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New Product Surpasses \$1M ARR in Record Time, Accelerating Path to \$20M+

Blackpearl Group Limited (NZX:BPG) today announces that Bebop, its latest AI-driven sales enablement product, has achieved \$1.2 million in Annual Recurring Revenue (ARR) in just 45 days, making it the fastest-growing product in the company's history.

Bebop achieved the million dollar milestone at over twice the speed of Pearl Diver, itself a standout performer that has gone on to reach \$10M ARR in 24 months.

Bebop Highlights

- ARR achieved: \$1.2M in 45 days
- Growth velocity: Hit \$1M+ ARR more than 2x faster than Pearl Diver
- Beta feedback: "Fastest product-market fit to date"
- Growth signal: Exceeding Pearl Diver's early traction on a range of metrics

"Our platform was built to scale fast, but what matters most is product-market fit. This is one of the fastest go-to-market trajectories we've seen across the SaaS and AI landscape, and customers have rapidly validated our value proposition. We hit it out of the park with Pearl Diver, so it's extremely exciting to see Bebop overtake its impressive early adoption. Bebop's traction validates our core thesis: that speed, usability, and value drive adoption. And our platform was built to scale these advantages, fast."

– Nick Lissette, Chief Executive Officer

Bebop's rapid growth is building momentum, confirming rising demand for AI-native, cost-effective sales tools that solve real challenges faced by SMEs. Early customer feedback highlights Bebop's ability to "save hours in research"; "generate customers effortlessly"; and "bring the power of AI to the everyday business owner."

Since our capital raise in FY25, we have made a deliberate and focused investment in Bebop to fully realise the potential we identified. That conviction has now been validated.

The results show Bebop is a force multiplier for BPG's revenue growth. It now stands alongside Pearl Diver as a key driver in our product portfolio, reinforcing our strategy of building scalable, high-impact tools for customer acquisition. Blackpearl now has two high-growth products, which will together accelerate progress toward its \$20M+ ARR target. The early traction of Bebop also gives the team even more confidence in its ambitious medium-term target of \$50M ARR.

"Bebop's early success shows that our deliberate investments following our capital raise are already paying off. We have proven the scalability of our platform, which can rapidly launch new products that achieve product-market fit sooner. Bebop's performance shows our data engine can be leveraged for ongoing product launches. We're now well positioned for sustained growth."

– Karen Cargill, Interim Chief Financial Officer

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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.

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