

# Prophecy International Holdings Ltd

## AGM Presentation



**Prophecy**

ASX : PRO

# FY19 Highlights

## Continued revenue growth



Revenue up 13.5%  
Profitable  
Snare Sales up 28.9%  
ARR for eMite 71%

## New client acquisition



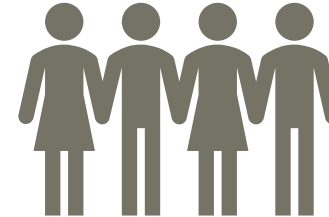
- 90 new eMite customers
- 698 new Snare sales up 27%

## New product launches



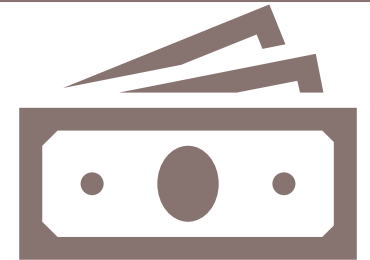
eMite for Amazon Connect launched  
Snare Analytics Launched  
Award Winning

## Increased sales resources



- New eMite sales in UK
- New Snare sales in USA

## Cash & Debt

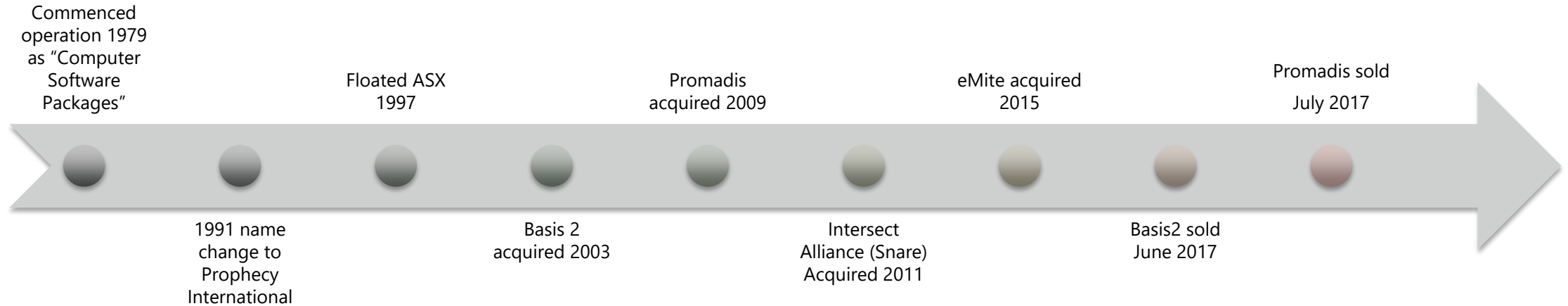


40<sup>th</sup> Anniversary  
\$4.4M in cash at bank  
Cashflow up \$2M  
+ no debt

# 40 years

Started in 1979 in Adelaide as Computer Software Packages  
Became Prophecy International in 1991  
Listed on the ASX in 1997/98

# The Prophecy Story



Cyber Threat Detection, SIEM  
& Centralised Log Management



Contact Centre Analytics (CX  
Intelligence) Big data/analytics &  
business value dashboards

# Our Locations





# eMite offerings

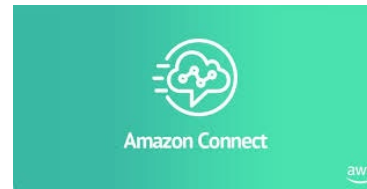
SaaS Based or on prem solution for contact centre analytics and reporting



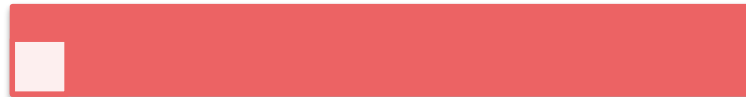
eMite for Genesys



- AppFoundry Partner of the Year 2018 & 2019
- PureCloud
- PureConnect
- PureEngage



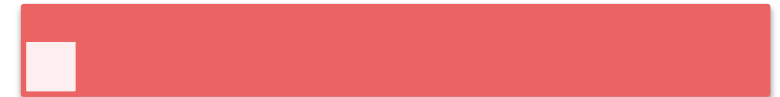
eMite for Amazon Connect



- Amazon Marketplace\*
- Amazon Connect Technology Partner



Contact Centre Cloud Migrations



- Avaya to PureCloud
- Genesys "On prem" to PureCloud
- Legacy "On prem" to Amazon Connect



AppFoundry Partner of the Year  
Overall contribution and thought leadership



# Xperience 19 – Denver, Colorado



**eMite**  
REAL-TIME INSIGHT

AppFoundry | Partner of the year



**CX Intelligence**

Elevate your Contact Center Dashboards  
to the Executive Level!

