

ASM –
September
2023

Driven by AI, Built for people.

blackpearl ●



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Agenda

- Chairman's Address
- CEO's Address
- Financial Results and Key Metrics
- Path to Profitability - CFO
- Technology Update - CTO
- Partner Growth Strategy - CRO
- Q&A
- Vote

Chairman's address



Tim Crown
Chair



“De Mari Ad Astra”

From the sea to the stars - 9 months on the NZX.



Nick Lissette

Chief Executive Officer



High Points

- Next level AI delivered to the market.
- Exceptional revenue growth.
- Fully subscribed capital round.
- Efficient utilization of capital and resources.
- Key Metrics on point.

Black Pearl Group creates high-value, low-cost, data-driven sales and marketing solutions to the US SME market.

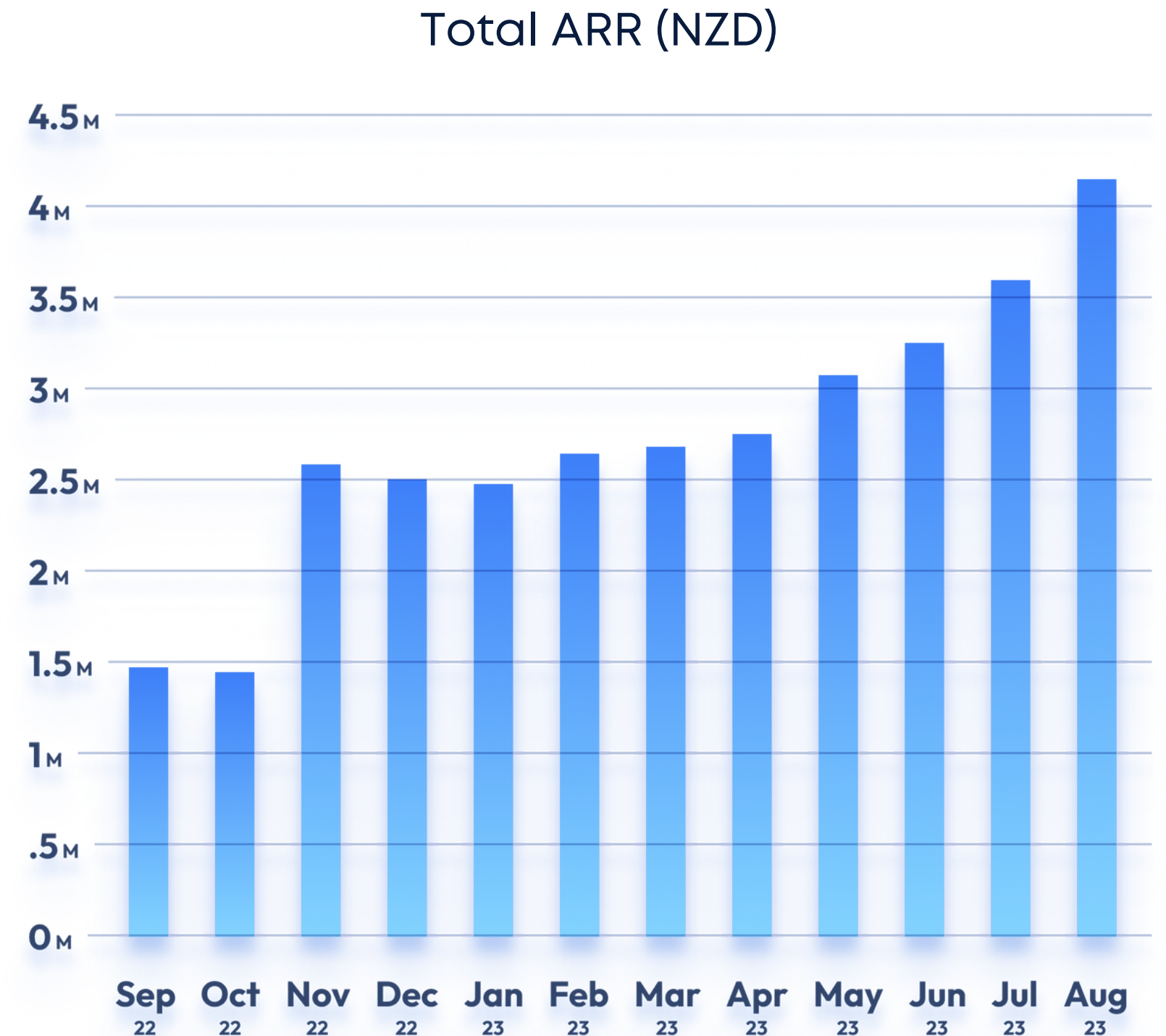
Our ability to ingest, process and create value from data is because BPG has been meticulously collecting data for over a decade and has invested over 25m in creating its proprietary data platform.

