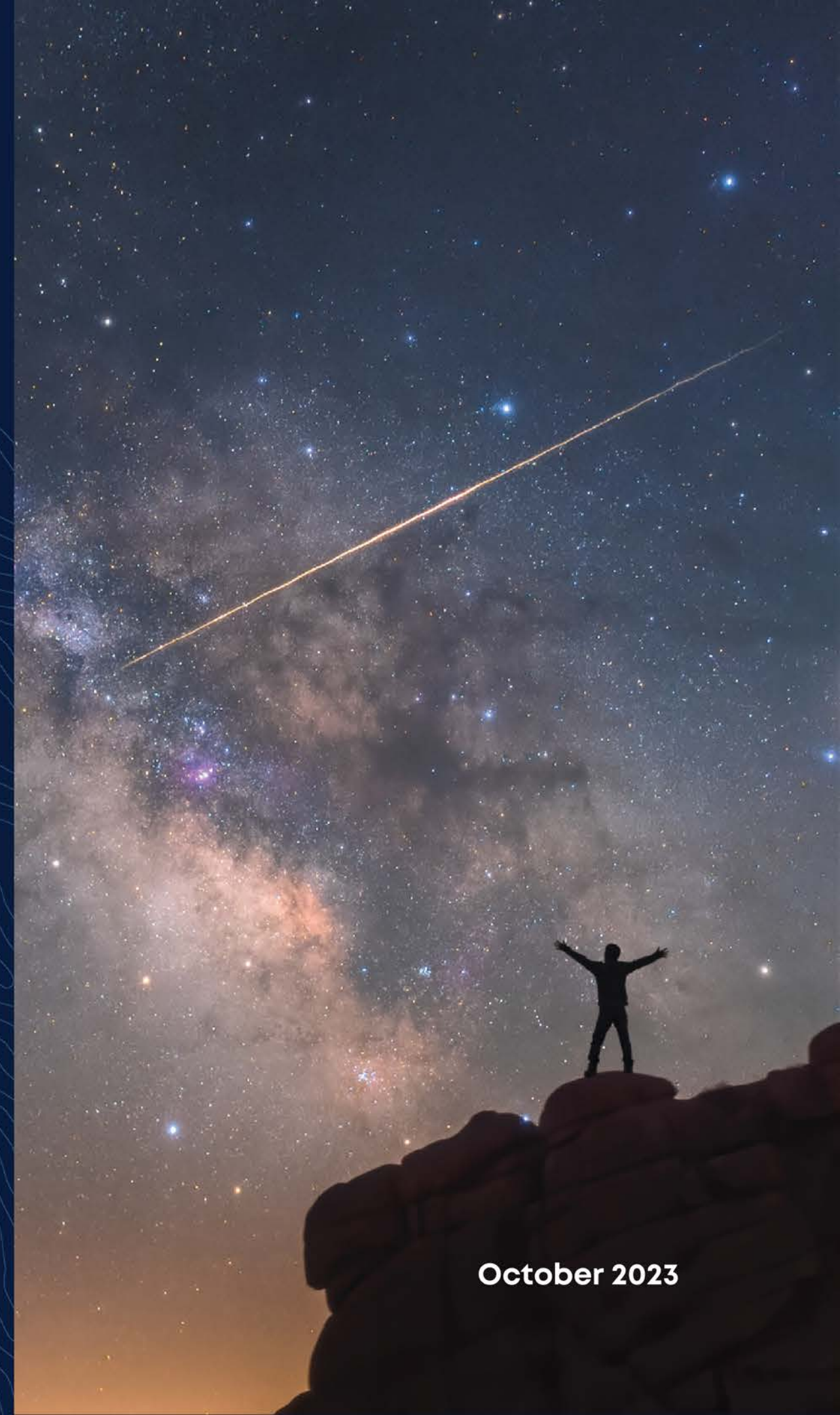


blackpearl ●

**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

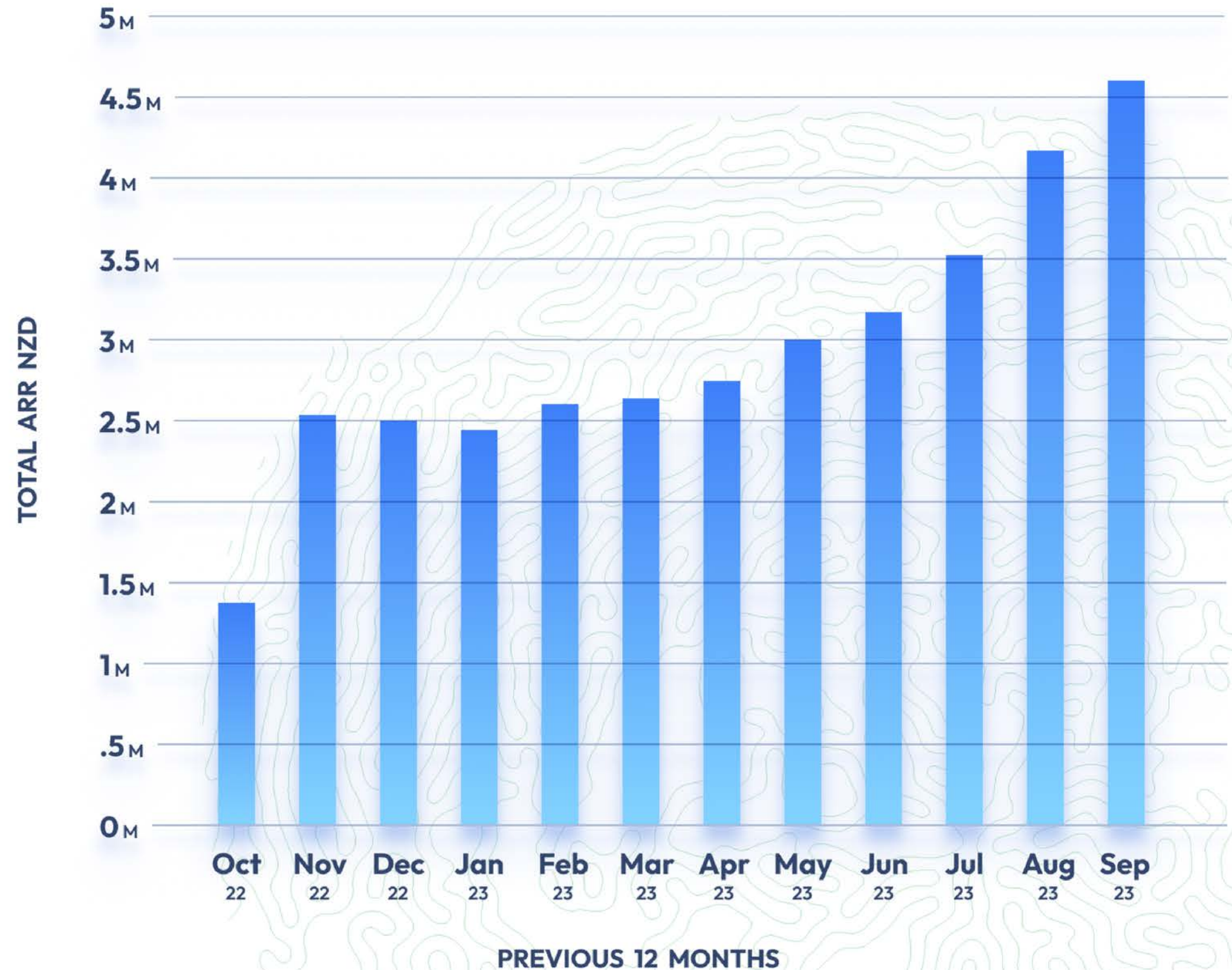
4.6m

Annual Recurring Revenue
(ARR) as at 30th September, 2023

73%

Increase in total ARR in FY24 to date
(April - September)

