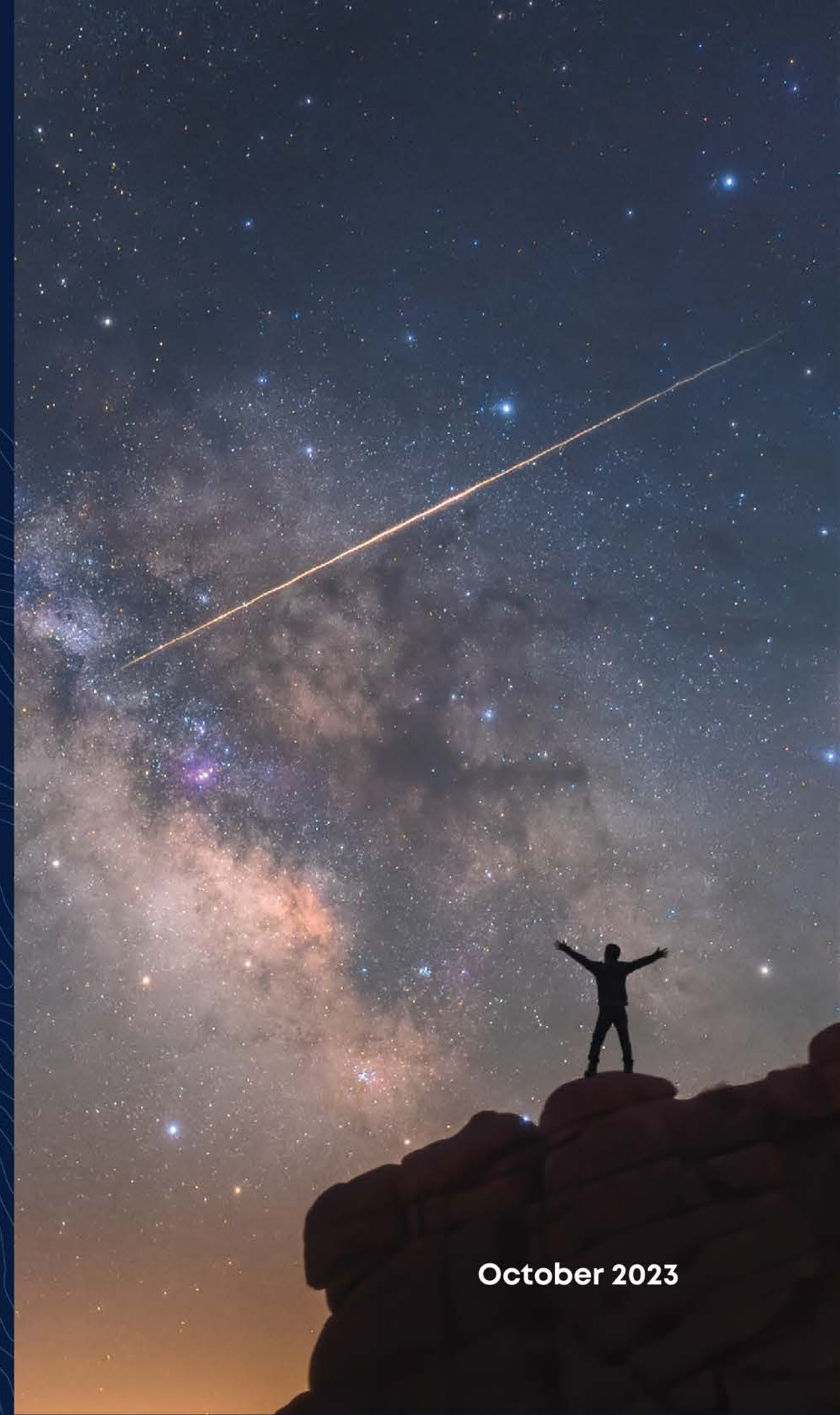


**blackpearl** ●

**Driven by AI,  
Built for people.**



October 2023

Black Pearl Group (BPG) creates high-value, low-cost, data-driven sales and marketing products for the US small-medium business market.

BPG's ability to ingest, process and create value from data arises from methodically collecting data for over a decade and investing over \$25m in creating its proprietary data platform.

BPG operates a SaaS, monthly recurring revenue model. The Company is enjoying surging growth with disciplined expenditure - critical elements to our short-term goal of reaching cash profitability.

**Next  
Level  
AI**

# BPG Board



**Tim Crown:**

BPG Chairman

Tim is the Founder and Chairman of Insight Enterprises, a Fortune 500 Nasdaq listed technology company.



**Nick Lissette:**

BPG Group CEO

Before founding BPG, Nick founded and sold two other cloud email companies.