Listing on the NZX has given us greater access to new, high-value data sets which we have leveraged to create an exciting new service Pearl Diver.

**Next
Level
AI**

Rapid Growth

Cumulative total new ARR (NZD) added
over last 90 days has exceeded \$1.5m
with over 600k in net new ARR in
August.



Maximising resources - Costs

- Average revenue (ARR) per employee tripled in FY24.
- Effective utilization of global resources.



Average ARR per Employee



Key Metrics

3800+
Customers

56%
Increase ARR in FY to date

3.5%
Groupwide
Churn

59%
Increase Avg MRR/
Customer in FY to date

4.1m
Annual Recurring
Revenue (ARR)

Work- ons

Reposition debt

- Renegotiated Terms
- Created option for BPG to convert Debt at equity at 0.62 cents/share.

Market Awareness

- Creating an amazing business.
- New Independent Director
- Regular Market Updates
- PR

BPG in the news



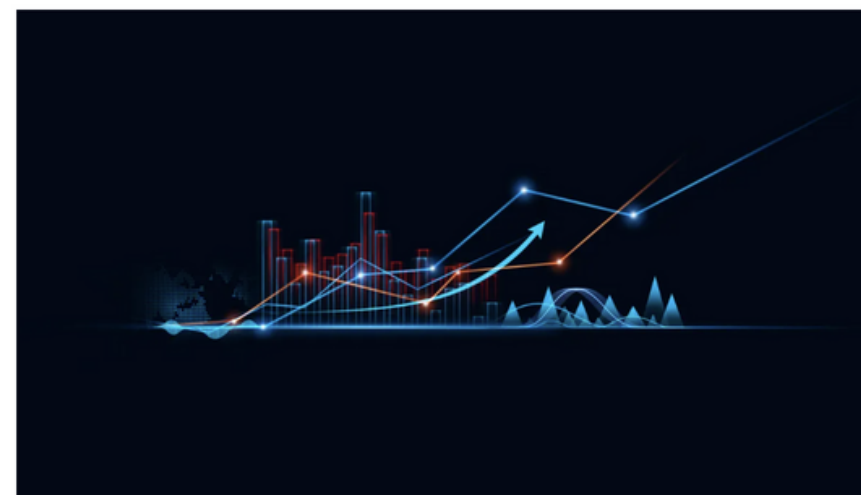
Blackpearl reports a 264% increase in gross profit y-o-y



RESELLERNEWS

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


Home / Business

Stock Takes: Is this tech company the next Xero?



By [Madison Reidy](#)

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

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 Share



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

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September
2023

Path to profitability

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Key Factors

- Customer retention
- Avg. MRR / Customer
- Pricing
- Partner types
- Incremental & New Tech