**eMite**  
REAL-TIME INSIGHT

PureCloud  
PureConn





# Snare offerings

## Full featured Enterprise Logging Platform

### Snare Logging Agents



- O/S Agents for Windows, Linux, Unix, OSX,
- SQL database Agents
- Epilog Agents
- Syslog
- ATM Agents
- Desktop Agents
- Advanced Functionality (FIM/FA/RIM/RAM/Encryption etc)

### Agent Management



- Reflector
- Agent Management Console

### Snare Central Server



- Snare Central/Linux based software appliance
- Long term storage and compression
- Forensics
- Out of the box compliance & reporting
- Alerting

### Snare Analytics



- Real time visualisations
- Out of the box functionality
- KPI's

# Award Winning



Genesys Global AppFoundry Partner of the Year 2019  
2<sup>nd</sup> year running



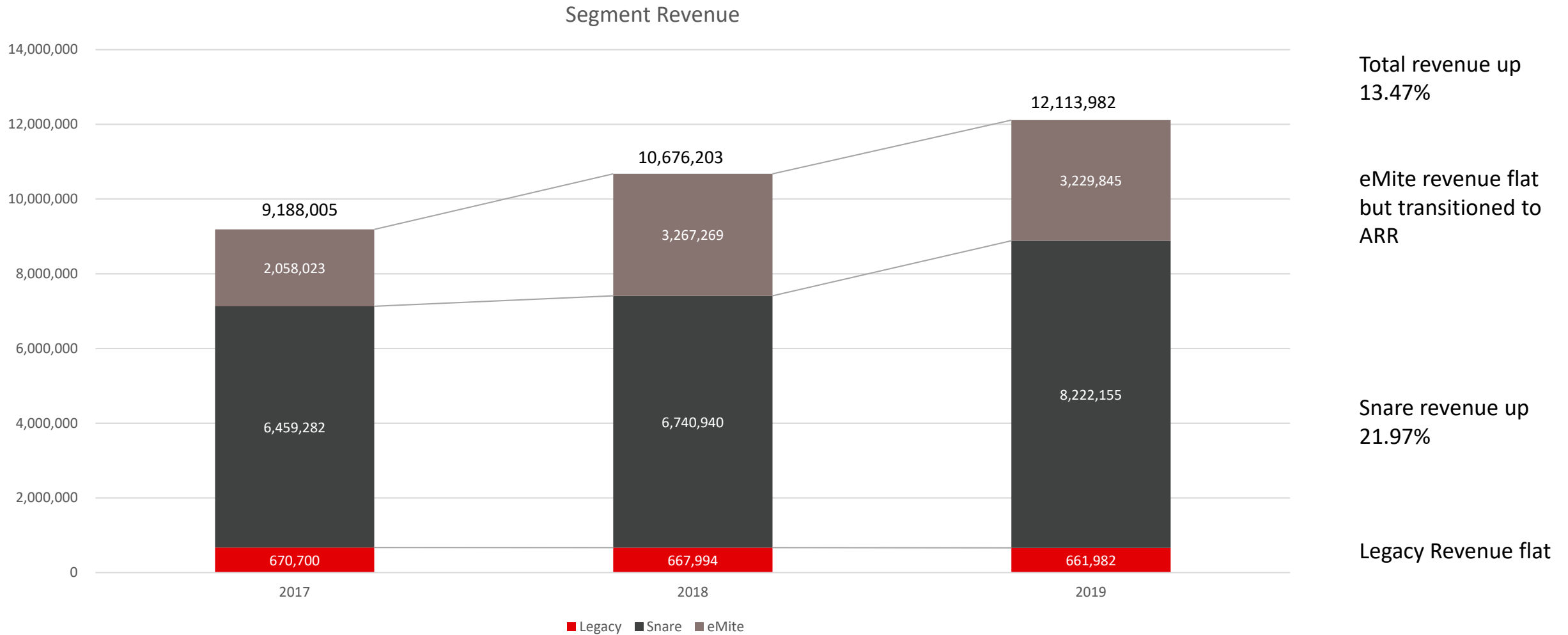
SA Business Australian export Awards  
Technology & Innovation Category Winner 2019