**Hugo Fisher:**

Independent Director



**Mark Osborne:**

Independent Director



**Cherryl Pressley:**

Executive Director

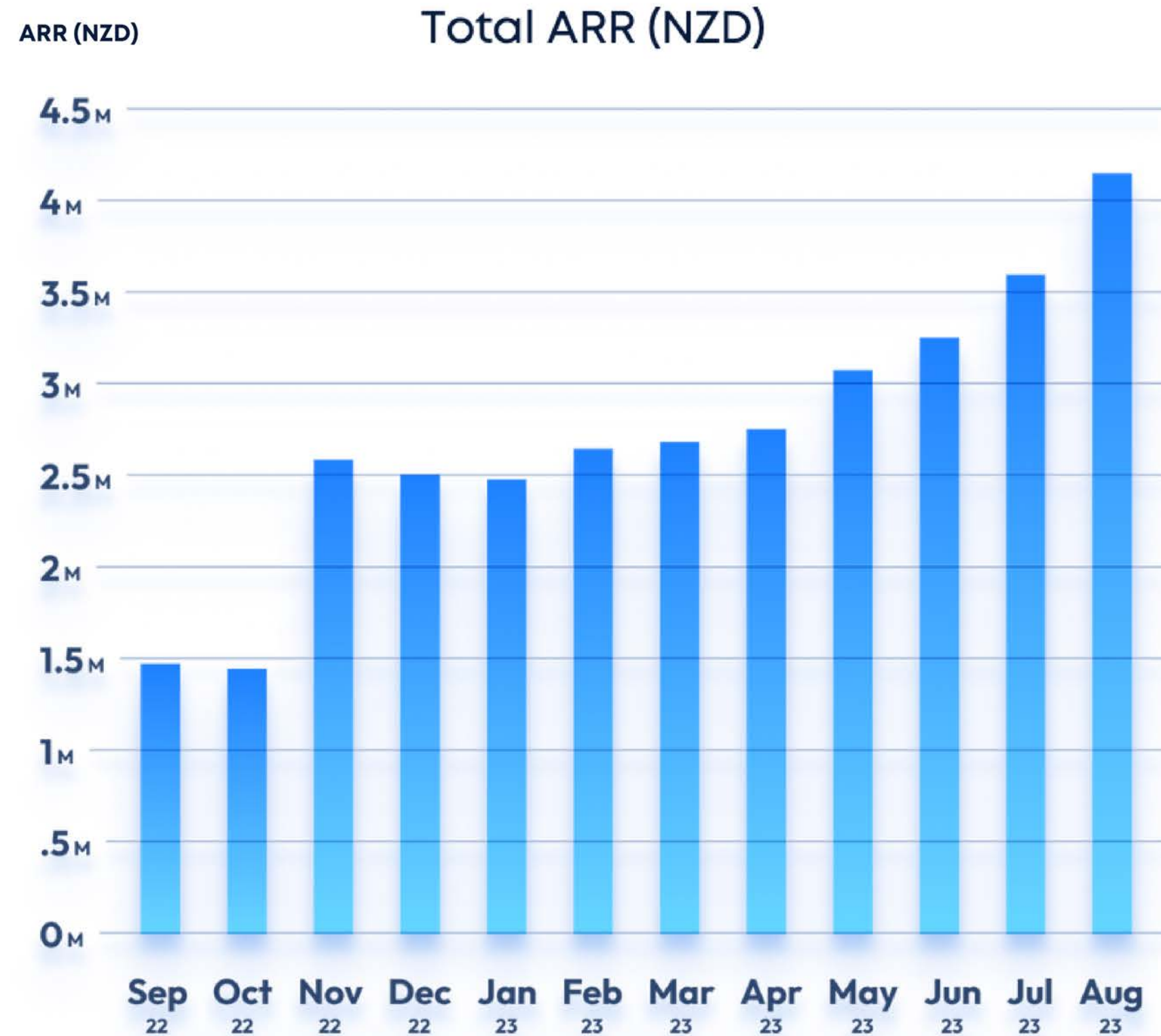
# FY24 Growth

**4.2m**

Annual Recurring Revenue  
(ARR) as at 31st August, 2023

**59 %**

Increase ARR in FY to date  
(April to August) compared to all of  
FY23 financial year