Compared to 41% for the same period in FY23



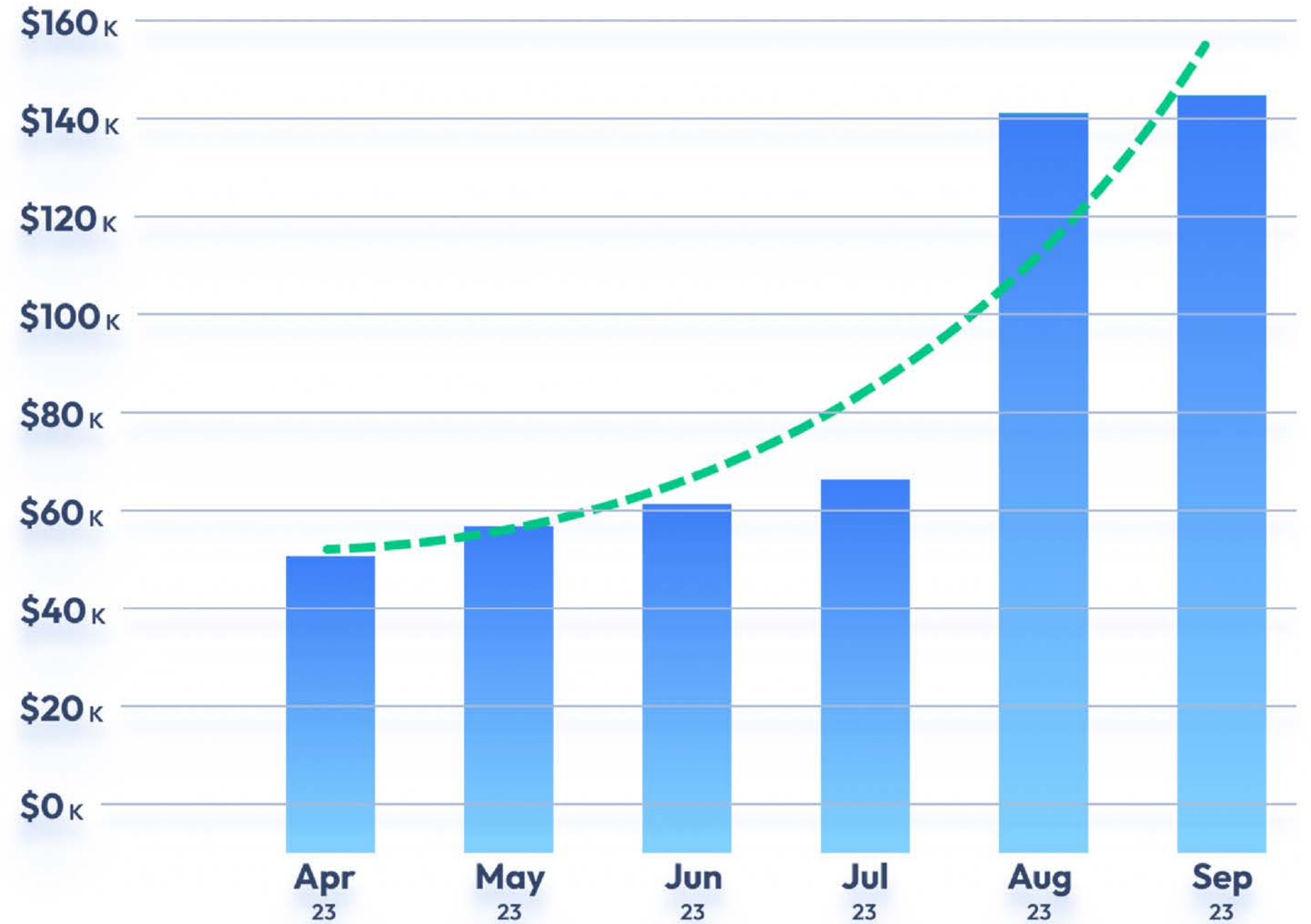
As at 30th September, 2023

3800 +
Customers

3.3%
Groupwide
Churn

77% ↑
Increase avg. MRR/
Customer in FY to date

ARR per employee