# Financial Overview

	FY18	FY19	Change
Sales Revenue	10,676,203	12,113,981	Up 13.5%
EBITDA*	517,256	87,135*	Down 83.1%*
<p><i>* No longer capitalising R&amp;D in FY19 – resulting in an increase of approx. \$703K in expenses. On a like for like basis EBITDA would have been \$790,135 – an increase of 52.7%</i></p>			
Deferred Income	3,552,711	4,189,968	Up 17.9%
Cash Flow	48,376	1,952,633	Up 3,936.4%
Dividend Declared	-	-	No change
Cash at bank	2,599,684	4,375,635	Up 68.6%
Debt	-	-	No change

# Overall revenue trends





# Overall Revenue Streams

## Continued focus on transition to subscription based licensing

### Annual Recurring Revenue



- eMite Subscriptions
- Annual Maintenance
- Legacy Subscriptions

46% of Revenues

### One off licences



- Snare Perpetual Licences

46% of Revenues

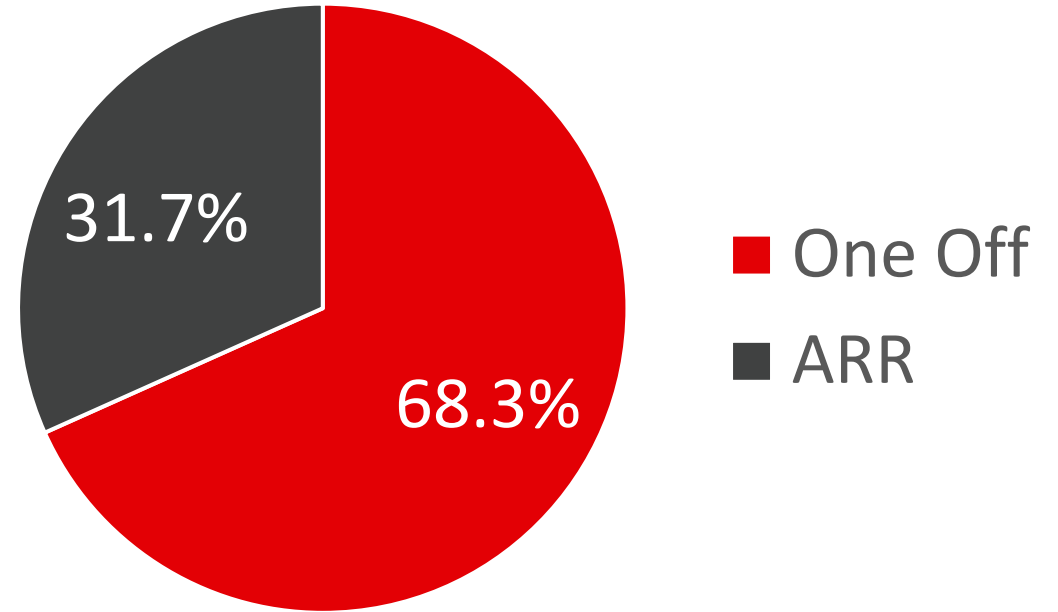
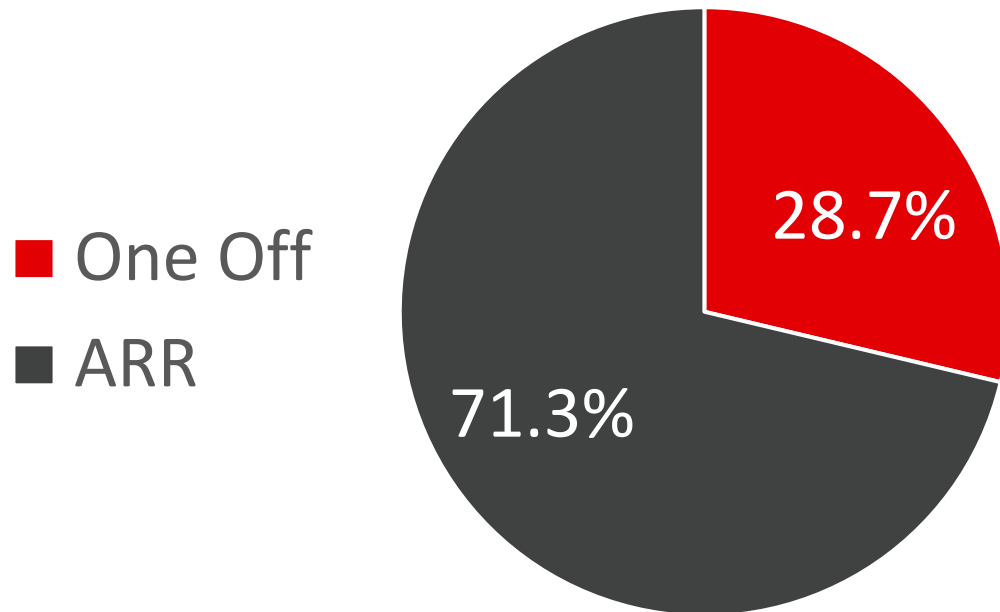
### Services



