



9 September 2024

Jyllene Miller appointed to Board of Directors

Black Pearl Group Limited (NZX:BPG) announces the appointment of Jyllene Miller as an independent non-executive Director of the Board, effective 10 September 2024. This follows the decision of Cherryl Pressley to step down from her role as a non-independent Director.

CEO's Statement to Shareholders

"I'm pleased to welcome Jyllene Miller to the Blackpearl Group board as an independent non-executive Director. Her appointment comes as Cherryl Pressley steps down.

Jyllene brings over 25 years of C-Suite and Board leadership experience. Jyllene's extensive governance experience and deep knowledge of the US technology industry make her a valuable addition to our team. This independent view is something we lost through Cherryl's previous involvement in executive tasks, and Jyllene's presence will help restore and strengthen objective oversight on the Board.

As Blackpearl Group expands its Pearl Diver service into the upper-end SME market, Jyllene's expertise in US mid-market sales, marketing, and commercial strategy will be instrumental in guiding our next phase of growth.

This is a significant win for Blackpearl Group. The US market is challenging to break into, and our success has been made possible by the quality of US-based staff and Board members we've attracted. The addition of Jyllene further aligns us with the needs of our primary market."

Nick Lissette

Director & CEO



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

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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