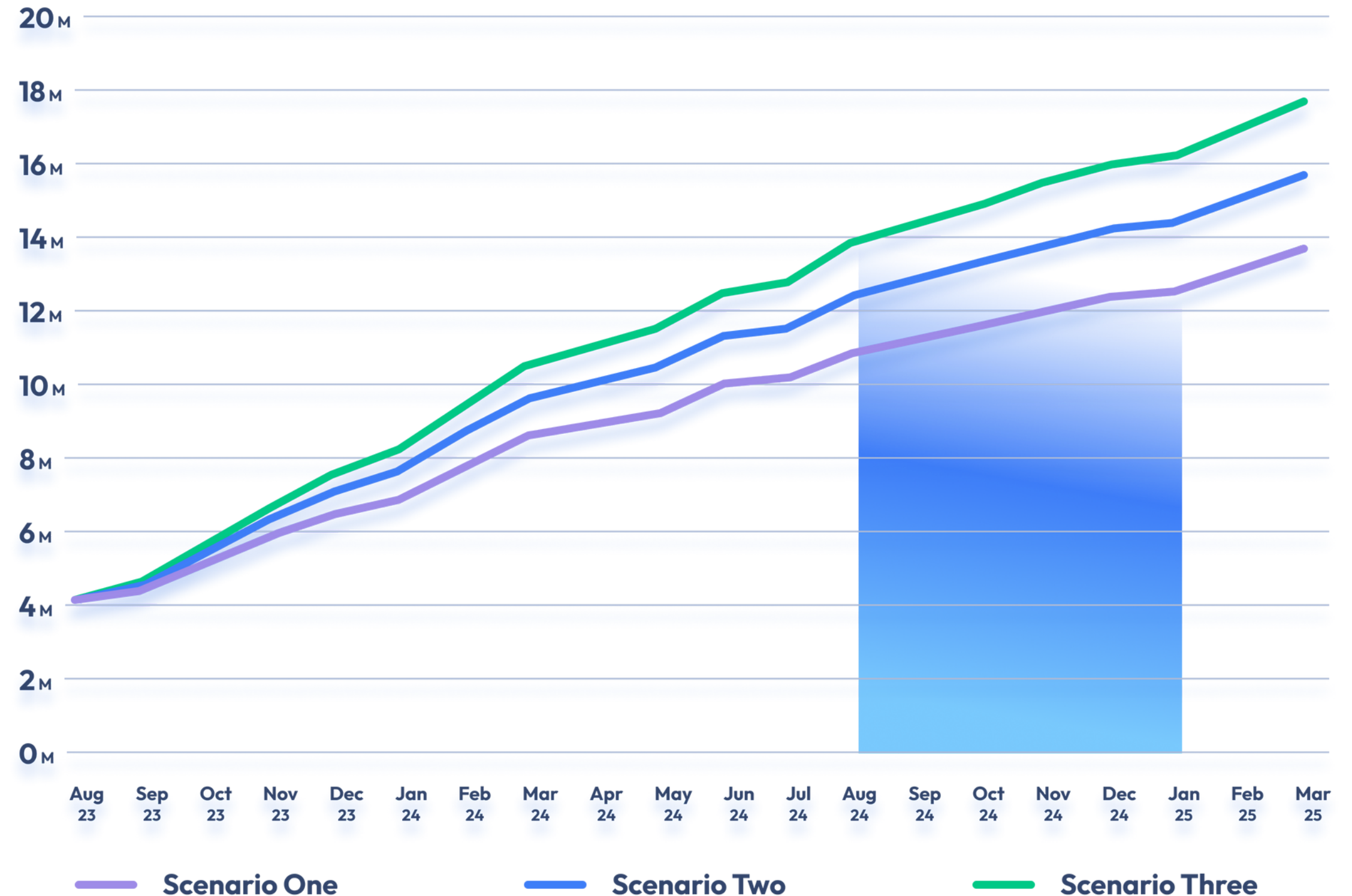


Karen Cargill

Chief Finance Officer



Path to profitability

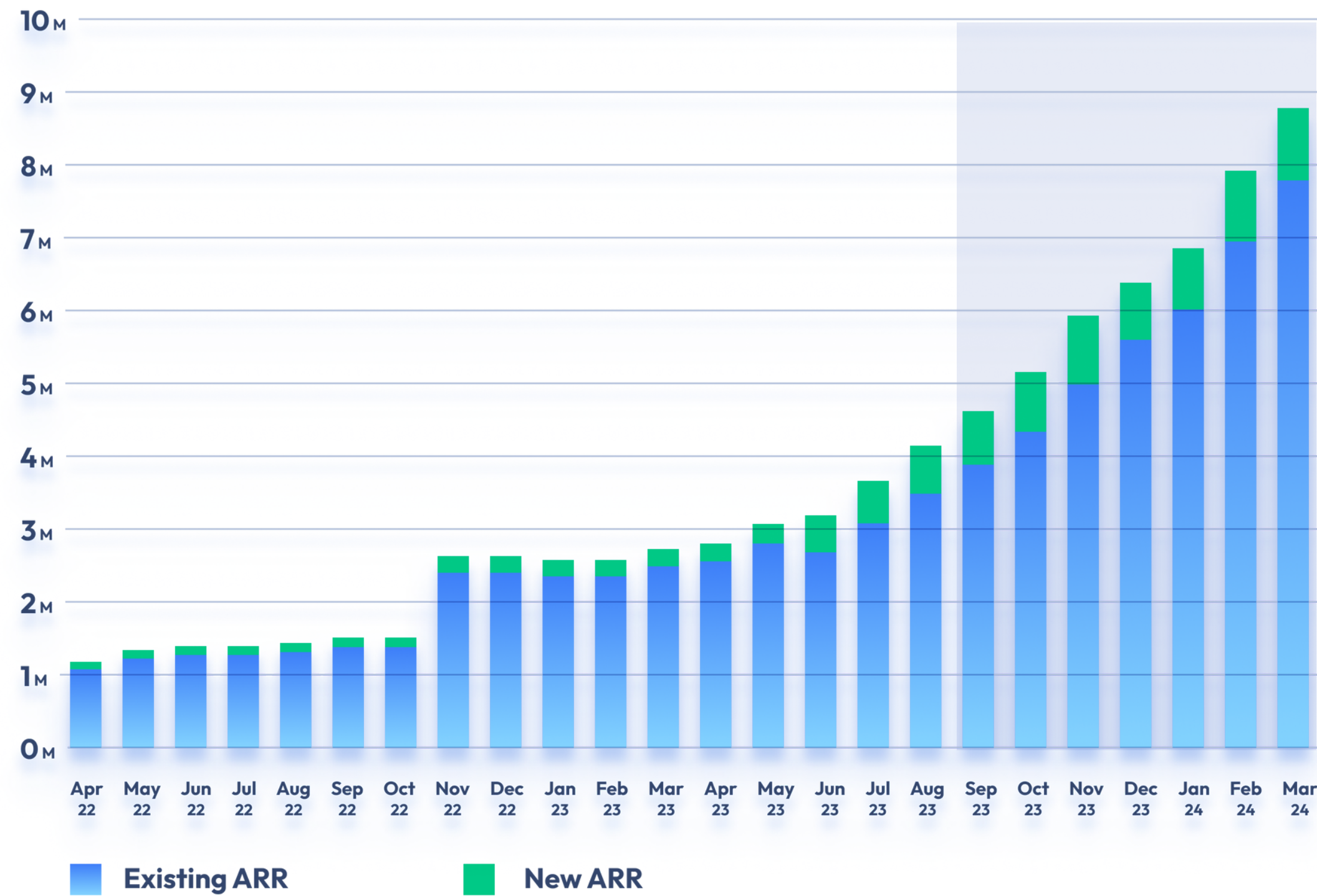


Assumptions: 5% Churn Price increase from 1 October 2023

Sales revenue growth

Number of Customers to reach \$600k ARR in August extrapolated with the price increase 1 October 2023