As at 31st August, 2023

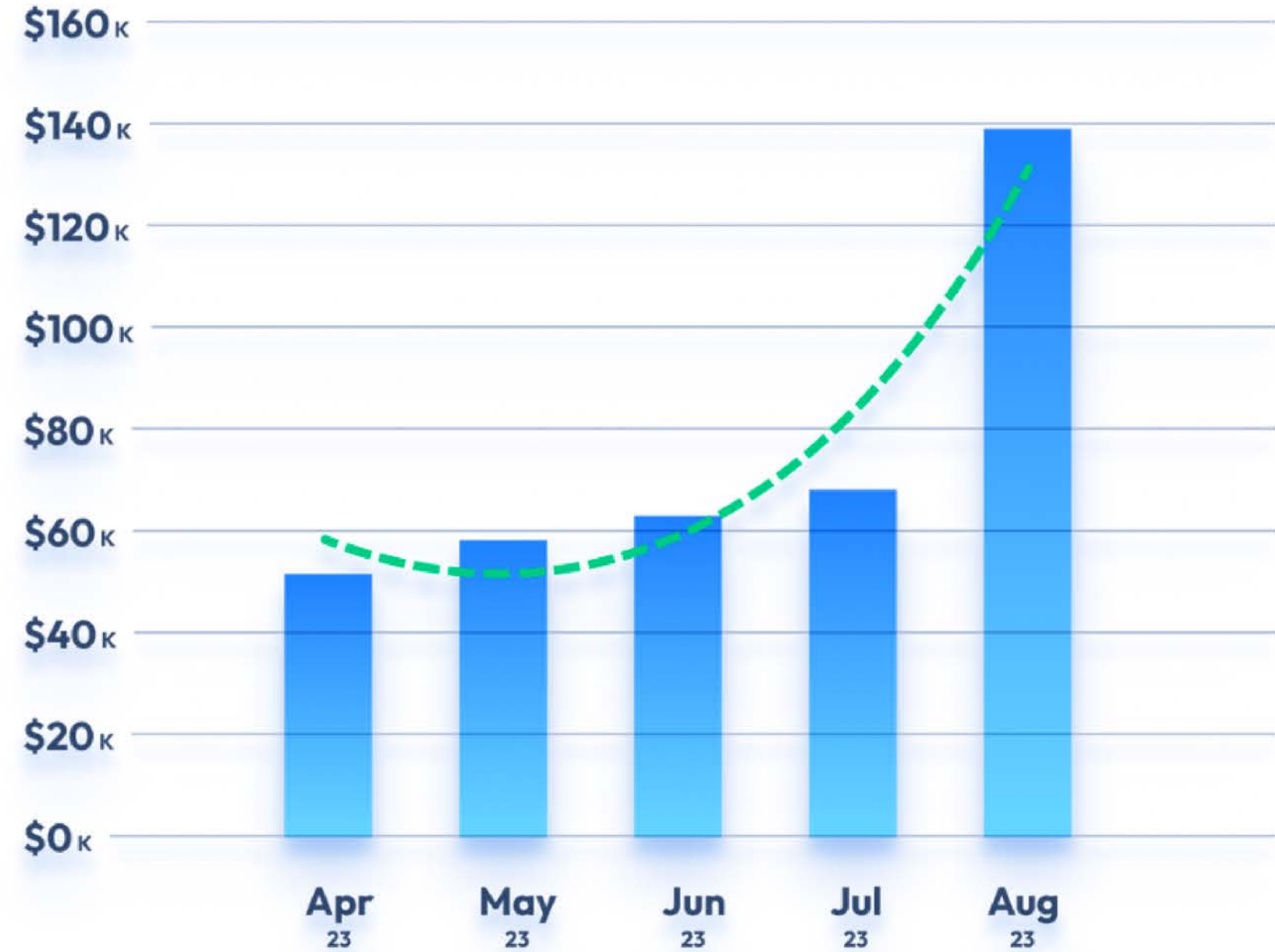
**3800 +**  
Customers

**3.8 %**  
Groupwide  
Churn

**63 % ↑**  
Increase avg. MRR/  
Customer in FY to date

## ARR per employee

ARR (NZD)





# Markets & Customers

**It's expensive for small-medium businesses (SMBs) in North America to acquire new customers and manage existing clients.** BPG creates products for SMBs with a particular focus on those selling to the US market

## **Both B2B and B2C businesses.**

- All Industries.

## **Solopreneur / Small business**

- Require a website as a storefront but generate low value from it
- Want simple ways to increase lead volume for outreach

## **Medium businesses**

- Struggling with cost and return from digital advertising
- Have marketing and sales teams that need lead flow

## **Partners**

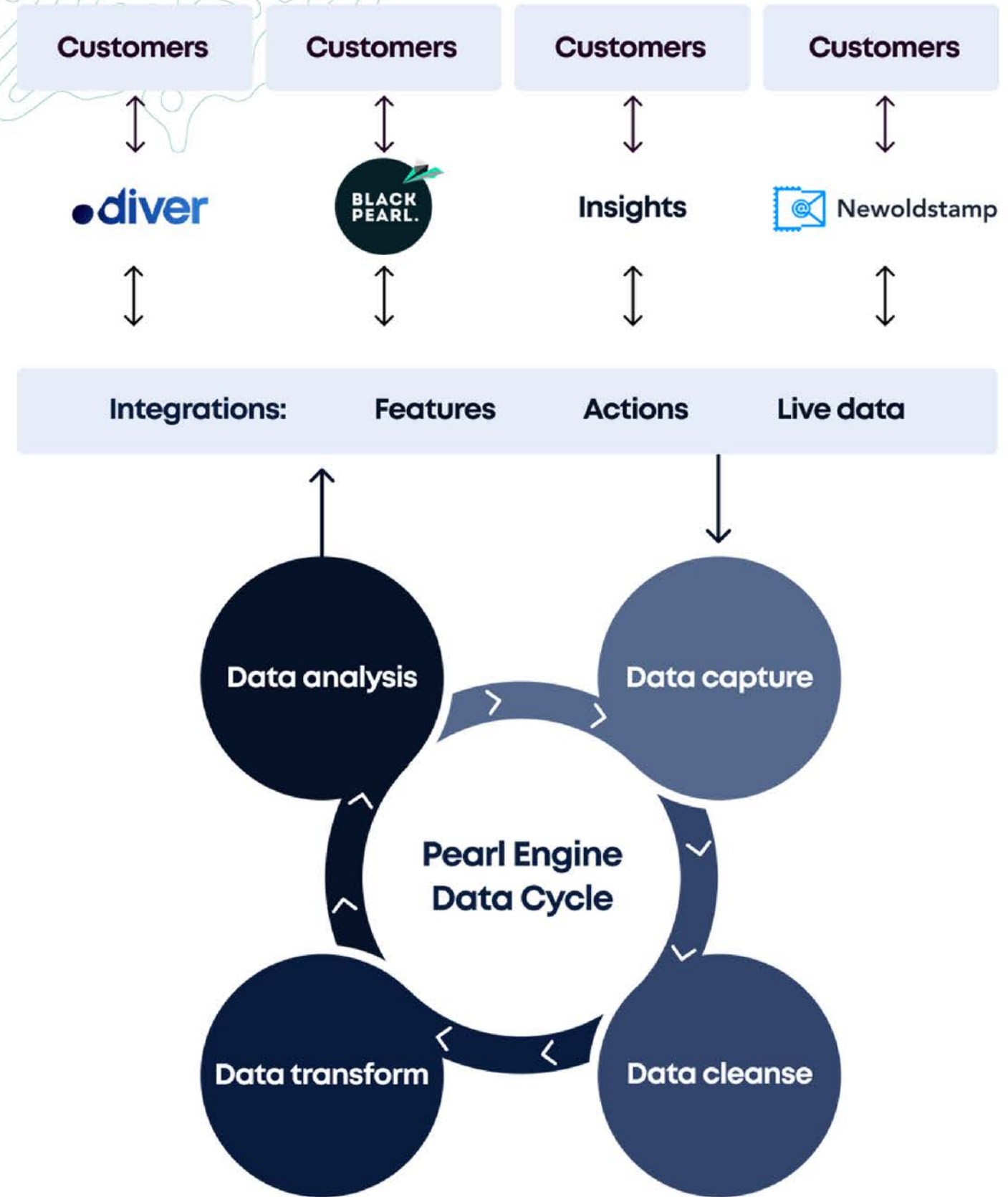
- Provide marketing or lead generation services
- Customers demanding greater visibility of return on investments

# Deep Data

The Pearl Engine is BPG's proprietary data technology platform. It is the result of over \$25m in investment and processing billions of digital transactions.

