



Prophecy

Prophecy International Holdings Ltd

(ASX:PRO)

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Company Announcement – 12 July 2019

Update to Company Announcement issued on 8 July 2019

For more details visit

prophecyinternational.com
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Company Announcement – 8 July 2019

eMite signs largest single SaaS customer in company's history

Sydney— Monday, 8 July 2019 — In partnership with Genesys eMite has signed the largest individual SaaS subscription sale in the company's history.

Sage Group Plc, a large global software company based in the UK has recently become a customer by signing a 3 year contract that will ramp to a total of more than 3,000 contact center agents for eMite CX Intelligence for PureCloud.

This contract was secured through the Genesys AppFoundry partnership as part of a Genesys transaction. The initial ramp up period is for 12 months and the usage will increase over that time until it reaches the minimum commitment. The first full year of the contract will commence at the end of the 12 month ramp period. In year 1 and 2 after the ramp period the minimum amount committed is 2077 agents with a further increase to more than 3000 expected in year 3.

Depending on the speed of the roll out in the first year the total revenue expected from this contract will be between \$1.1 million and \$1.3 million dollars over the contract term.

While eMite has signed a significant number of SaaS customers to date this deal will deliver the largest Monthly Recurring Revenue (MRR) of any single customer so far when fully rolled out.

Jamie Lind, EMEA Business Development Director for eMite said, "It is immensely satisfying to partner with the team at Genesys in the UK and Europe to deliver end to end solutions for our joint customers. We have a true partnership with Genesys and have proven that together we provide real business value for large enterprise customers migrating to the cloud. Our European business has a number of large global customers in the pipeline that are making the move from legacy on premise systems to cloud based contact center software and are looking to eMite for advanced analytics."

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Available as a Software-as-a-Service (SaaS) cloud solution hosted on AWS, CX Intelligence by eMite is used by more than 160 customers in contact centers across five continents. CX Intelligence is now a mature product offering with global coverage and we are seeing an increase in large enterprise opportunities with larger customers.

eMite developed CX Intelligence as customers found that identifying the cause of a poor sales or service experience is difficult, as it typically involves data that is scattered across multiple isolated systems. Without a good understanding of the true problems, companies spend energy fixing the wrong things or addressing problems that aren't really there, effectively wasting millions of dollars and countless hours of employee time.

eMite was also recently announced as Genesys Partner of the Year at the Xperience19 event in Denver, Colorado attended by more than 2000 Genesys customers. Xperience19 is Genesys largest global customer event. eMite was Gold Sponsor of this event.

Prophecy CEO, Brad Thomas said "We greatly value our partnership with Genesys, and I am proud and pleased for eMite to be awarded Partner of the Year for the second year in a row. We work closely with Genesys to ensure that our customers have the best analytics solution available in the market and to ensure that we work together to deliver a seamless experience to our customers. Our continued success in signing new customers around the globe with Genesys demonstrates the value that our customers see when combining PureCloud and eMite's CX Intelligence. We have seen a substantial increase in our European pipeline with a number of blue-chip enterprise customers expected to sign in Europe this year".

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. 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, Security Analytics and SIEM 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.

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