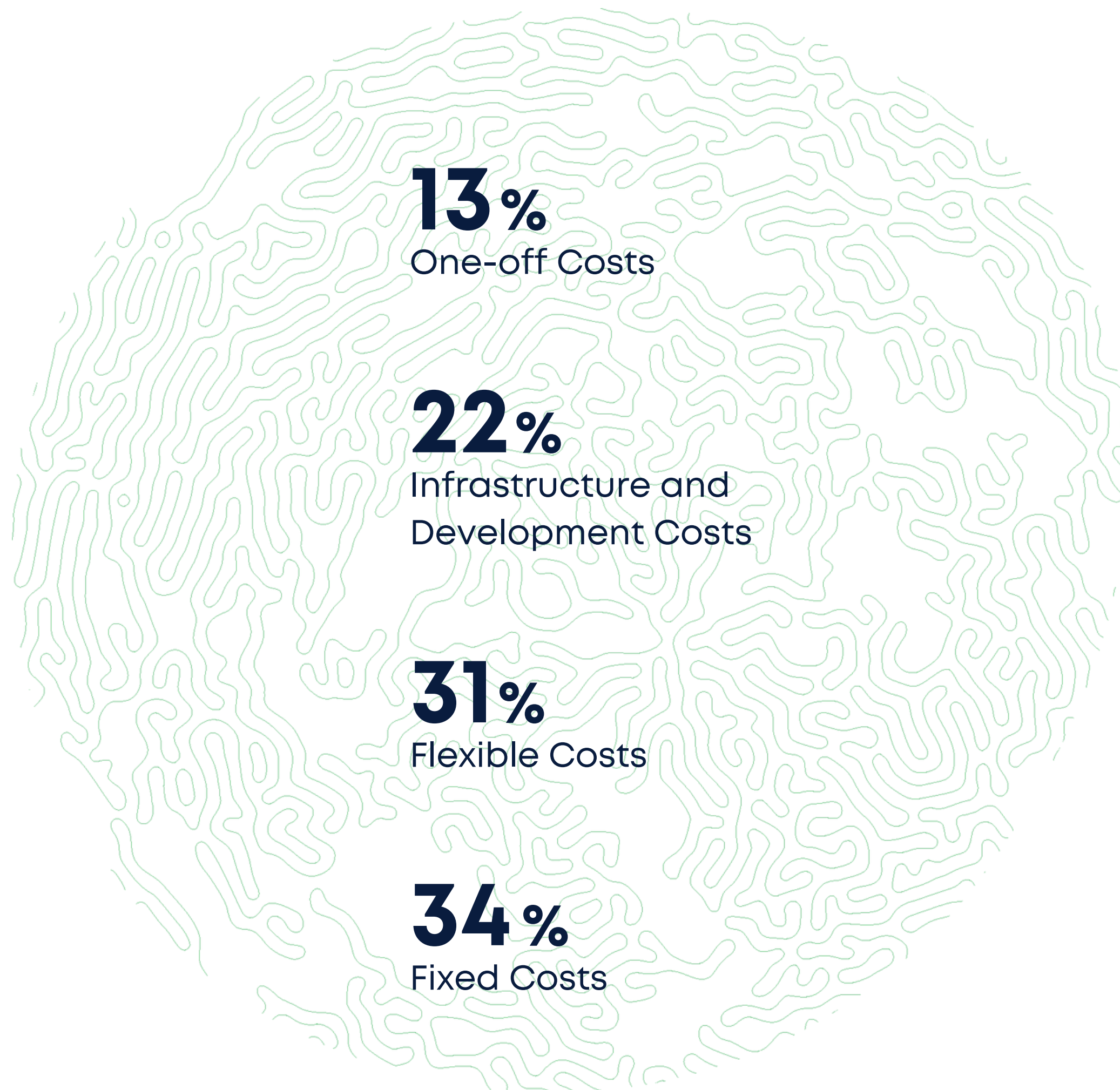
Scenario 1 Compounding ARR Example





Flexible Costs

FY23 Actuals



AI & Data



Sam Daish

Chief Technology Officer



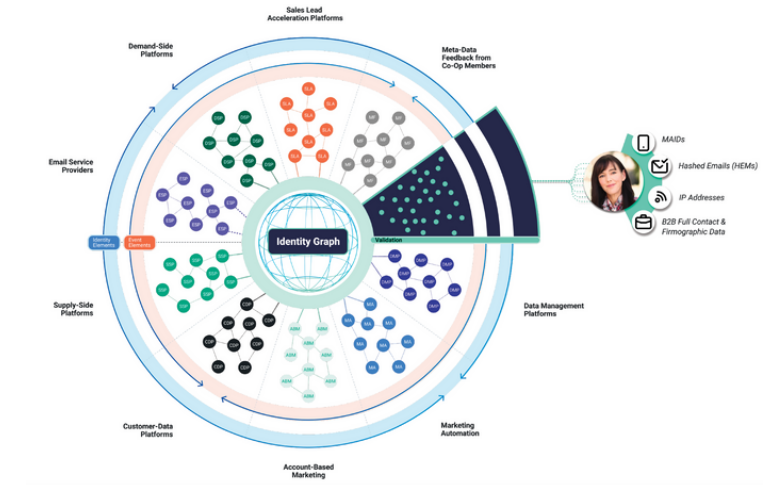


- Ocean of data built from Pearl Insights, web traffic and Pearl Identity
- Our Pearl Engine platform underpins product development and operations using data, AI, micro and macro services, and design components at near-zero margin cost
- Scalable infrastructure allows volume growth while increasing margin

