



Prophecy

Prophecy International Holdings Ltd

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Company Announcement 10th July, 2017

PROPHECY ANNOUNCES SALE OF PROMADIS

Increased focus on growth markets

Sydney— 10 July , 2017 —Prophecy is pleased to announce that it has completed an agreement for the sale of 100% of the shares of Promadis, a legacy business that has been owned by Prophecy International in the case management & registries market.

Promadis was a wholly-owned subsidiary of Prophecy International Holdings Limited (ASX:PRO) and in recent years has not been profitable. As a loss making business with limited opportunity for growth, the Board has approved the sale of Promadis back to Daren Shaw, the original founder and CEO.

Prophecy International CEO, Brad Thomas said, “Our strategy at Prophecy is to focus on our core growth products in eMite and Snare. Promadis did not sit well in that portfolio and was not generating a profit. It makes sense for us now to find a new home for that business. Darren has years of experience with Promadis and will be able to deliver the existing customers a new level of focus and attention.”

This now concludes the sale of the legacy software businesses for Prophecy and an increased focus on growing the core products by expanding global sales coverage and increasing marketing capability.

Snare is recognised a leader in the global IT security & log management market with over 2,000 customers worldwide and eMite has recently completed a global reseller agreement with Genesys that is seeing increased sales activity for its contact centre dashboard and analytics software, delivering real time insight for contact centre managers.

For more details visit

prophecyinternational.com
intersectalliance.com
eMite.com

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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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