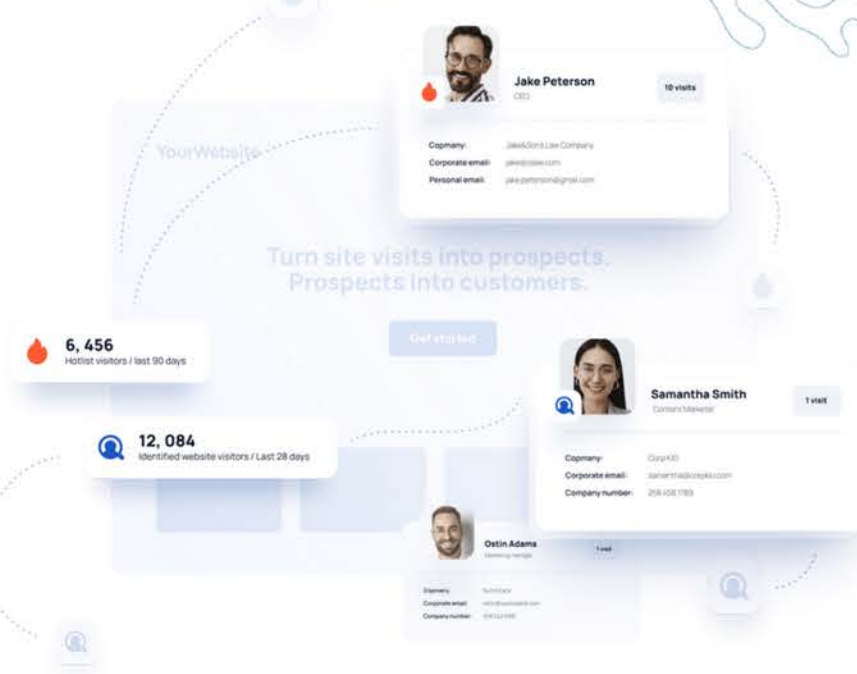
At the Pearl Engine's core is a full life-cycle data enrichment process covering the capture, cleansing, transformation, AI analysis and visualisation of data.

The utilization of the Pearl Engine empowers BPG to swiftly and cost-effectively innovate, allowing the company to maintain a competitive edge in a swiftly evolving market.



# Our products

## Pearl Diver



Pearl Diver uses an Identify Graph to identify anonymous website traffic.

Customers can see who is visiting their website and how to contact them.

## Black Pearl Mail



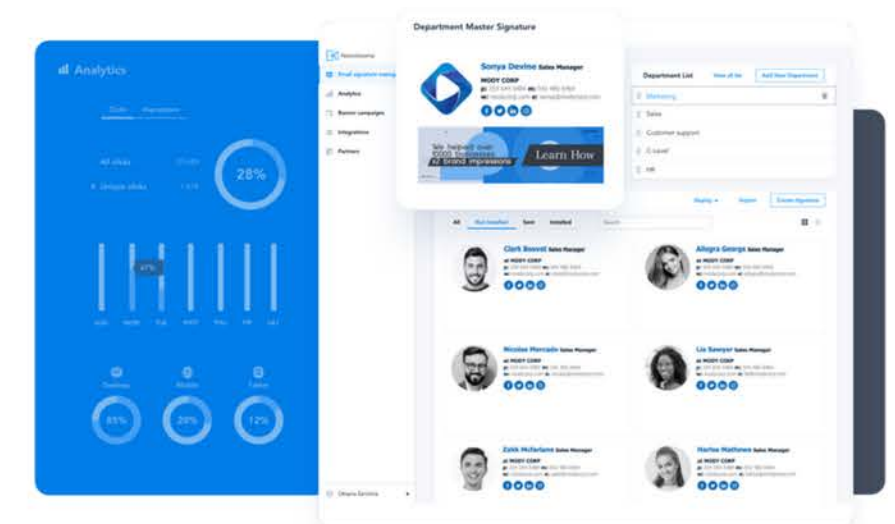
Black Pearl Mail transforms daily company email into a demand generation marketing tool.

## Insights



Insights sends real-time notifications when customers and prospects interact with your digital communication

## NewOldStamp



NewOld Stamp is a leading email signature provider with over 1m+ organic website visits annually





# 1. Pearl Diver uses an Identify Graph to identify anonymous website traffic.

Know.



The screenshot displays the Pearl Diver software interface. At the top, it shows a 'Hotlist 2,011' with filters for 'Last 7 days' and 'Website'. A search bar and 'Export data' button are also visible. Below the filters is a table of records:

Name	Email	Visits	Location	Company	Company visits	Last activity ↓
Tracy Morris	tracy@gmail.com	9	Las Vegas, NV	-	-	2020-03-05
Molly Chan	molly@gmail.com	9	Las Vegas, NV	-	-	2020-03-05
Venugopal Varma Sivayya	varma@					
Raul Smith	raul@					
Sarah Johns	sarah@					
Sally Copeland	sally@					
Surika Kumar	surika@					
Kate Nagel	kate@					
Claudia Brooker	claudia@					
Eric King	eric@					

A 'Record details' modal is open for Raul Smith, showing the following information:

- Name:** Raul Smith
- Job title:** Professor Of Geophysics | University Of Wisconsin System | B2B
- Website visited:** newoldstamp.com
- Visit history:** 17
- LinkedIn:** <https://www.linkedin.com/intechno>
- Job title:** Director
- Seniority:** Manager
- Department:** Marketing
- Company name:** Initechno
- Company domain:** intechno.com
- Company LinkedIn:** <https://www.linkedin.com/intechno>
- Company revenue:**
- Company employee:**
- Company industry:**
- Email:** raul@intechno.com
- Mobile:** 202-555-0139
- Personal phone:** 202-555-0176
- Direct number:** 202-555-0176
- Company phone:** 202-555-0176

At the bottom of the interface, there are icons for LinkedIn and a phone call.