Website traffic



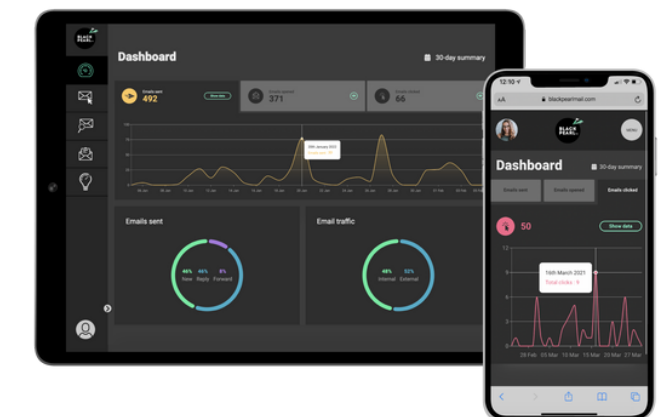
Pearl Identity Engine



Email interactions



Pearl Insights Engine





Markets & Customers

US market and those selling to the US market

Both B2B and B2C businesses

Solopreneur / Small business

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

Medium businesses

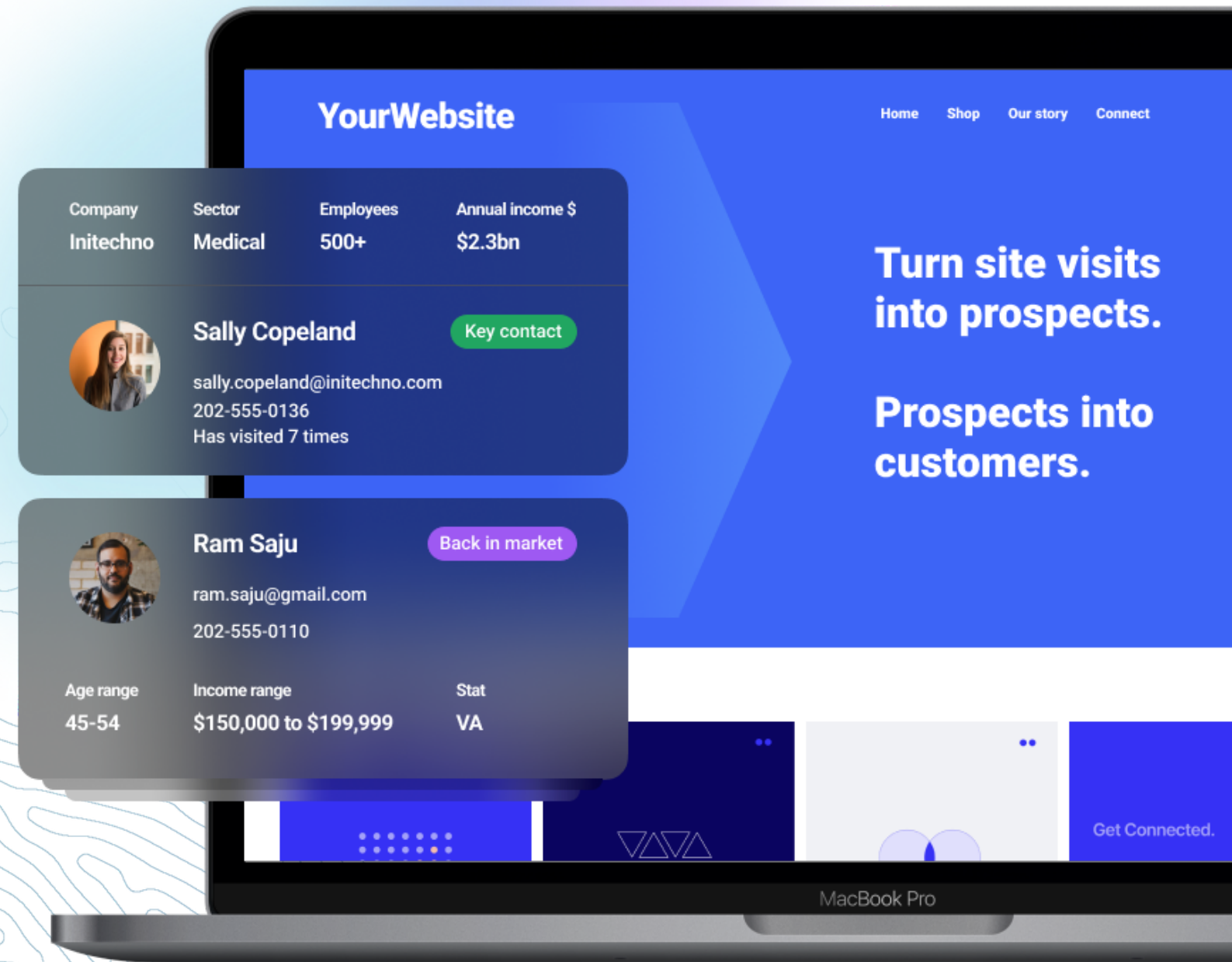
- Struggling with cost and return from digital advertising
- Have marketing and sales teams that need lead flow

Partners

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



See who's behind the clicks &
how to connect with them



Partners are our Force Multiplier

Partners by Type:

Digital Marketing
Companies

61%

Large Solution
Partners

19%

Small Niche
Resellers

20%

Large Scale
Distribution
Partners

COMING SOON!



Cheryl Pressley

Chief Revenue Officer



Partners by the Numbers

54

Partners

15%

Transacting

30%

of August Revenue
came from Partner



Key wins that speak volumes:

3 customers

were onboarded
in 30 days.

3,000

additional leads
in two months.

70%

increase in lead
conversion.

*"Pearl Diver helps me and
my clients move forward
faster because of the data
it's provided."*

Andrew Appleton,
Founder of Parade Deck



Summary



Q+A

Voting

Appendix

Definitions of Key SaaS Terms & Metrics:

Recurring revenue: Recurring revenue is revenue that is expected to repeat each period into the future. For Blackpearl, this is revenue directly linked to the number of customers we have.

MRR: Monthly recurring revenue is the total recurring revenue for the last calendar month of the reporting period.

ARR: Annual recurring revenue is the MRR, multiplied by 12. **ARPU (monthly):** Average revenue per user (monthly) is the total recurring revenue for the month, divided by the total customers processing payroll that month.

AVG MRR / Customer: Average monthly recurring revenue per customer.

Gross margin: The gross margin, when discussed as a SaaS term, is the recurring revenue of the business, less the cost to serve customers. This is often then expressed as a percentage, where the gross margin is divided by the recurring revenue.

Churn: Churn is expressed as a percentage calculated as the net reduction of customers in a calendar month divided by the total customers at the start of that month.

LTV: Lifetime value is the estimated value of a customer over its lifetime. This is calculated by taking the ARPU multiplied by the gross margin %, then divided by the churn %.

Note - the terms and metrics above are Non-Generally Accepted Accounting Principles (non-GAAP) measures and should not be viewed in isolation, not considered substitutes for measures reported in accordance with New Zealand Equivalents to International Financial Reporting Standards (NZ IFRS).