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Blackpearl Acquires US AI Platform to Accelerate Growth

Blackpearl Group Limited (NZX: BPG) has entered into a conditional agreement to acquire 100% of the shares in B2B Rocket Inc, a US-based AI sales automation company.

B2B Rocket (www.b2brocket.ai) specialises in automating outbound sales processes for small to mid-sized businesses using AI-powered agents that generate, qualify, and engage leads on behalf of customers. With approximately US\$2.1 million (NZ\$3.4 million) in annual recurring revenue (ARR), the business has already achieved product market fit and continues to scale rapidly across the US SMB segment.

Blackpearl CEO Nick Lisette said B2B Rocket is a compelling and immediately synergistic addition to the group. *"B2B Rocket's agentic technology is a perfect fit alongside both Pearl Diver and Bebo. I've personally sat in on customer demos for Pearl Diver where we've been asked, 'Can you integrate with B2B Rocket?' Leveraging AI agents for customer outreach – across email, LinkedIn, and AI-driven phone calls – opens up new, ultra-affordable channels to help our customers find more customers. B2B Rocket is experiencing impressive growth on its own. With the integration of Blackpearl Group's proprietary data engine, the Pearl Engine, we see a clear opportunity to act as a force multiplier to further accelerate that momentum. Coupled with cross-sell opportunities, this is a classic 1 + 1 = 3."*

Under the terms of the agreement, the consideration payable includes a completion payment of US\$4 million in cash and 1.725 million BPG shares

In addition, the agreement includes performance-based payments of up to US\$8 million over five years, including up to US\$2.5 million in BPG shares (issued at the prevailing market price of BPG shares). The payments are linked to B2B Rocket hitting defined revenue milestones and are structured to reward sustained performance through to a maximum payout upon B2B Rocket reaching approximately US\$20 million (NZ\$34 million) in ARR.

Completion of the acquisition remains subject to the conversion of certain equity interests in B2B Rocket, BPG having its shares quoted on the ASX market, and other customary conditions for a transaction of this nature. Subject to satisfaction of these conditions, the transaction is expected to complete in August 2025.

BPG is evaluating a full range of funding options for the acquisition, including a mix of cash, debt and equity initiatives. The company will update the market once a final funding structure has been finalised.

In parallel with this transaction, Blackpearl confirms it is preparing to file an application for a foreign exempt listing on the ASX. The company's primary listing will remain on the NZX.

ENDS

Contact

Released for and on behalf of BPG,
Karen Cargill, Chief Governance Officer and Interim CFO

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About Blackpearl Group

Blackpearl Group (BPG) is a market leading data technology company that pioneers AI-driven sales and marketing solutions for the US market.

Specifically engineered for small-medium sized businesses (SMEs), BPG consistently delivers exceptional value to its customers. Our mantra is simple: 'Better Growth Together'. When our customers win, we win.

Founded in 2012, BPG is based in Wellington, New Zealand, and Phoenix, Arizona.

[Blackpearl.com](https://blackpearl.com)