



# Prophecy International

## Prophecy Signs Master Service Agreement with Optus

**ASX: PRO**  
**Market Announcement**

### Highlights

- Prophecy has signed a 5-year Master Supply Agreement (MSA) with Optus Networks Pty Ltd ("Optus") covering the supply of both of its lead products, eMite and Snare, to Optus group companies and customers
- Initial contract value is estimated at \$2.0 million over the first 3 years of the contract, with upfront and recurring revenue to be defined by purchase orders flowing from Statements of Work under the MSA
- Prophecy is in ongoing dialogue relating to the potential provision of its software solutions to a broader range of Optus customers, with the first of these pipeline opportunities already converting to an order for an eMite PoC with an Australian Federal Government department.

**Sydney — 31 August 2022** — Business software developer, Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company"), is pleased to advise that the Company has signed a Master Supply Agreement (MSA) with Australian telecommunications leader Optus Networks Pty Ltd ("Optus").

The MSA provides for a 5-year agreement for Prophecy services and software subscriptions, setting out the standard terms on which Prophecy will offer to supply Snare and eMite to Optus, its subsidiaries and its customers.

The MSA opens significant opportunities for both parties, empowering Optus to participate in new markets and allowing Prophecy to drive strong organic growth in both upfront and recurring revenue.

The initial opportunity to supply eMite to one Optus customer has been estimated at approximately \$2.0 million over the first 3 years of the 5-year contract term. A pipeline of additional potential eMite deals have been identified through the partnership developed by the signing of the MSA. The first of these additional

eMite deals, with a key Optus government customer, has now proceeded to proof-of-concept (POC) stage with Prophecy having received an initial order valued at \$50k.

The parties have identified other revenue opportunities over the first 2 years of the contract through sales of Snare. This software provides security analytics and secure log capture and management capability that allows customers to more efficiently meet compliance mandates, identify cyber threats and provide cyber forensics. The solution provides for significant potential cost savings when deployed at client sites.

Theresa Eyssens, Vice President, Customer Solutions and Cloud, Enterprise and Business at Optus said, "We are excited to partner with Prophecy to deliver more value for our enterprise and business customers. It's an exciting time to be working in the business intelligence space, which can have a profound impact on the productivity of contact centres. Leveraging Prophecy's Snare and eMite solutions we hope to increase efficiency and security for our customers."

Prophecy International Holdings CEO, Brad Thomas, said:

*"This is a milestone partnership for Prophecy which reflects our focus and long-term investment in providing solutions for Optus and the telecommunications industry. We look forward to rolling out both our Snare and eMite solutions at scale and continuing to grow our relationship with Optus through regular statements of work under this MSA.*

*"As we deploy eMite into more client sites through Optus, we are excited to develop real-world examples of how our software can harness business intelligence to immediately raise the productivity of contact centres that deal with numerous and varied end-users and particularly to enable government to provide better and higher value services to the community. Likewise, through Snare we are now well-placed to serve a greater spread of government departments, both federally in Canberra and at a state level across Australia with sovereign cyber capability developed here in Australia. We thank Optus for their support and look forward to embarking on a mutually beneficial relationship."*

For material terms of the contract, please refer to Appendix A.

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[About Prophecy International Holdings Limited](#)

Prophecy International Holdings Limited (ASX: PRO) is a leading Australian designer and developer of innovative business software. Through its two products, Snare and eMite, Prophecy serves the large and growing global markets of Contact Centre Analytics and Cyber Security.

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

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

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

**APPENDIX A**  
Optus MSA - Material Information

<b>Term of Agreement</b>	The base terms continue for a term of 5 years from commencement.
<b>Nature of Products and Services</b>	Prophecy designed software and services on a perpetual license and subscription basis.
<b>Value of Contract</b>	Approximately \$2.5 million over the first 3 years of the 5-year contract term.
<b>Other Material Information</b>	<p>Optus may terminate the MSA or a supply contract in whole or part for convenience by giving Prophecy at least 60 days' notice. Any supply contracts within the term will require prorated payment of 50% of monthly recurring charges for the remainder of the term.</p> <p>Prophecy may terminate any supply contract or the MSA or both with immediate effect by giving written notice to Optus if Optus breaches any material provision and fails to remedy the breach within 30 days after receiving written notice requiring it to do so.</p> <p>A security deposit of an amount representing 5% of the total estimated value of a Statement of Work may be requested by Optus from time to time, which Prophecy will provide to Optus.</p>