



16 April 2025

Blackpearl Group Q4 FY25 Results Announcement

Introduction

Blackpearl Group (BPG) today presents its results for the fourth quarter ending 31 March 2025.

Key Highlights

- **Annual Recurring Revenue (ARR):** Reached \$12.5 million as of 31 March 2025, marking a 70% year-on-year increase and a 13% increase from Q3 FY25.
- **Subscription Revenue:** Achieved \$2.4 million, reflecting a 81% year-on-year increase and 11% increase from Q3 FY25.
- **Gross Profit Margin:** Achieved 57%, down from 72% in Q3 FY25 due to a temporary cost increase during the crossover to our new fixed-fee data supply agreement.
- **ARR Per Employee:** Recorded at \$245k as of 31 March 2025, up 7% year-on-year, reflecting efficiency despite a slight quarter-on-quarter decline due to team expansion.
- **Revenue Churn:** Achieved 5.3% as of 31 March 2025, improving from 9.4% in Q3 FY25.

CEO Commentary

What a quarter! The numbers speak for themselves. BPG achieved a 13% increase in ARR in what is effectively a 2.5-month period (due to normal seasonal delays at the start of January), and while global economies went to hell in a handbag.

Central to this growth has been the continued performance of Pearl Diver, our primary revenue driver. In Q3, we made the strategic decision to phase out of lower-tier, higher-cost customers – allowing us to focus on higher-value accounts. Since then, we’ve continued to grow ARR while also returning churn to a more stable and sustainable rate.

I’m equally pleased to report the beta launch of Bebop was a resounding success – demonstrating our ability to execute on innovation while scaling proven products.

The importance of this should not be underemphasised. The ability to build, acquire, and evolve multiple products off a singular technology platform is a pillar of BPG’s value proposition. We can take advantage of growth opportunities in real time and increase revenue expansion in our primary market (SME businesses in the USA) from multiple vectors.

While Pearl Diver is focused on growing revenue for marketing managers, Bebop is focused on revenue generation for entrepreneurs and salespeople.

Bebop has achieved a high degree of product-market fit right out of the gate. In fact, in over two decades of taking innovative technology to market, I’ve never seen such positive feedback



at beta. As one customer said: “Bebop is revolutionary – any business selling B2B should have this immediately.”

Some of you may have seen my comments in the NBR about going for the throats of Silicon Valley ‘fat cats’. Bebop represents true agentic AI – and with that comes the potential to disrupt markets at speed. As interest in what we’re building grows, the Board is proactively exploring a dual listing on the ASX to broaden our investor base, increase visibility, and ensure we’re positioned to capture the full value of what lies ahead.

It’s going to be an epic FY26. — Nick Lisette, CEO

CFO Commentary

I’m excited to return as Interim CFO at such a pivotal moment for Blackpearl Group.

This quarter’s results highlight continued momentum in our financial performance, with ARR up 13% from Q3 FY25 to \$12.5 million and subscription revenue reaching \$2.4 million. Churn improved to 5.3%, down from 9.4% in Q3 FY25, reflecting the success of our deliberate shift toward higher-value customers. This adjustment has helped stabilise retention and lift the overall quality of our revenue base.

ARR per employee was \$245k, down from \$271k in Q3 FY25, as we invested in expanding the team – particularly across AI and product – to support future growth. Gross margin declined to 57% due to a crossover in data supply agreements, but this is temporary. With our new fixed-fee model now in place, we expect margins to improve as we scale. We remain confident this investment will support stronger, more scalable margins going forward. — Karen Cargill, CFO (Interim) & CGO

Future Outlook

The opportunity ahead is significant. With the launch of Bebop, we’re expanding our reach within the SME market, targeting new decision-makers and unlocking additional revenue streams. This product builds on our platform strategy, allowing us to serve our market from multiple angles while strengthening our position in AI-driven sales and marketing.

We know what needs to be done. Our track record shows we can move quickly and execute effectively. We’re confident this next phase will unlock even greater value for shareholders. With momentum building across our business, we’re ready to lead in this next chapter.

To provide deeper insight into our strategy, market opportunity, and growth ambitions, we’re preparing to host an Investor Day later this year.



Contact

Released for and on behalf of BPG,

Karen Cargill

Chief Governance Officer

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About Blackpearl Group

Blackpearl Group (BPG) is a market leading data technology company that pioneers 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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