



Prophecy International Holdings Ltd

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Prophecy continues its focus on achieving scale through partners

Sydney— June 18, 2018 — Prophecy is pleased to announce its strategy of growing the business and achieving scale through partnerships is delivering results.

Brad Thomas, Prophecy CEO said, "We have a key strategy of scaling both eMite and Snare through partnerships and indirect channels in addition to continuing to sell Snare direct in the US and Europe. I am pleased to announce that we have added new partners across the globe selling and delivering both our eMite Contact Centre and CX (Customer Experience) solutions and the Snare Cyber Security solutions."

We have recently added Virtual Armour as a new Snare partner in North America and have a number of other partnerships in development. These partners will join organisations like Nixu, Secureworks, NTT Security and Verizon to deliver Snare Solutions to their customers as part of their managed services offerings."

In line with these strategies we have added a number of significant brand name customers in the last quarter including Northrup Grumman, Metropolitan Police in the UK, Royal Bank of Canada, University of the Pacific, VISA Europe, Boeing, Red Cross and Raytheon.

eMite also continues to add new partnerships to complement our existing relationships with Genesys and Telstra.

Most recently we have completed partner agreements with UC Architects, QPC and Datacom in Australia, Foehn and WrenData in the UK, Advania in Scandinavia and Communications Products, Inc in the US to sell and support our contact centre analytics solution. There is also a strong pipeline of new partners for eMite – particularly in the US. ITVizz has also joined us as a skilled IT Service Management and Software Development partner based out of Singapore.

eMite is currently planning a partner enablement conference in Australia in July to ensure that the new partners can effectively implement, customise and support the eMite analytics solutions. We expect approximately 30 technical resources from partners all over the world to be in Sydney for training.

As a result of this activity we have also been expanding our sales coverage in the US with new sales and presales resources based in Indianapolis. Lacey Emery has joined the business as the US Territory Manager from industry heavyweight Converge One and Matthew Brannon has just joined as US technical lead for eMite from Genesys.

In Australia we have also added Stephen Irecki as Global Head of Consulting Services to run our pre and post sales technical teams based out of Sydney. Stephen also joins us from Genesys where he was most recently Head of Solutions Engineering for Australian, New Zealand and Japan.

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For more details visit

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“The fact that we have skilled and experienced people joining us from Genesys and other leaders in the contact centre industry is additional validation that we are delivering high value solutions for customers in the contact centre market”, Thomas said.

Customers added via the Genesys partnership in the last year include household names like Goodstart Early Learning, O'Brien Glass, Hello Fresh and Sydney Water. Our Telstra relationship has also delivered over 35 customer orders, many in the Australian public sector.

“We continue to see demand for the Advanced Analytics for Genesys solutions for both PureCloud and PureConnect across the globe. We also see PureCloud being sold into larger customers which is driving up the average deal size in our forward looking pipeline. In the last quarter we have closed deals for a large Pharmaceutical company in the US for 580 seats and a large Tourism Operator in Europe for 275 seats”, said Thomas.

Key eMite statistics:

- 91 PureCloud customers
- 4 PureConnect customers
- 1 PureEngage customer

Channel splits

- 84% of sales through partners
- 16% of sales direct

Average of 7 new contact centre customer adds per month.

Average customer size 73 seats

Due to the continued success with Genesys, eMite was also recently presented with the Genesys AppFoundry Partner of the Year Award for PureCloud at CX18, the Genesys premier customer event held in Nashville Tennessee in May. This prestigious award was presented to eMite by Genesys Global CEO, Paul Segre.

About Prophecy International Holdings Limited

Prophecy International Holdings Limited is a listed Australian company (ASX:PRO) that has been operating globally since the 1980s. More recently the focus at Prophecy has been on growing the eMite and Snare lines of business. eMite service intelligence platform combines analytics, correlation, capacity, and performance, availability, and SLA management into a single, out of the box solution to provide customers with real time insight. The Snare product suite is a highly scalable platform of security products designed to find, filter and forward event log data. Snare log sources include Windows, flat files, databases, Linux, Mac and Solaris with coverage for desktops and servers.

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

For more details visit

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