**2. Detailed visitor profile cards give valuable firmographic, demographic and behavioral information.**

**Act.**

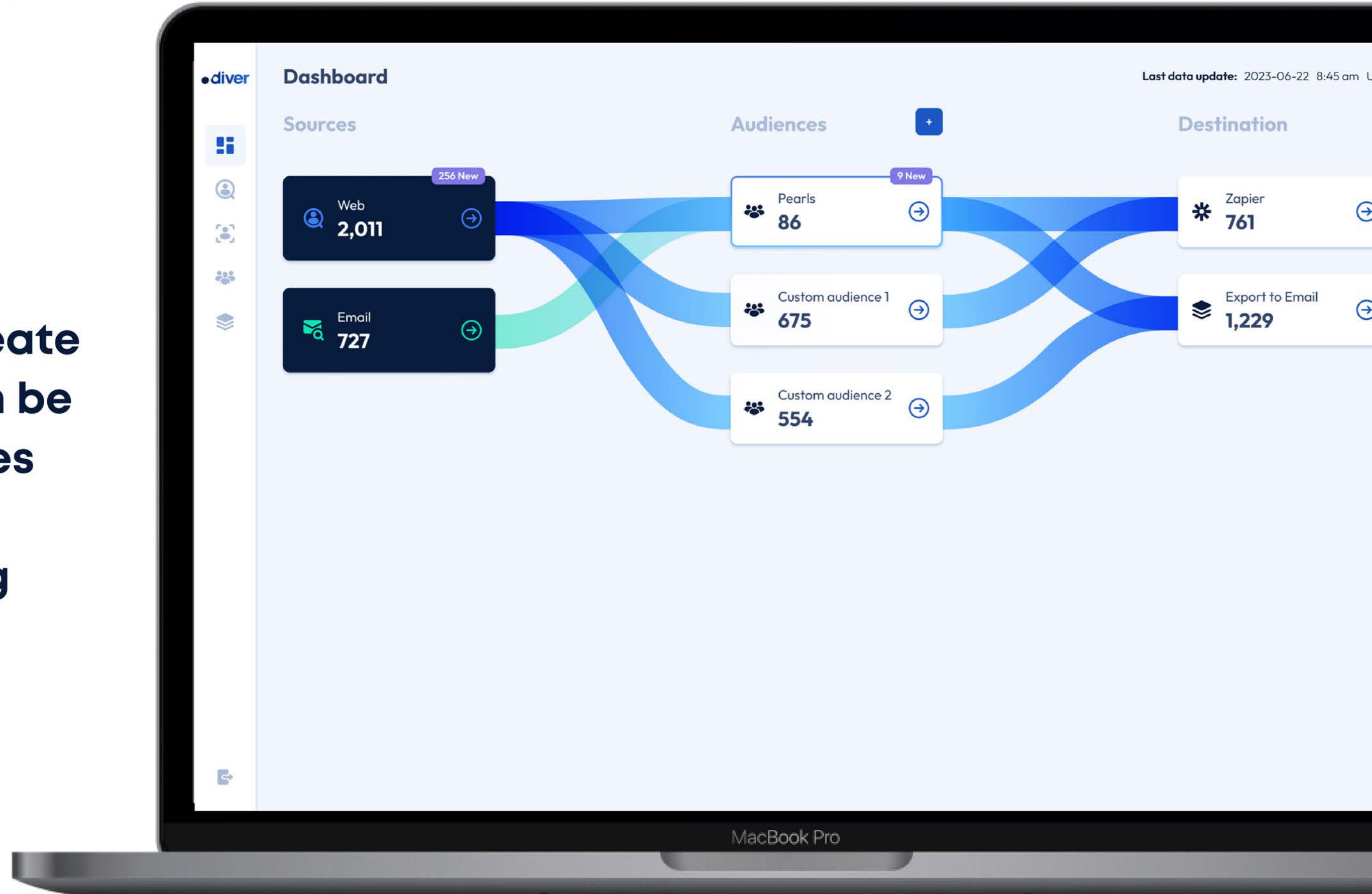
A grid of 20 light blue rounded rectangular boxes, each containing a data point name followed by a green checkmark icon. The data points are arranged in rows: Row 1: First name, Last name; Row 2: Email, Job Title, Mobile; Row 3: DDI, LinkedIn, Gender; Row 4: Age range, State, Zip Code; Row 5: Income range, Company; Row 6: Seniority Level, Department; Row 7: Revenue, Industry, URL; Row 8: And much more...