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

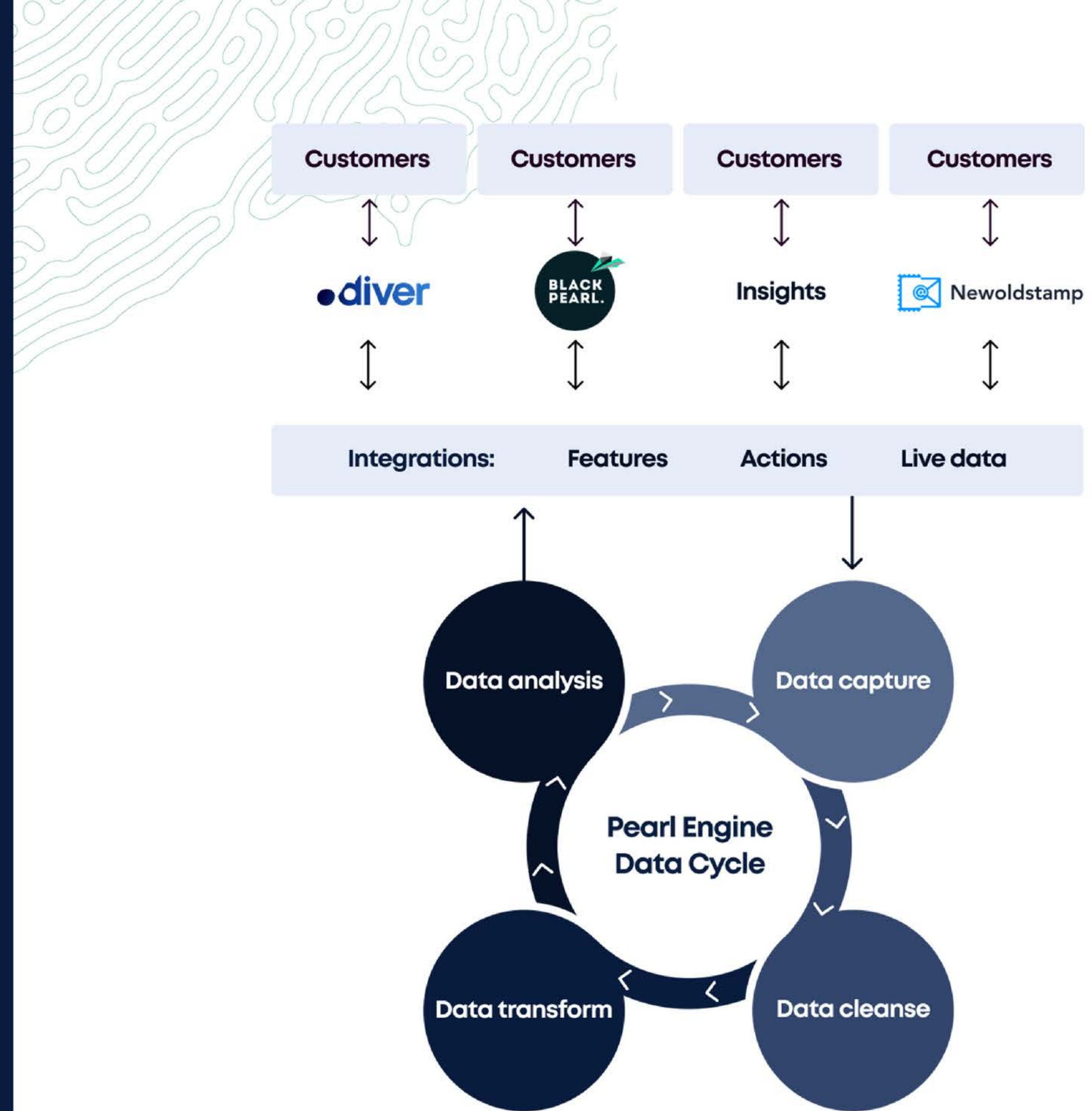
- Provide marketing or lead generation services
- Customers demanding greater visibility of return on investments

