



Prophecy International

Prophecy Successfully Completes \$7.7M Equity Raising

ASX: PRO
Market Announcement

Highlights

- Firm commitments received for \$7.7 million equity raising, comprising a one-tranche placement of approximately 9.5 million shares at \$0.81 per share to new and existing sophisticated, professional and institutional investors
- Placement price represents a 1.7% premium to the 10-day Volume Weighted Average Price (VWAP)
- Funds raised will be primarily applied towards building on current sales momentum with the company's eMite and Snare products, boosting Prophecy's penetration of the large and fragmented global cybersecurity and cloud contact centre analytics markets

Sydney— Wednesday, 20 October 2021— Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to announce that the Company has successfully completed a \$7.7 million equity raising via share placement. The raising will see approximately 9.5 million new shares issued at \$0.81, being a discount of 14.8% to the last traded price and a premium of 1.7% to the 10-day Volume Weighted Average Price (VWAP).

Funds raised will be primarily applied towards expanding the Company's business development team, with a key focus on building on current sales momentum with the company's eMite and Snare products.

The raising has been completed in a single tranche issuing fully paid ordinary shares to new and existing sophisticated, professional and institutional investors, using the Company's placement capacity pursuant to ASX Listing Rule 7.1. All new shares are expected to be allotted on Monday 25 October.

Curran & Co Pty Ltd acted as sole lead manager to the placement.

Prophecy Chief Executive Officer, Brad Thomas, said:

"We are delighted to have secured the support of new and existing investors through this \$7.7 million capital raise, at what is an exciting moment in the Company's history. Our strategy has allowed us to move

forward with our plan to boost penetration of the essential service segments of cybersecurity and cloud contact centres through our lead products, Snare and eMite, by targeting new and existing customers across all industries.

"Having secured commitments to fund our next phase of growth, we can now continue to execute on our vision to develop into a globally relevant B2B software company, taking innovative Australian technology to the world, and rewarding our shareholders with market cap growth by pursuing both organic growth and acquisitions.

"On behalf of the Board, I thank our existing shareholders and incoming investors, as well as all associated with the funding, for their support. We are focused on rapidly executing the Company's growth strategy and look forward to delivering value for the Company's clients, partners, staff and investors."

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[About Prophecy International Holdings Limited](#)

Prophecy International Holdings Limited (ASX: PRO) is a leading Australian designer and developer of innovative business software. Through its two products, Snare and eMite, Prophecy serves the large and growing global markets of Contact Centre Analytics and Cyber Security.

CX Intelligence by eMite provides a SaaS based real time and historical analytics platform, dashboards, wallboards, KPI and orchestration products for Customer Experience, Contact Centre environments.

The Snare product suite is a highly scalable platform of Centralised Log Management and Security Analytics products designed to enable customers to detect and manage cyber threats in real time and maintain regulatory compliance.

Prophecy operates globally from Adelaide and Sydney in Australia, London in the United Kingdom and in Denver, USA.