- 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... ✓



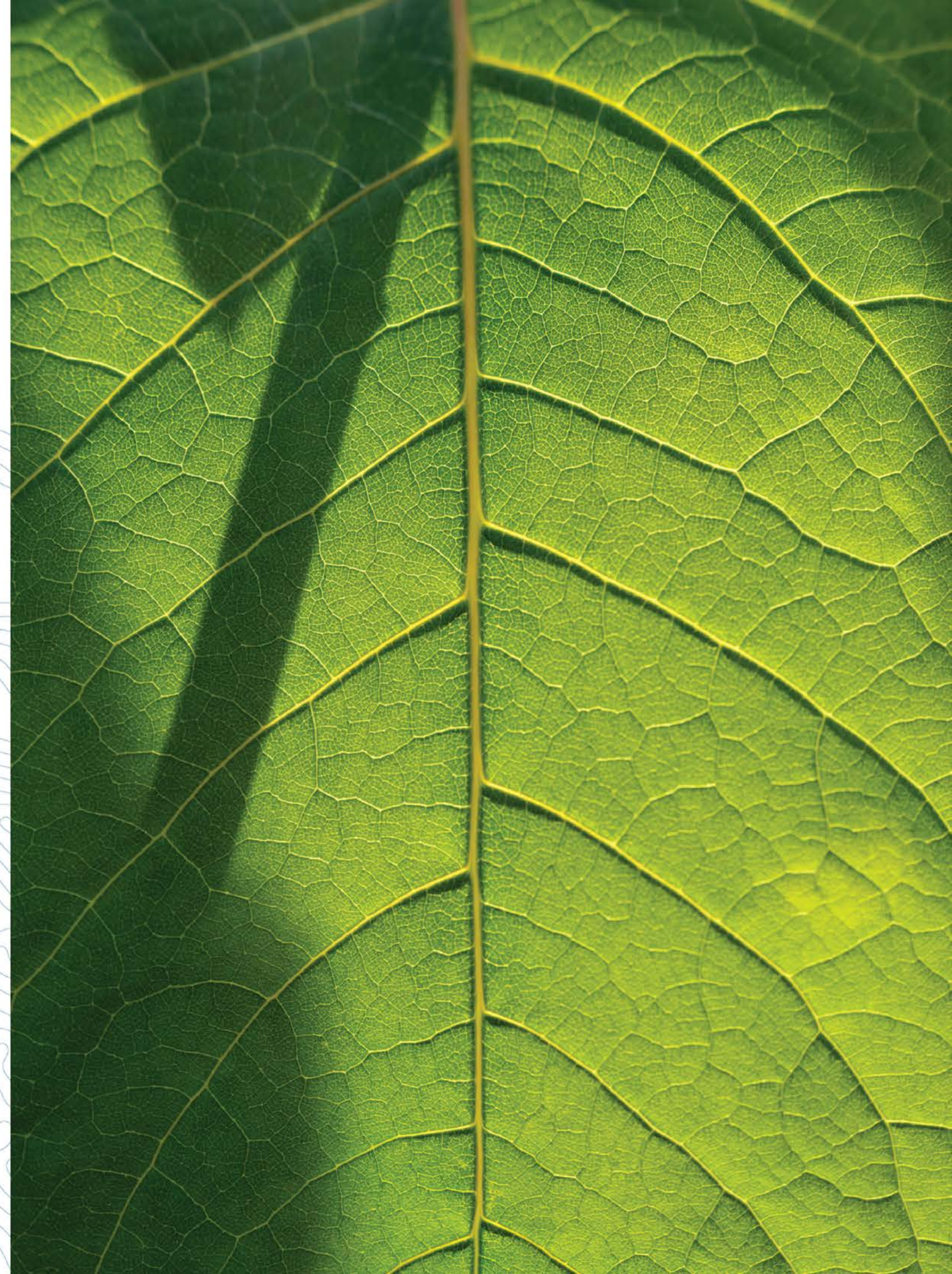
**3. Use this data to create audiences that can be sent directly to sales teams or used for targeted marketing campaigns.**