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.

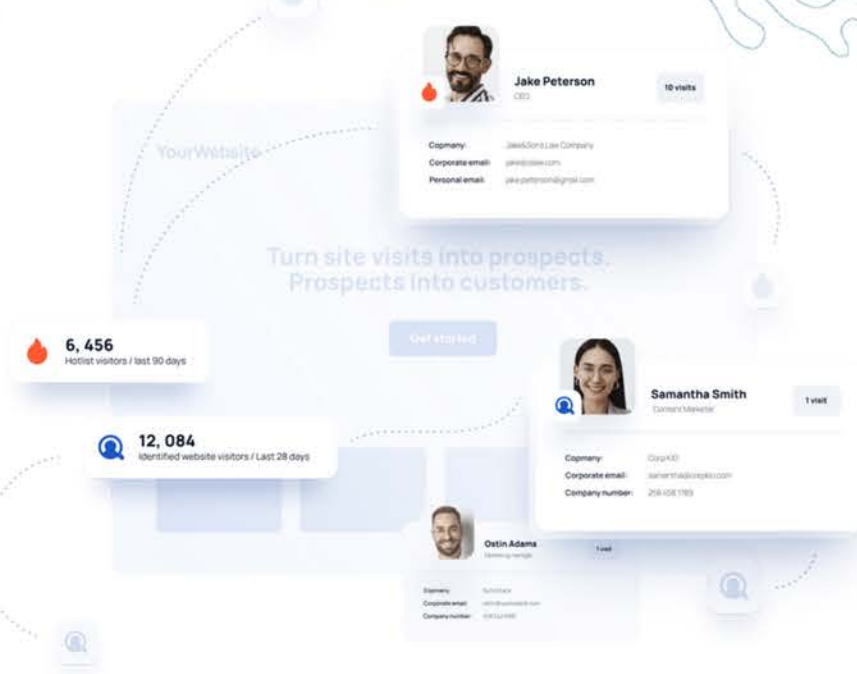
At the Pearl Engine's core is a full life-cycle data enrichment process covering the capture, cleansing, transformation, AI analysis and visualisation of data.

