



23 October 2024

Market update

Entry into new data supply agreement

Black Pearl Group Limited (NZX:BPG) wishes to advise the market that it has entered into a new data supply agreement with an independent US-based data provider.

This agreement increases BPG's access to data sets from 4 to 14 and fixes data supply costs for the next three years. Based on like-for-like functionality it is projected this agreement will reduce the cost of service for BPG's Pearl Diver service in the mid-to long term.

The intention of this agreement is to supersede BPG's existing data supply agreement with Prospect Desk.

The data supply agreement:

- secures data rights for BPG for a three-year term;
- moves BPG from paying a percentage of earned revenue to a monthly fixed fee for the datasets – this model will be more economical and fit for purpose as BPG continues to scale up and grow; and
- gives BPG access to a number of new datasets that may assist in the development of new product features.

“As a company that turns ‘data into dollars’ this new supply agreement opens up an abundance of opportunities to create impactful new features for our customers, and new revenue streams for Blackpearl. We have been able to get access to data of this calibre and magnitude because we are achieving scale. Our in-market achievements are opening up new opportunities which would have hitherto been unavailable to us. Blackpearl Group’s success is paving the way to new horizons.”

Sam Daish – Chief Technology Officer, Blackpearl Group.

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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