**Win.**



# Path to profitability

blackpearl 

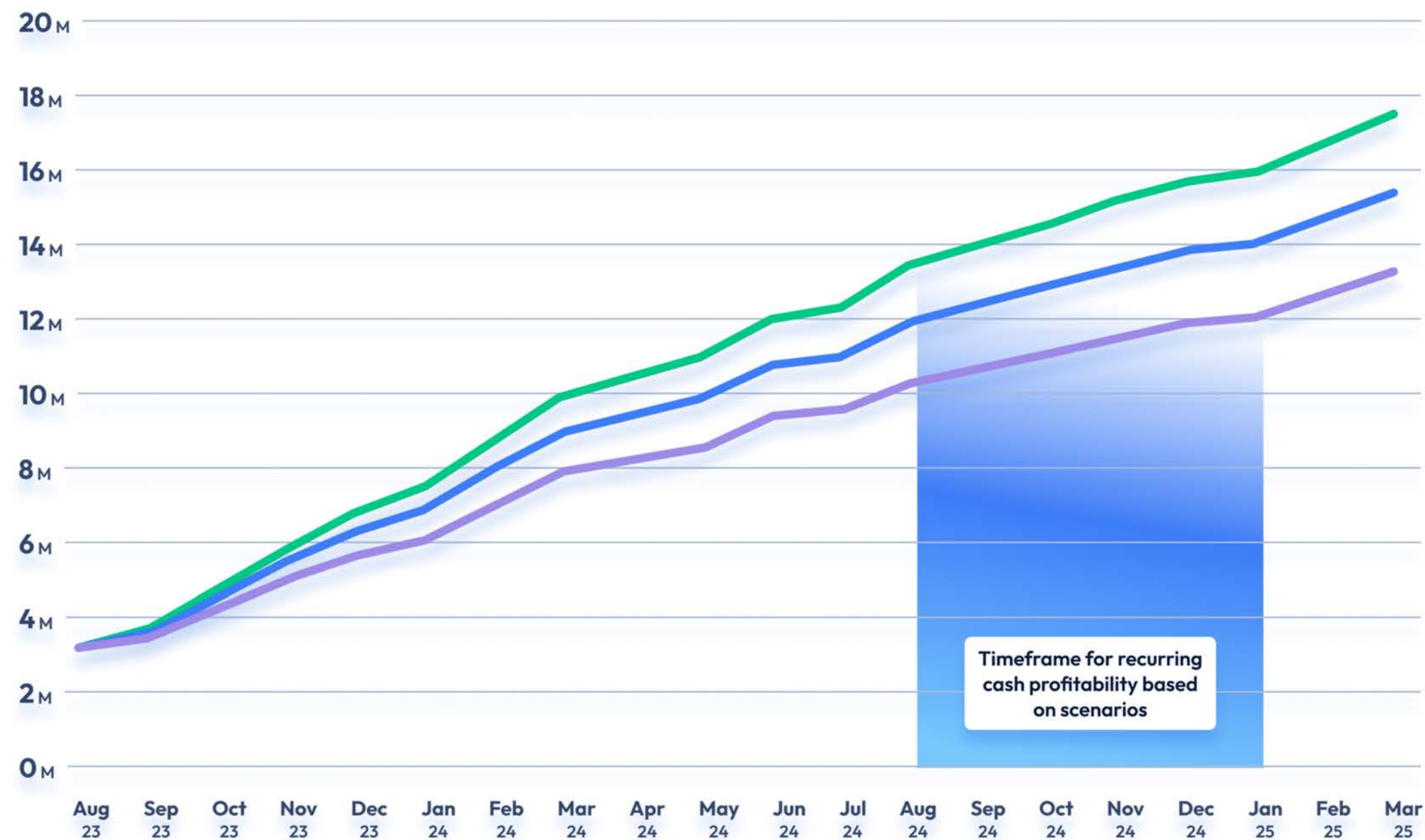


# Key Factors

- Customer retention
- Avg. MRR / Customer
- Pricing
- Partner types
- Incremental & new technology
- USD to NZD exchange rate of 1.59

ARR (NZD)

Path to profitability



**Scenario One**

**Assumptions:**

- Extrapolating the number of customers it took to reach \$600k total new ARR in August factoring in the price increase applied from 1 October 2023.
- 5% Churn

**Scenario Two**

**Assumptions:**

- Extrapolating the number of customers it would take to reach \$700k total new ARR in September and then applying the price increase from 1 October 2023
- 5% Churn

**Scenario Three**

**Assumptions:**

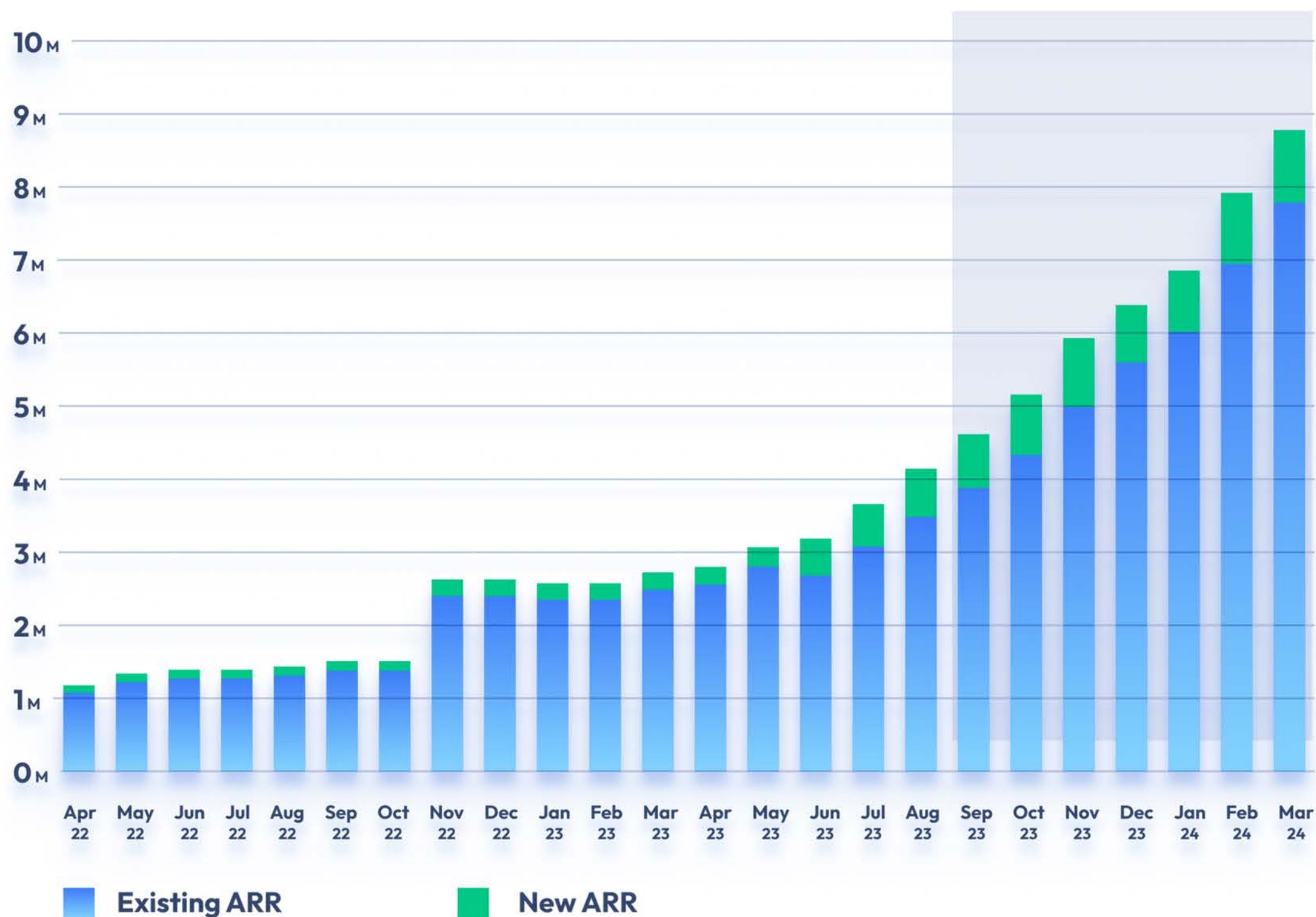
- Extrapolating the number of customers it would take to reach \$800k total new ARR in September and then applying the price increase from 1 October 2023
- 5% Churn

# Sales revenue growth

BPG's recurring revenue model and high customer retention creates compounding revenue.