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



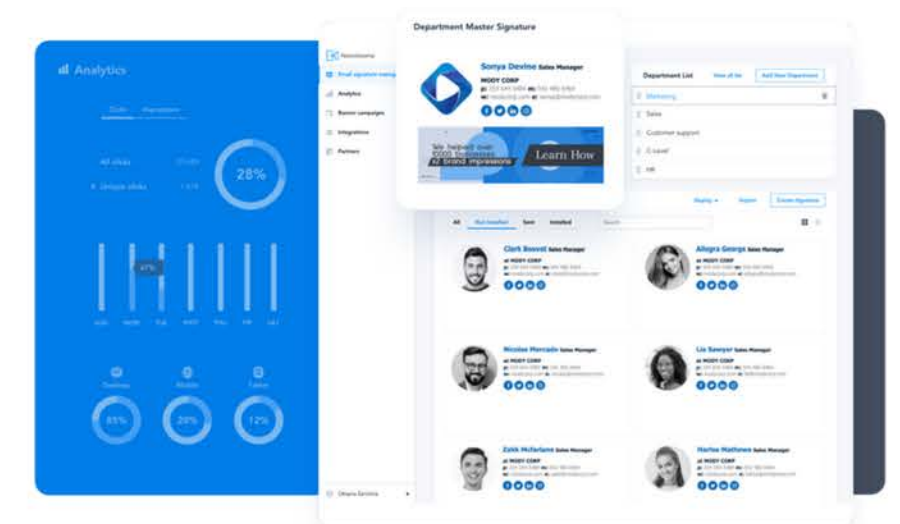
Black Pearl Mail transforms daily company email into a demand generation marketing tool.

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.

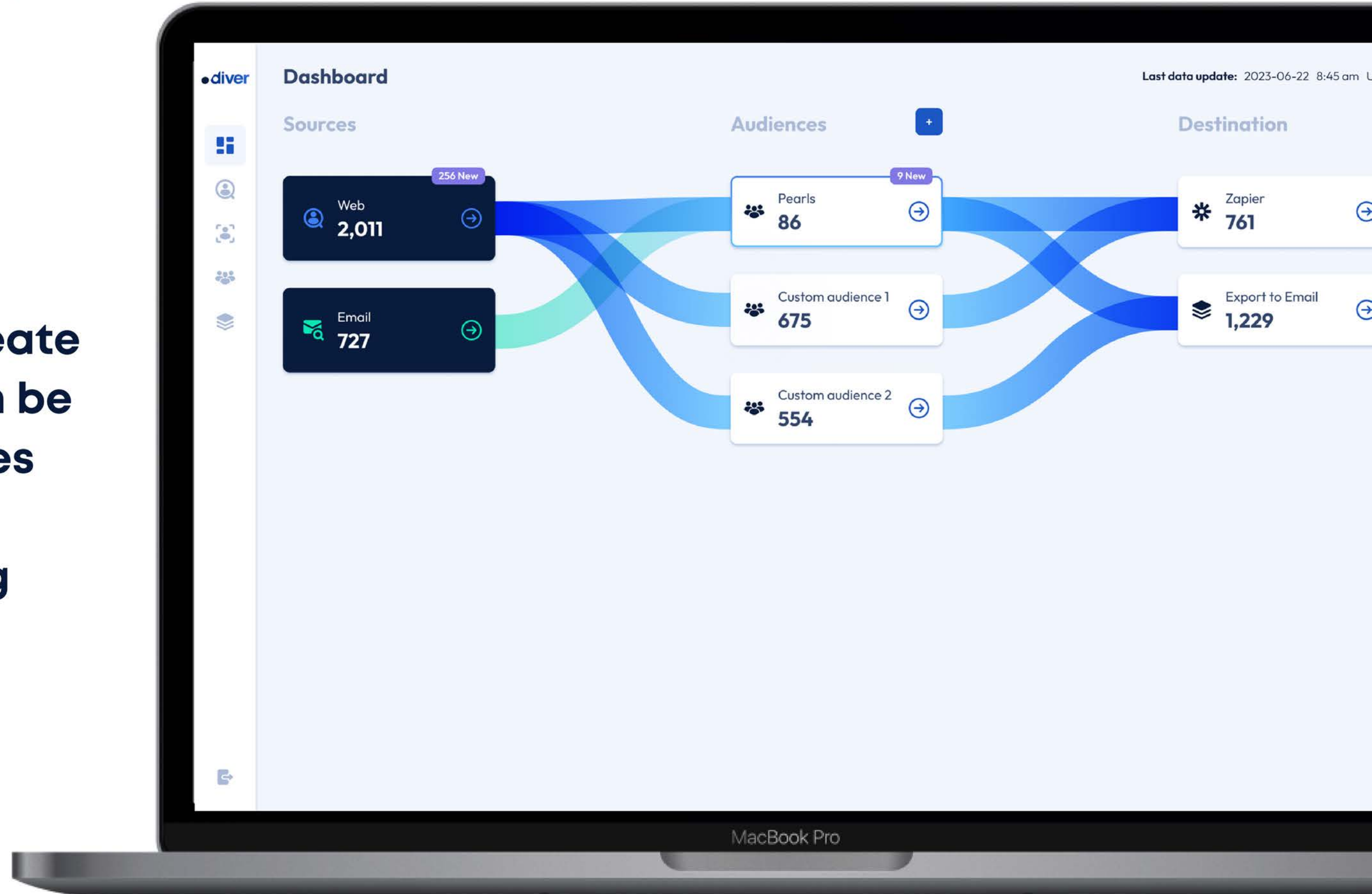
A grid of 20 light blue rounded rectangular boxes, each containing a data point name followed by a green checkmark icon. The data points are arranged in rows: Row 1: First name, Last name; Row 2: Email, Job Title, Mobile; Row 3: DDI, LinkedIn, Gender; Row 4: Age range, State, Zip Code; Row 5: Income 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

