



Prophecy

Prophecy International Holdings Ltd

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PROPHECY INTERNATIONAL APPOINTS GLOBAL CHIEF MARKETING OFFICER

Increased focus on marketing and demand generation

Sydney, New South Wales, August 14, 2017 – Prophecy International is pleased to announce the appointment of Christine Bishop to the new position of Chief Marketing Office (CMO) for the Prophecy Group (ASX:PRO). Christine will join Prophecy on 14th August, 2017 and will report directly to CEO Brad Thomas.

Christine is a highly accomplished senior marketing executive with 20 years' experience in global multinational organisations and start-up environments across APJ, India, China, USA, UK & EMEA.

Prior to joining Prophecy, Christine was most recently Head of Channel Marketing for IBM A/NZ leading the channel marketing transformation and helping partners grow and leverage IBM's portfolio of Systems and Software Solutions.

Christine's marketing and leadership experience includes a proven record of delivering innovative commercial growth strategies spanning multiple industry sectors, and across functions including marketing, sales, product strategy and operations.

Christine commenced her career at Telstra marketing a varied portfolio of data and voice products and solutions through both indirect and direct Channels before moving to Microsoft to lead the SQL Server Business through a period of rapid revenue and market share growth. Christine then took on the role of General Manager at Capitalis, a global strategic marketing research consultancy whose IT clients included Microsoft, Yahoo, Symantec and Google before establishing her own boutique consultancy providing strategic marketing advice and consulting services to IT clients across the APJC region including Citrix, Cisco, LinkedIn and Sophos.

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In this new role, Christine has been tasked to design and execute a global marketing strategy for both the short and long term revenue and profit growth of the Prophecy business. Christine will be responsible for end-to-end Marketing & Communications across all products and drive increased revenue and engagement with our customers and partners through strategic marketing initiatives and global leadership.

Since 2011, Christine has been involved with the University of Sydney as a sessional lecturer in strategic marketing, social media and personal branding. She is also a Business Mentor to Masters students undertaking the MMgt and MMgt (CEMS) programs working with leading industry clients as well as a support educator for the 10-day Understanding Business in China module held annually in China since 2015.

Christine holds a Bachelor of Arts (USYD), Master of Commerce (Marketing) (UNSW) and a Grad Cert Education (USYD). She was part of the University of Sydney Business School's inaugural cohort undertaking the Global Executive MBA program which involved study at Stanford University, the London Business School and the Indian Institute of Management Bangalore.

Prophecy CEO, Brad Thomas said, "Christine brings a great depth of experience to the team and will be invaluable as part of the new leadership at Prophecy. Under her guidance we expect an increased share of revenue to be generated through marketing activity. Christine's expertise in product marketing, digital, demand generation and international business is a perfect fit for Prophecy and our global growth plans."

About Prophecy International Holdings Limited

Prophecy International Holdings Limited is a listed Australian company (ASX:PRO) that has been operating globally since the 1980s. More recently the focus at Prophecy has been on growing the eMite and Snare lines of business. eMite service intelligence platform combines analytics, correlation, capacity, and performance, availability, and SLA management into a single, out of the box solution to provide customers with real time insight. The Snare product suite is a highly scalable platform of security products designed to find, filter and forward event log data. Snare log sources include Windows, flat files, databases, Linux, Mac and Solaris with coverage for desktops and servers.

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

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