For personal use only

Prophecy Delivers Ongoing ARR Growth Through eMite and Snare

ASX: PRO
Market Announcement

Highlights

- **Prophecy group of companies continues to grow its base of subscription-based annualised recurring revenue (ARR), adding more than $1.8m of ARR in November to date to now total more than $15.4m**
  - **eMite ARR $10.5m**
  - **Snare ARR $4.1m (combined Maintenance and Subscriptions)**
  - **Legacy ARR $0.6m**

- **Significant November customer wins for eMite, Prophecy's SaaS-based customer experience and contact (call) centre analytics platform, spanning agricultural (Farmlands) and finance (BPER Banca) and health (Providence St Joseph's) with additional deals still to close in November**

- **Promising early adoption of Prophecy's new subscription sales model for its cybersecurity software product line, Snare, enhances flexibility for customers and supports continued growth in the Company's base of ARR**

Sydney — Thursday, 26 November 2021 — Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to advise of continued operational progress across its business units.

eMite Performance

Prophecy's focus on international marketing continues to deliver significant growth in contracted sales for eMite, the Company's SaaS-based customer experience and contact (call) centre analytics platform.

In the financial year to date, the Company has signed new eMite customer contracts across multiple geographies with aggregate 1st year contract value (1CV) of more than $3.4m.

W: https://www.prophecyinternational.com/
P: +61 8 8213 1200
E: info@prophecyinternational.com
T: https://twitter.com/ProphecyIntern1

This includes significant customer wins to date in November across several of Prophecy's targeted geographies and sectors through both the Genesys and Amazon Connect ecosystems, including:

- Providence St Joseph's Health, a US based non profit health provider with 100,000 staff
- Italian financial institution BPER Banca (BIT:BPE) with assets of 70.3B Euro
- New Zealand's largest farmer-owned rural supplies co-op, Farmlands Co-Operative Society Ltd

These client wins have boosted eMite's base of annualised recurring revenue (ARR) to $10.5m as at 26 November 2021.

Additional significant sales are expected to close in the final days of November further boosting eMite ARR.

Prophecy welcomes these companies to its eMite platform and looks forward to helping more businesses to visualise their customer's journey and understand their level of happiness during the entire journey.

Snare Performance

On 16 November 2021, Prophecy announced that the Company would make its cybersecurity software product line, Snare, available to purchase on a subscription basis as an on-premise or as a hosted cloud offering. The new sales model was designed to enhance Opex/Capex flexibility for Prophecy customers and support growth in the Company's base of ARR.

Significant Snare partners have subsequently engaged with Prophecy under the subscription model, including Japan-based global telecommunications and technology services provider NTT Group (TYO: 9432) and leading American wireless network operator Verizon Communications Inc. (NYSE: VZ).

Through Snare, Prophecy provides critical government-recommended or mandated security controls, including cyber threat detection, cyber forensics and centralised log management. The Company continues to deliver growth in revenue for Snare, and following its recent development of a subscription-based sales model, has grown Snare subscription licenses to more than $0.6m in ARR and grown maintenance revenue to $3.5m in ARR.

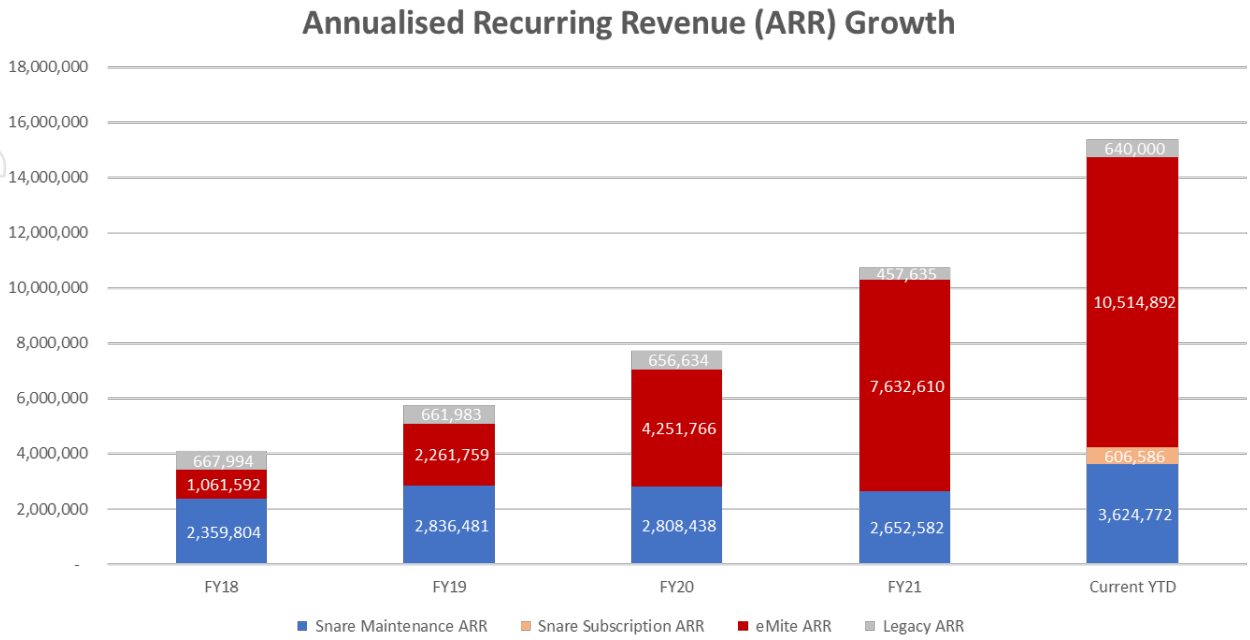
Legacy Product Performance

Legacy subscription revenue will also exceed forecast this year by approximately $200k.

For personal use only

For personal use only

Group ARR



Outlook

Prophecy's key focus areas in FY22 remain:

- Continue to expand sales and marketing to address growth opportunities in global markets
- Increase eMite sales to large Enterprise customers through both Genesys and Amazon Connect
- Increase penetration of Snare products with new and existing customers, focusing on opportunities for Snare in the Government & Defense segment in the USA
- Increase Snare partner revenue from Security services partners including MSSP's, Security Operation Centre (SOC) providers and Extended Detection and Response (XDR) platform providers
- Deliver the strong pipeline of product innovation already in progress for both Snare and eMite
- Continue the managed transition of the Snare business to recurring subscription-based licensing
- Identify and execute on acquisition opportunities to accelerate growth and increase capability, capacity and coverage

Authorised by: Brad Thomas, CEO

Investor and Media Contact:
Brad Thomas, CEO
M +61 419 697 359
E: bthomas@prophecyinternational.com

For personal use only

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. Prophecy is ISO27001 certified.

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.