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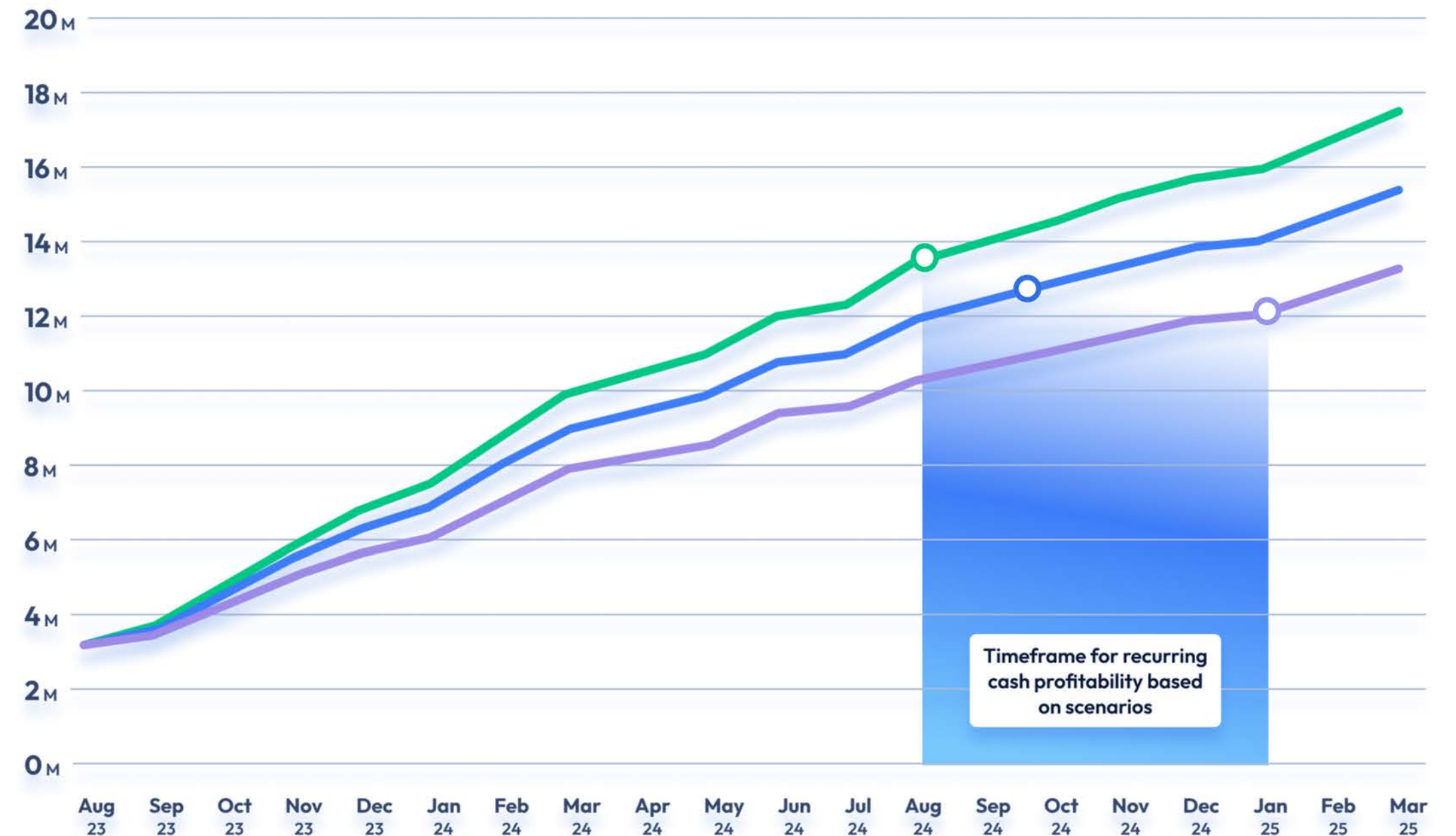


Key Factors

- 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:

- 5% Churn
- Average new MRR per customer \$464 USD
- ~100 new customers per month

