



# Prophecy International Holdings Ltd

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## Company Announcement – 16 January 2020

### Prophecy International revenue growth accelerates in FY20

*Preliminary results show nearly 20% revenue increase over same period last year*

**Sydney— January 16, 2020** — Prophecy is pleased to announce preliminary results for H1 FY20 that show a significant improvement over FY19 with top line revenue growth reaching 19.5% against the same period last year.

According to preliminary and unaudited financials from H1 we expect sales revenue of approximately \$7.31M vs \$6.12M for the same period last year.

The company continues to be debt free and has cash in excess of \$4M on hand at the end of the half.

This represents revenue growth of 19.5% against the same period last year for the combined Snare and eMite businesses.

Prophecy CEO, Brad Thomas said, “Overall this is a great result and shows that not only are we continuing to grow but we are in fact accelerating and delivering a profit while we grow. Snare continues to perform well on the back of our US business, our eMite relationship with Genesys continues to deliver results and the early response to our Amazon Connect offering has been incredibly positive with some large customers and partners coming on board since launch.”

The first half has been characterized by increases in the sales from Snare and eMite and the launch of eMite CX Intelligence for Amazon Connect and our launch of that offering on Amazon Marketplace. We formally launched this Marketplace offering at the Amazon re:Invent Conference in Las Vegas in December.

The CX Intelligence for Amazon Connect offering is different to the Genesys offering in that it is a true usage-based model and only a small number of agreements are committed to a minimum volume or term. This is aligned to the terms of the underlying Amazon Connect usage based pricing model. The eMite solution for Amazon Connect is charged on a connected minutes basis in the same way that Amazon Connect is charged.

We are also about to launch an offering at the Genesys Sales Kick Off in Orlando in January this year a new offering to assist customers migrate from their legacy on premise contact centre solution to the cloud. Snare will have new product released shortly that refreshes our Snare Central Server offering and we will be relaunching that in Q1 of 2020.

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For more details visit

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

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#### eMite Highlights

- A total of 45 new eMite customers added in the first half – an average of 7.5 per month vs 59 in the same period last year – however as CX Intelligence by eMite moves into Large Enterprise we have seen a significant shift in average contract values.
- 10 new sales of CX Intelligence for Amazon Connect
- Average 1CV (first year contract value) increased to \$36,990 from \$14,733 in the same period last year – a 150.5% increase in deal size.
- A potential of >36,900 contact center seats sold in H1
- Increase in TCV (Total Contract Value) from \$1.70M in H1 FY19 to \$2.75M in H1 2020 – a 61.8% increase and a strong indicator for future revenue due to multiyear contract sales.
- Sales across 8 countries
- Blue chips customers including Phillip Morris, 1800 Flowers, InfoArmor, Goldman Sachs, Blinkforhome (an Amazon company), Fidelity Investments, WA Water & Schroder Investments.
- North America continues to provide the majority of sales – a total of 24 of the 45 sales, 13 from APAC and 8 from EMEA.

#### Snare Highlights

- \$4.010M in new business Snare sales vs \$2.878M for H1 last year – a 39.3% increase
- 312 new business sales in the half at an average of value \$12,853 an increase of 54.6% against the average deal size last year
- Blue chip customers including Gemalto in EMEA, Principal Financial, QBE, Global Foundries, Metlife in the US and Dept Employment, Skills, Small & Family Business in Australia.

Thomas said, “We continue to make investments in growing our US business and are adding new resources into EMEA to capture the opportunity we see across all our products. We now have 6 people in the UK where a year ago we only had two. With CX Intelligence for Genesys Cloud, CX Intelligence for Amazon Connect, a new channel through Amazon Marketplace, a new cloud migrations offering and new product launches for Snare we are looking forward to further growth in the second half.”

Prophecy has also moved to a full regional sales structure with Sales VP’s in EMEA, the Americas and APAC with growing sales teams reporting into them. James (Jamie) Lind is VP of Sales in EMEA, John Pappas has joined us as VP Sales for the Americas and Stuart Geros is leading sales in APAC.

Jamie brings years of experience growing businesses in both Australia and EMEA with companies like Nortel, Avaya and Juniper. John has great global experience from companies like AT&T, Verizon and Ericsson. Stuart was the co-founder of eMite. This structure sets the foundation for us to continue to grow our direct sales and channel teams globally.

Fully audited results should be available to the market in late February.

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### 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.

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