- Professional Services
- eMite Set up fees

8% of Revenues

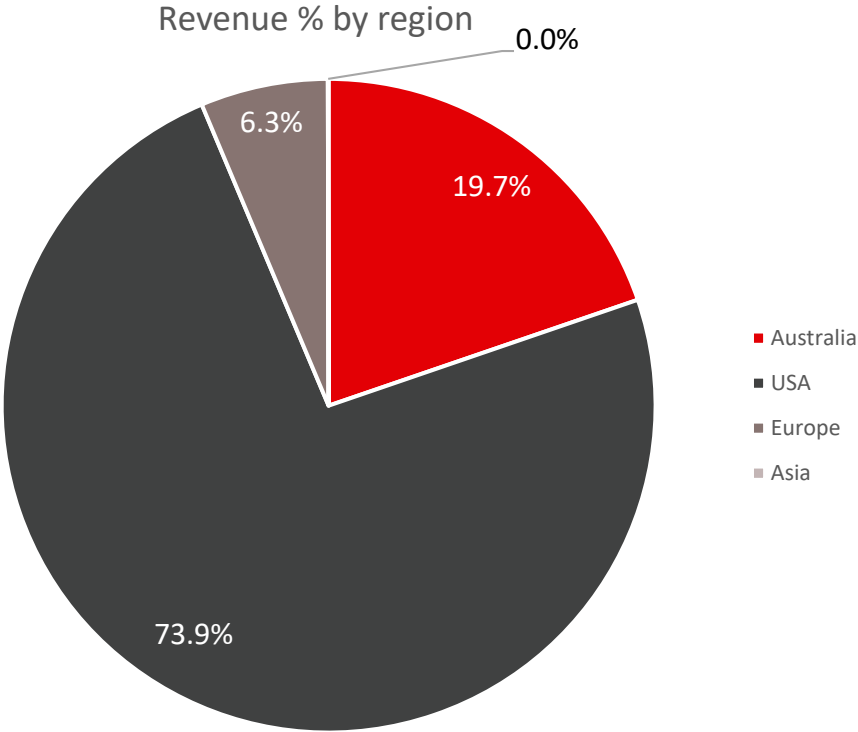
