



18 October 2024

## Allocation Statement – Placements

NZX Listing Rule 4.17.9(c) requires an issuer to publish a statement regarding the approach taken to allocating shares that are issued under NZX Listing Rule 4.5.1. This statement relates to Blackpearl Group's (**BPG**) capital raise announced to market on 4 October 2024. The capital raise consisted of placements and a share purchase plan offer to existing shareholders.

BPG's objectives for allocations under the placement were primarily to assist with further broadening BPG's investor base and, by extension, share liquidity.

In line with this objective, BPG utilised its placement capacity to obtain support from leading New Zealand institutions, family offices, brokers and other investors. Retail investors, including existing BPG shareholders had an opportunity to participate in the placement through these channels.

Allocations under the placement were made by reference to the potential to be a long term shareholder (who may support subsequent offers or purchase shares on-market), levels of support for the placement (including the size and timeliness of demand) and the investor's profile (including, among other things, investment style, fund size, and fund location).

For existing BPG institutional and high net worth shareholders, BPG sought to maximize their opportunity to acquire shares up to their pro rata entitlement by providing them with reasonable notice of, and the ability to participate in the placement if they wished to.

Final allocation decisions were made by BPG and reflected input and advice from their financial advisors. There were no significant exceptions or deviations from the objectives and criteria set out above.

ENDS

### Contact

Released for and on behalf of BPG by **Karen Cargill**, Chief Governance 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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