Scenario Two

Assumptions:

- 5% Churn
- Average new MRR per customer \$464 USD
- ~120 new customers per month

Scenario Three

Assumptions:

- 5% Churn
- Average new MRR per customer \$464 USD
- ~135 new customers per month

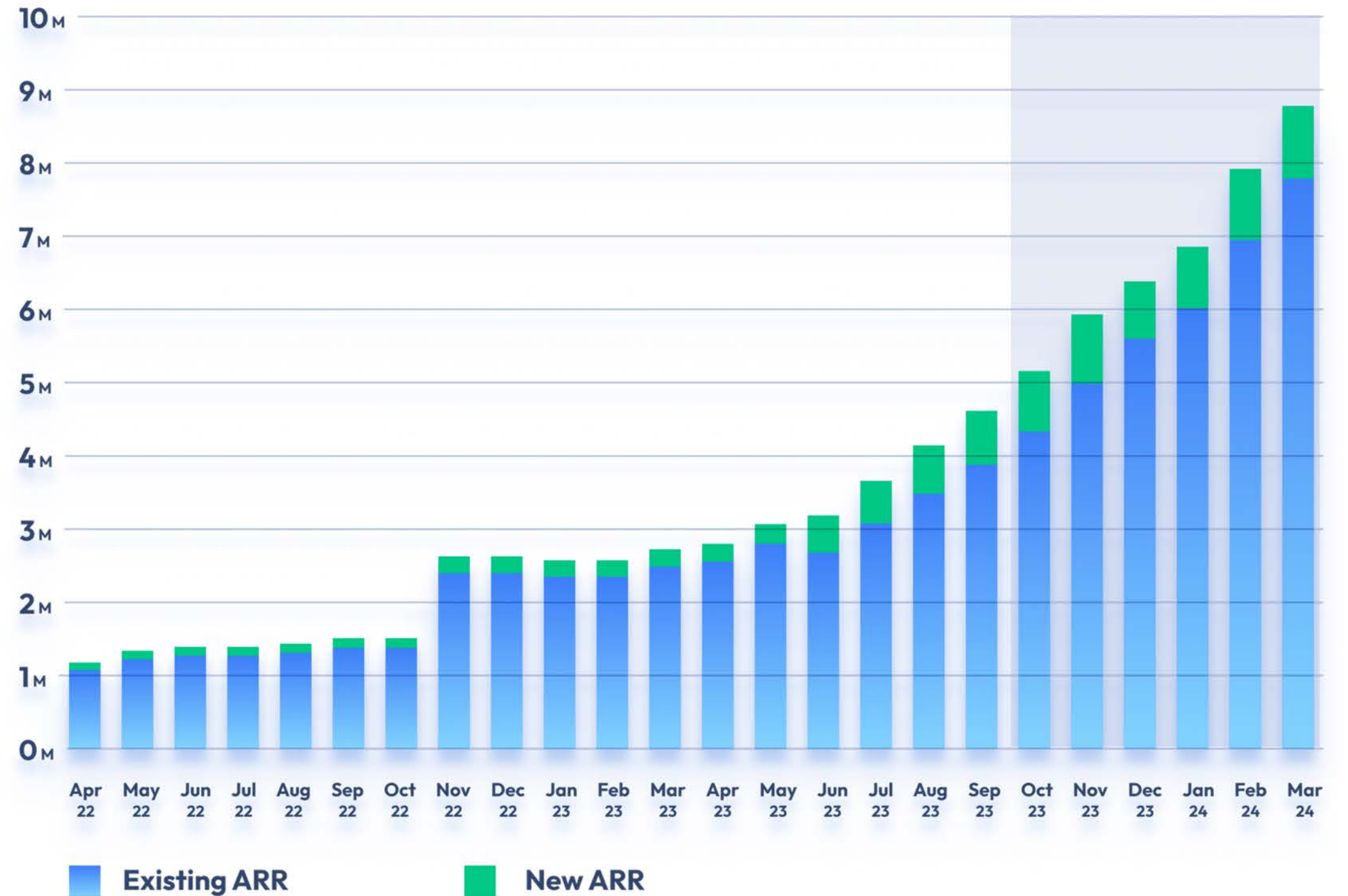
Sales revenue growth

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

Oct 23 - Mar 24 is based on;

- 5% Churn
- Average new MRR per customer \$464 USD
- ~100 new customers per month

Scenario 1 Compounding ARR Example



Revenue Model

Recurring Revenue model

Billed monthly in USD

3800+ customers. The Company's revenue primarily stems from a broad customer base, not a handful of major clients.