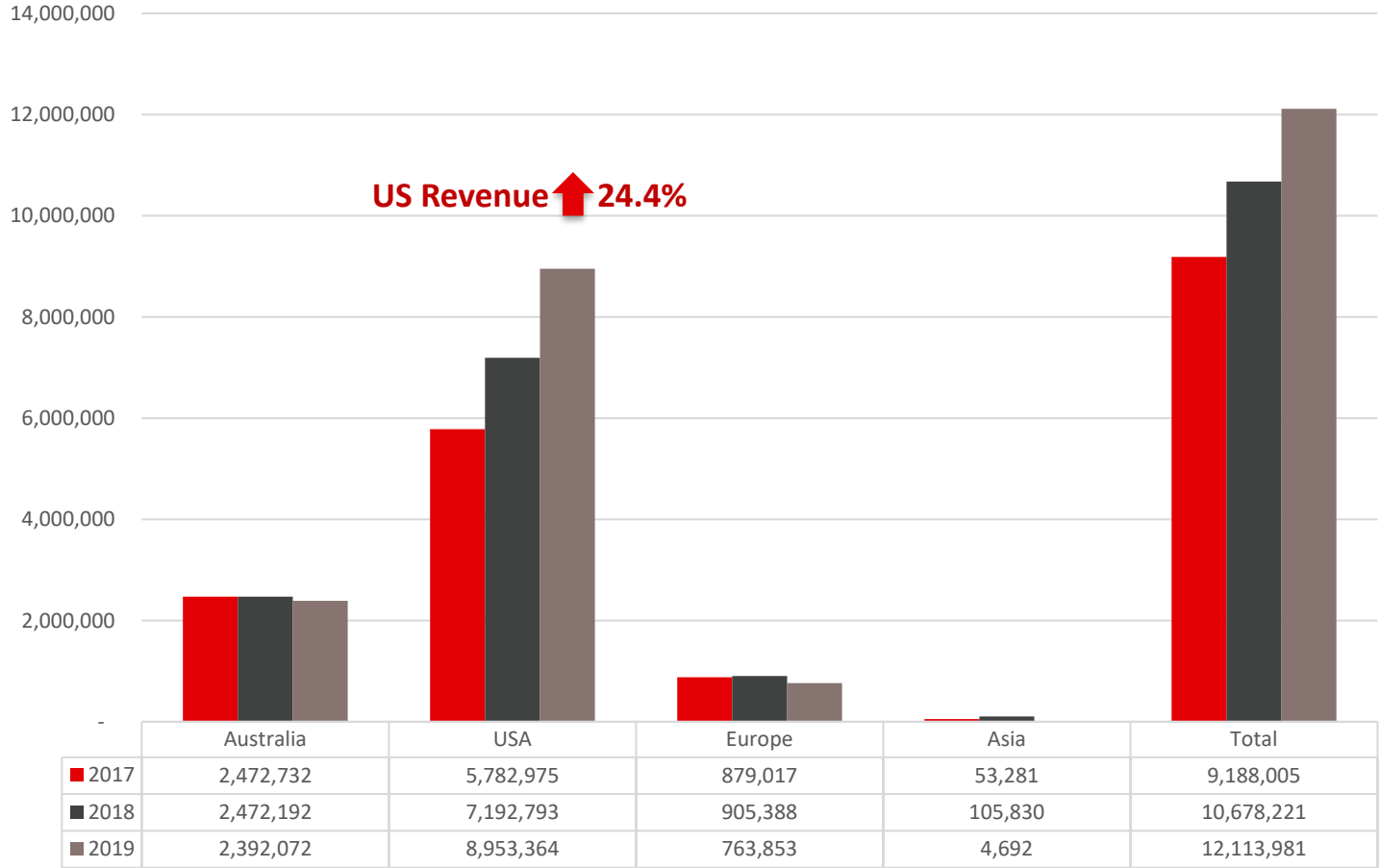
# Recurring vs One Off Revenue Streams





