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Blackpearl signs US data partnership agreement

Blackpearl Group (NZX/ASX:BPG) has signed a revenue share agreement with a leading US provider of B2B buyer signal data.

Highlights

- **Binding agreement:** the US distribution partnership initially announced as a non-binding heads of agreement in the Q2 FY27 trading update is now a signed revenue share agreement.
- **Referral model:** the partner refers US SME businesses outside its own customer profile to Blackpearl.
- **Blackpearl owns the customer relationship:** referred customers contract directly with Blackpearl for data and platform as a service.

The agreement

The partner is a private equity-held company serving a large enterprise customer profile, including Fortune 500 companies, across the United States.

The partner serves a defined customer profile and refers US SME businesses outside that profile to Blackpearl, which delivers data and platform as a service under a revenue share. Blackpearl owns the customer relationship. Because the partner originates each relationship, there is no upfront customer acquisition cost for Blackpearl.

The agreement validates the Group's Data-as-a-Service (DaaS) and Platform-as-a-Service (PaaS) strategy, where Blackpearl's data intelligence powers other companies' products and revenue systems.

Revenue from the agreement will build as referred customers are contracted. The Group will update the market on this progress through its quarterly updates.

CEO Nick Lisette said: "This partnership is a strong endorsement of our data and platform strategy. US businesses increasingly want intelligence they can act on directly, not another layer of software, and that is exactly what Blackpearl delivers. Partnering with a leading US data provider gives us a direct route to that demand and builds on our momentum in the US market."

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About Blackpearl Group

Blackpearl Group (BPG) builds the leading AI models for go-to-market, serving US sales and marketing teams. Powered by the Pearl Engine - a proprietary AI platform processing over 32 billion buyer signals daily - the Group operates three ventures: Pearl Diver, B2B Rocket, and Bebop.

Founded in 2012, BPG is headquartered in Wellington, New Zealand, with offices in Phoenix, Arizona, and is dual-listed on the NZX and ASX.

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