



### Company Announcement – 15 April 2021

## eMite continues growth trajectory – on track to profitability

Revenue	ARR	Genesys
<ul style="list-style-type: none"><li>• \$3.6M at end Q3</li><li>• Increase of 34% over FY20</li></ul>	<ul style="list-style-type: none"><li>• \$6.205M at end Q3</li><li>• On track for \$7M by EOFY</li></ul>	<ul style="list-style-type: none"><li>• Achieved Platinum Partner status</li></ul>

Prophecy International is pleased to announce strong performance by wholly owned subsidiary eMite Pty Ltd during the first 3 quarters of FY21 despite difficult global trading conditions.

Revenue has significantly increased by more than 33% against the same period last year, sales continue to be strong with new Enterprise customers signing to subscribe to the eMite service. eMite has also been announced as the first, and at this stage only, Platinum Partner in the new Genesys AppFoundry Partner Program.

### Revenue

Increased from \$2.68M at end of Q3 last year to \$3.59M this year. This represents an increase of 33.85%.

Revenue this year is on track to be approximately \$5M for the full year. This represents anticipated growth of 39% over last year.

### Annual Recurring Revenue (ARR)

Annual Recurring Revenue, or ARR, is a subscription economy metric that shows the money that comes in every year for the life of a subscription (or contract). More specifically, ARR is the value of the recurring revenue of a business's term subscriptions normalized for a single calendar year.

Annual recurring revenue has seen a pleasing rise as we increase sales to larger customers. ARR has increased from \$4.3M at the end of the last financial year to \$6.2M or 44% growth at the end of Q3 FY21 and we expect this number to be approximately \$7.0M by the end of Q4 or growth of 62% for the full year.

Approximately 69% of all ARR is generated from our Genesys customer base.

.../2

For more details visit

[prophecyinternational.com](http://prophecyinternational.com)  
[intersectalliance.com](http://intersectalliance.com)  
[eMite.com](http://eMite.com)

Contact: [info@prophecyinternational.com](mailto:info@prophecyinternational.com)  
or call +61 (08) 8213 1200

## Expenses

Expenses have remained in line with last year's expenditure. Improvements in hosting costs and the use of offshore resources have enabled us to hold expenditure even as we grow. Given these trends we expect eMite to be profitable by the end of the financial year.

## Genesys Platinum Partnership

Genesys has also recently re-launched their AppFoundry Partner Program and we are pleased to announce that eMite has been awarded the first Platinum Partnership. Achieving this level in the new program comes from product innovation leading to commercial success and revenue generation through the AppFoundry marketplace.

## Enterprise customers

eMite has 204 active customers at the end of Q3. Of these 171 are on various Genesys platforms with the vast majority on Genesys Cloud, a further 28 are Amazon Connect customers with the remainder on other enterprise applications.

Significant customers to sign on to the service in Q3 include Johnson & Johnson, Enterprise Car Rental, Panasonic, AMP New Zealand, Pfizer and Airbnb and they join existing customer like Telstra, Goldman Sachs, Fidelity Investments, 1800 Flowers, Sage Group UK and Dyson.

## About Prophecy International Holdings Limited

Prophecy International Holdings Limited is a listed Australian software company. Our two products are Snare and eMite.

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

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

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

### Investor Contact:

Brad Thomas, CEO

M +61 419 697 359

E: [bthomas@prophecyinternational.com](mailto:bthomas@prophecyinternational.com)

### Authorised by:

Brad Thomas, CEO

M +61 419 697 359

E: [bthomas@prophecyinternational.com](mailto:bthomas@prophecyinternational.com)

---

For more details visit

[prophecyinternational.com](http://prophecyinternational.com)

[intersectalliance.com](http://intersectalliance.com)

[eMite.com](http://eMite.com)

Contact: [info@prophecyinternational.com](mailto:info@prophecyinternational.com)  
or call +61 (08) 8213 1200