Flexible Costs

13%
One-off Costs

31%
Flexible Costs

22%
Infrastructure and
Development Costs

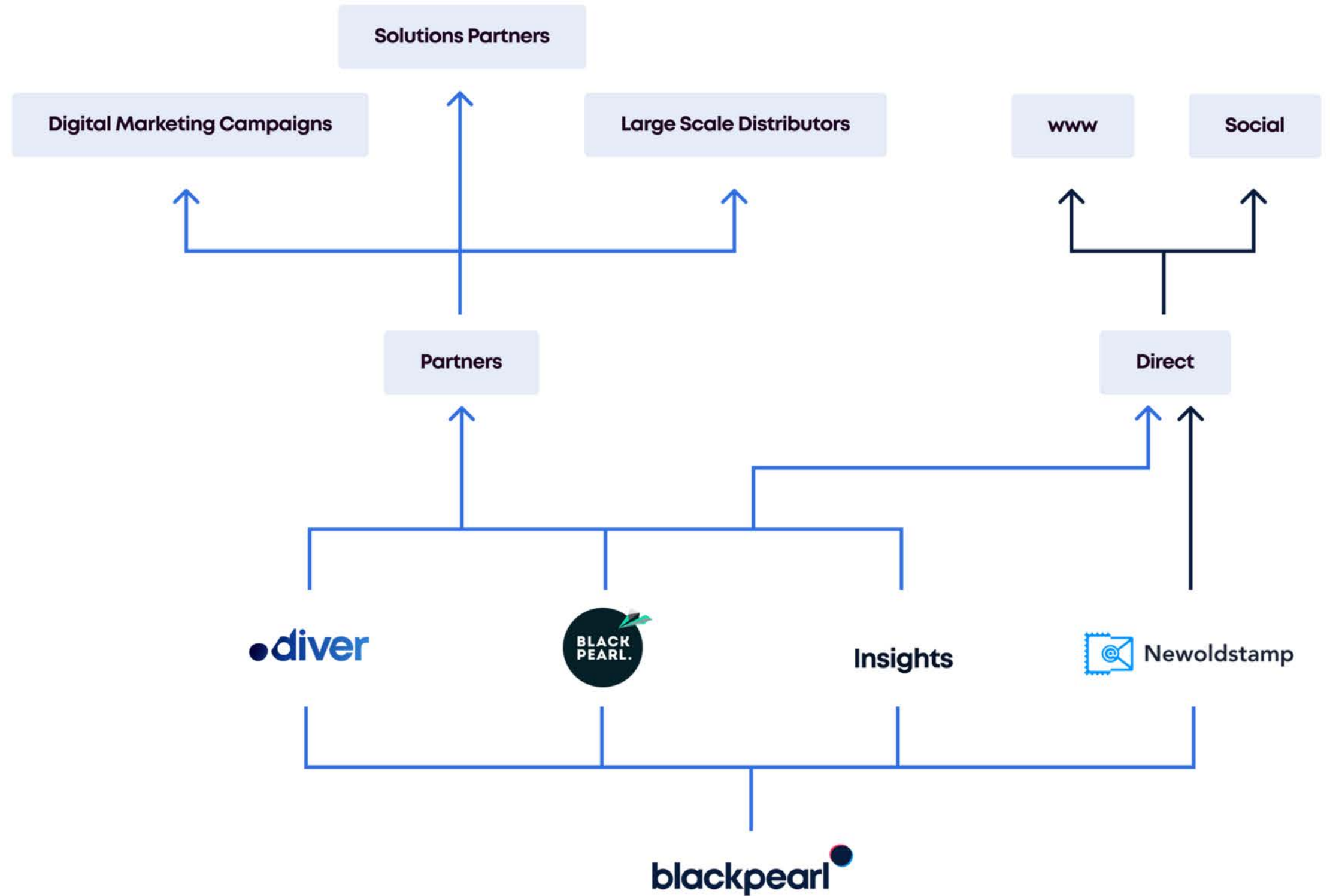
34%
Fixed Costs

FY23 Actuals

Sales Channels

BPG's operates both direct and partnership sales models.

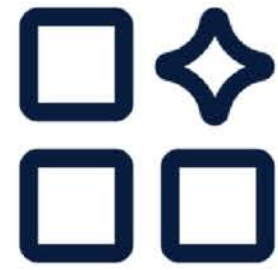
Partnership sales allows BPG to achieve scalable growth without the need for linear investment in sales and marketing.



Summary



High Quality Team



+\$25m Invested in
technology



Exceptional revenue
growth



Partners
for scale



Explosive Market
(AI)



World Leading
Product



Profitability in sight



- \$26.7m market capitalization (at 6th Oct 23)
- **BPG:NZX**
- 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](#)

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



...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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