# Revenue by Region

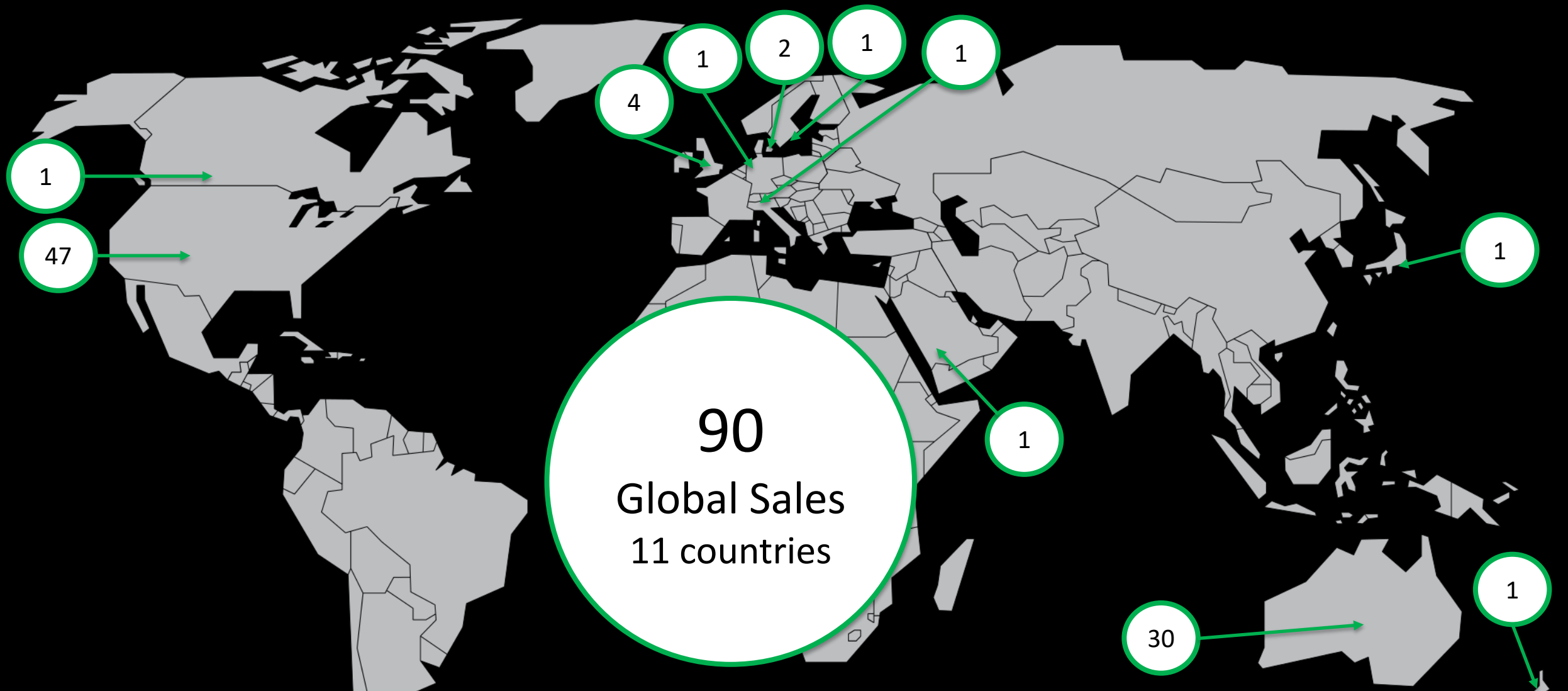
Revenue by Geography



2017 2018 2019

# eMite Sales Performance FY19

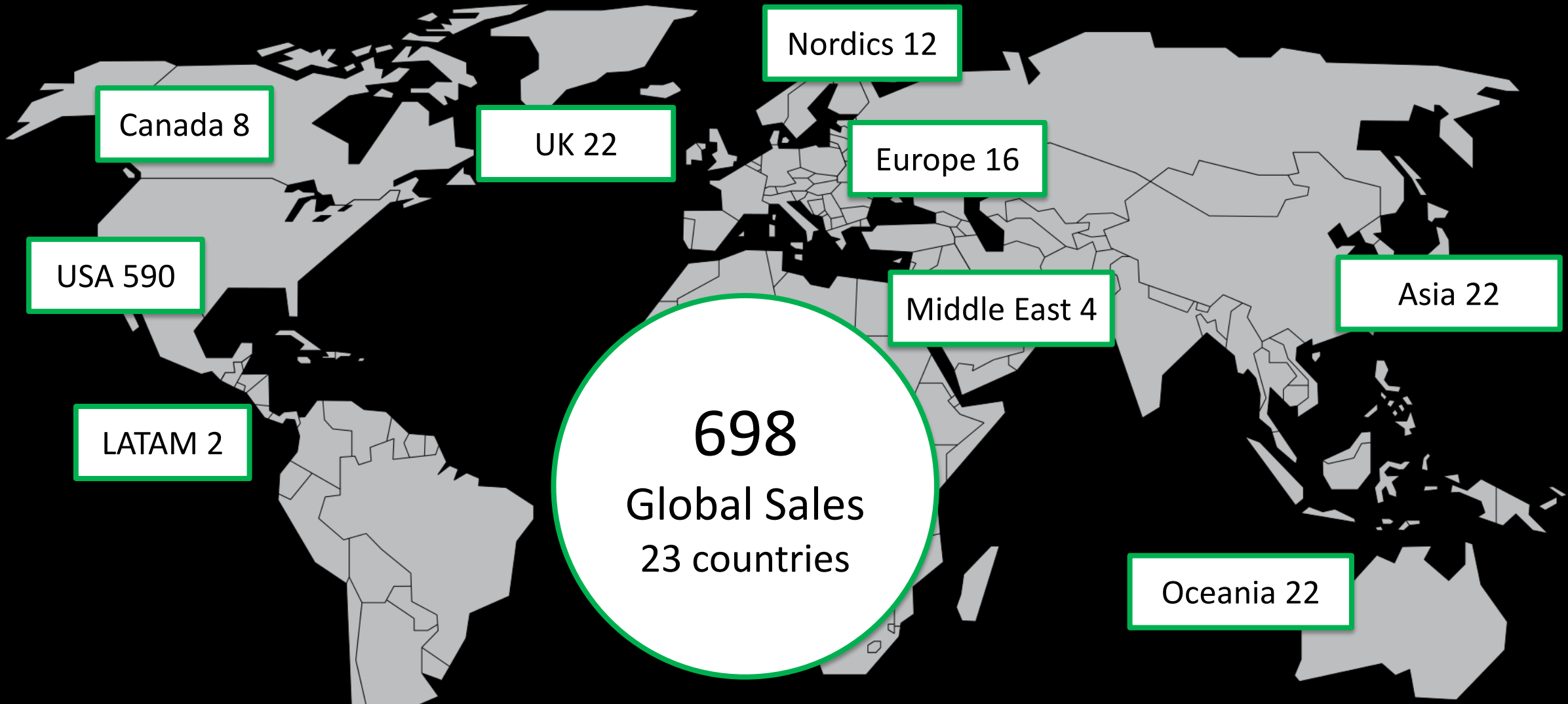
Attribute	FY18	FY19	Difference	
			Number	%
New 1CV Sales Contracts (AUD\$)	2,254,179	2,296,512	+103,293	+4.6%
No. of Sales Contracts	88	90	+2	+2.3%
No. of Contact Centre Agents	6,360	8,716	+2,356	+37.0%
Deal Size (1CV AUD\$)	19,230	19,603	+373	+1.9%
Multiyear contracts (number/ratio)	21    23%	36    40%	15	+71.4%
Recurring Revenue	~41%	71%	+31%	+73.2%







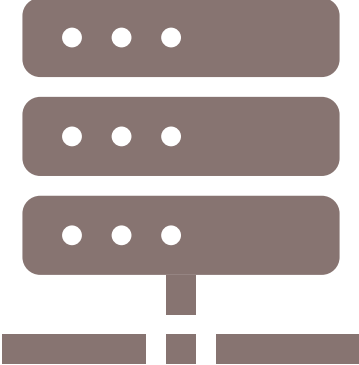


# Snare Sales Performance FY19

Attribute	FY18	FY19	Difference	
			Number	%
New Sales Revenue (AUD\$)	4,690,139	6,046,426	+1,356,287	+28.9%
Renewals (AUD\$)	2,552,789	2,836,481	+283,691	+11.1%
No. of Sales transactions	547	698	+149	+27.6%
No. of Logging Agents	170,288	201,715	+34,427	+18.4%
Deal Size (AUD\$)	8,574	8,687	+113	+1.3%
Indirect Sales (AUD\$)	2,419,738	4,037,290	+1,617,552	+66.8%



# Key Growth Strategies in FY20

				
<p><b>Drive eMite into Large Enterprise</b></p> <p>PureCloud to Enterprise PureEngage/PureConnect Amazon Connect Migrations to Cloud</p>	<p><b>Leverage Partners for Scale</b></p> <p>MSSPs for Snare Amazon Connect Partners for eMite</p>	<p><b>Ramp EMEA</b></p> <p>Invest in sales resources Expand coverage for Snare &amp; eMite Expand partner base</p>	<p><b>Leverage Snare Heritage</b></p> <p>Ramp US Federal/Defence segment with Snare</p>	<p><b>Sell the Snare Stack</b></p> <p>Drive Snare Central &amp; Analytics Snare Central Server in the Cloud</p>





Thank you