



1 October 2024

Black Pearl Group Strengthens Leadership with Jean-Francois Arlove as CFO, Karen Cargill as CGO

Hi all,

I am pleased to announce that Black Pearl Group Limited (NZX: BPG) is welcoming Jean-Francois Arlove as our new Chief Financial Officer (CFO), effective 15 October 2024. Our current CFO, and company legend, Karen Cargill, will be transitioning into the role of Chief Governance Officer (CGO).

As the Company experiences explosive growth, it's critical we specialise and focus on key roles to build a solid platform for continued expansion.

Jean-Francois, a CPA, Certified Practising Accountant, brings vast experience in both CFO and COO roles, with specific expertise in the advertising and marketing industries. Having thrived in the fast-paced world of international marketing for more than two decades and overseen multiple successful acquisitions, Jean-Francois brings distinct expertise that will be invaluable as we begin evaluating potential acquisition opportunities.

Jean-Francois's operational experience was instrumental in the growth of TBWA New Zealand, a global advertising powerhouse headquartered in Midtown Manhattan, New York. As a key unit of Omnicom Group since 1993, TBWA is part of the world's second-largest advertising agency network. He is no stranger to the challenges of hypergrowth and understands the operational structures needed to support it.

Karen's move to Chief Governance Officer not only strengthens our depth and resilience in this key area but also critically enhances the Company's governance as the stakes grow higher.

As a Fellow Chartered Accountant of the Institute of Chartered Accountants in England and Wales, with significant global audit experience, Karen will work closely with Jean to deliver our NZX financial reporting.

Karen is also a Chartered Governance Professional and Chartered Secretary with the Chartered Governance Institute NZ. More importantly, Karen was a key figure in driving our



NZX listing and the Company's success to date. In her new role, she will provide accountability and risk mitigation, allowing the Company to scale with confidence and agility.

We all understand the importance of these key roles in a public company, and I'm sure, like me, you'll be delighted we've assembled such a top-tier team.

Kind regards,
Nick Lissette
CEO

Contact

Released for and on behalf of the Blackpearl Group Board.

For further information please contact:

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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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