



22 AUGUST 2025

Blackpearl completes acquisition of US AI platform B2B Rocket

Blackpearl Group Limited (NZX: BPG) is pleased to announce the completion of its acquisition of 100% of the shares in B2B Rocket Inc., a US-based AI sales automation company on 21 August 2025.

Blackpearl has paid initial consideration of US\$4m cash and issued 1.725 million BPG shares. Post completion payments are tied to future performance. Further details on the key features of the B2B acquisition can be found in Blackpearl's market announcement on 14 July 2025, [here](#).

Strategic fit and expected benefits

B2B Rocket's AI agent technology – automating outbound sales via email, LinkedIn and phone – is highly complementary to Blackpearl's Pearl Diver and Bebop products. Combined with Blackpearl's proprietary Pearl Engine, the acquisition creates powerful cross-sell opportunities, with clear synergies representing a '1 + 1 = 3' opportunity.

B2B Rocket has also demonstrated exceptional standalone momentum, delivering ~144% ARR growth over the six month period ending 30 June 2025. As noted in Blackpearl's Q1 FY26 update, including B2B Rocket would have resulted in pro-forma ARR of NZ\$17.5m as at 30 June 2025. This accelerates Blackpearl's progress towards the NZ\$20m ARR target and is expected to be a key driver in reaching the NZ\$50m ARR ambition.

Founder and CEO Nick Lisette commented: "Completing B2B Rocket brings proven AI outreach capability into the Group and lets us immediately go to work on integration with the Pearl Engine and our go-to-market strategy. It's a natural fit for our US SMB focus and strengthens the path we've set out for multi-product growth."

ASX Foreign Exempt Listing update

As previously announced to the market, Blackpearl is committed to pursuing an ASX listing and has applied for quotation on the ASX as a Foreign Exempt Listing, while remaining listed on the NZX as its home exchange. Blackpearl expects approval and commencement of quotation in approximately three months, following the audit of B2B Rocket's financial statements to a Tier 1 standard. The Board's decision to pursue an ASX listing follows strong engagement with Australian-based investors.

Next steps

Integration planning has been underway since signing. Near-term priorities include product and data integration, customer migration, and activation of cross-sell opportunities across Pearl Diver and Bebop. Initial outcomes are expected during FY26.

Reminder: Retail ANREO remains open until 5:00pm NZST, Monday 25 August 2025.

- Price: NZ\$0.95 per share
- Entitlement: 1-for-7.70
- Oversubscription facility available to eligible shareholders
- Entitlements are not tradeable

Please refer to the Offer Document and application website blackpearl.capitalraise.co.nz for full details.

ENDS



Contact

Released for and on behalf of BPG by Karen Cargill, Interim Chief Financial Officer.

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About Blackpearl Group

Blackpearl Group (BPG) is a market-leading data technology company pioneering AI-driven sales and marketing solutions for the US market.

Specifically engineered for small-medium sized businesses (SMEs), BPG consistently delivers exceptional value to its customers. Our mantra is simple: 'Better Growth Together'. When our customers win, we win.

Founded in 2012, BPG is based in Wellington, New Zealand, and Phoenix, Arizona.

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