Sept 23 to Mar 24 is based on extrapolating the number of customers it took to reach \$600k total new ARR in August factoring in the price increase applied from 1 October 2023.

### Scenario 1 Compounding ARR Example



# Revenue Model

Recurring Revenue model

Billed monthly in USD

3800+ customers. Average customer billing of NZ\$308.72/month

# Flexible Costs

**13%**  
One-off Costs

**31%**  
Flexible Costs

**22%**  
Infrastructure and  
Development Costs

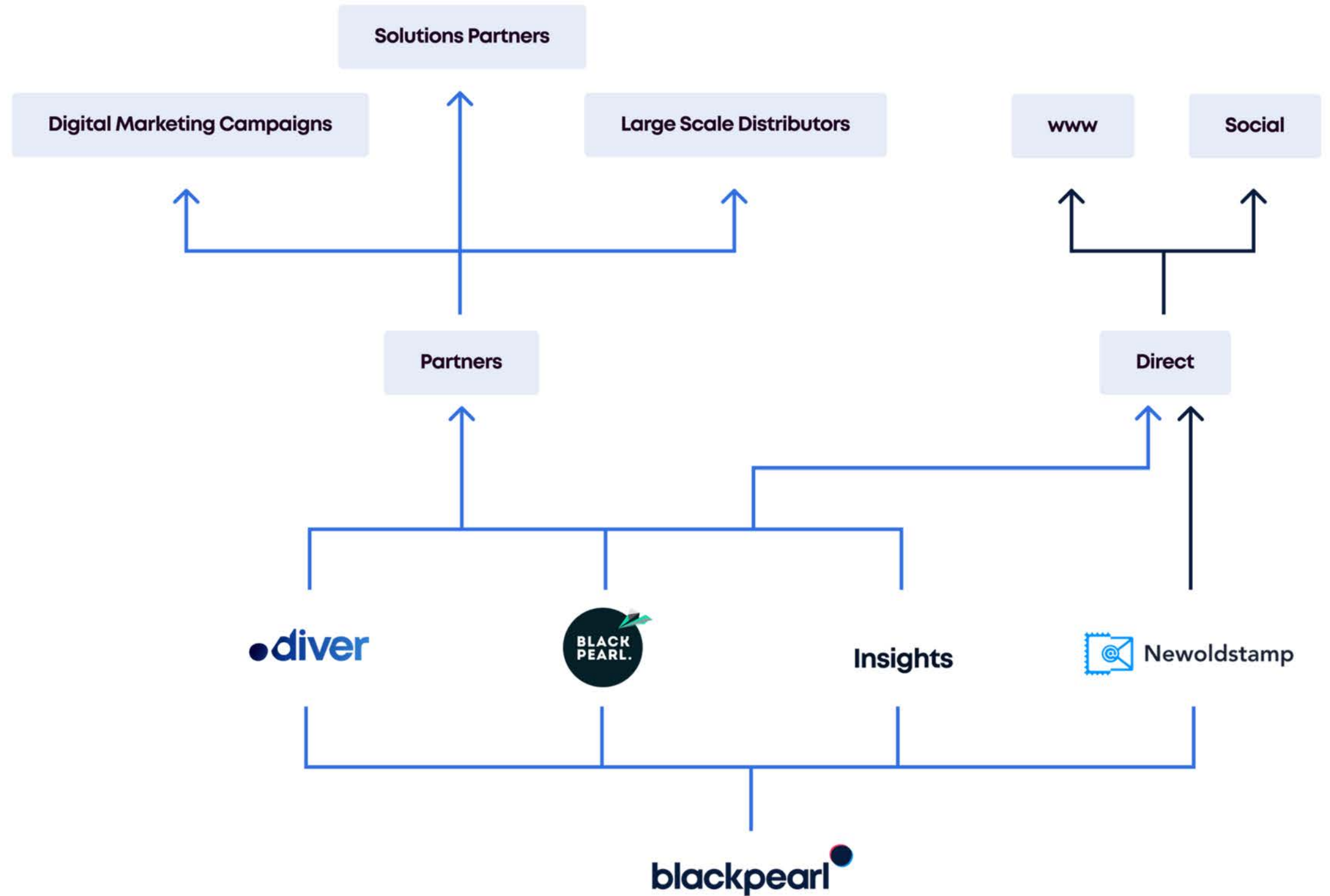
**34%**  
Fixed Costs

**FY23 Actuals**

# Sales Channels

BPG's operates both direct and partnership sales models.

Partnership sales allows BPG to achieve scalable growth without the need for linear investment in sales and marketing.





# Summary



High Quality Team



+\$25m Invested in technology



Exceptional revenue growth



Partners for scale



Explosive Market (AI)



World Leading Product



Profitability in sight

# blackpearl<sup>o</sup>

- \$26.7m market capitalization (at 6th Oct 23)
- **BPG:NZX**
- [www.blackpearl.com](http://www.blackpearl.com)



**Blackpearl reports a 264% increase in gross profit y-o-y**

Home / Business

## Stock Takes: Is this tech company the next Xero?



By [Madison Reidy](#)

12 Jul, 2023 07:27 PM 3 mins to read

Save Share



...v companies to go public in 2022. It listed on the NZX in December via a

### Black Pearl Group announces results after \$1.8M capital raise

Newly listed Black Pearl targets a faster move into profitability.



**New milestone set for Black Pearl Group's digital sales product**

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