

Prophecy signs Australian Tax Office to eMite

ASX: PRO
Market Announcement

Sydney — 3 July 2023 — Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to advise that the Company has achieved a material new customer win, signing a 3-year, AU\$2.5 million contract to provide eMite to the Australian Tax Office.

eMite is Prophecy's SaaS-based Customer Experience (CX) and contact (call) centre analytics platform that combines advanced analytics, data collection and correlation, KPI management and threshold alerting into a single, scalable and powerful solution.

The Australian Taxation Office (ATO) is the principal revenue collection agency of the Australian Government. Its role is to administer the tax, excise and superannuation systems that support and fund services for Australians, and to deliver various social and economic benefits and incentive programs.

With over 18,000 staff and a presence in many locations across Australia, the ATO's responsibility to administer public funds requires the organisation to maintain high levels of quality, integrity, security, assurance and management oversight of its activities.

Through eMite, Prophecy will empower the ATO and the 3,500 agents in its contact centre to implement services that add value to taxpayers. The solution Prophecy is deploying will integrate data sources from multiple business platforms to deliver a single source of truth for contact centre management, while also offering a replacement for the Genesys CCpulse that has been end-of-lifed.

Prophecy has agreed to provide eMite to the ATO for an initial term of 3 years with a minimum commitment of AU\$2.5 million over the contract term, \$1.05 million of which will fall in the first year.

This contract marks the second large federal government win for eMite, building on Prophecy's agreement signed last year with Services Australia. It also marks the realisation of a significant opportunity sourced under Prophecy's Master Supply Agreement (MSA) with Australian telecommunications leader Optus Networks Pty Ltd ("Optus"), announced to the ASX on 31 August 2022.

The MSA has opened significant opportunities for both parties, empowering Optus to participate in new markets and allowing Prophecy to drive strong organic growth in both upfront and recurring revenue.

Prophecy International Holdings CEO, Brad Thomas, said:

"We are delighted to partner with the ATO to raise the productivity of their contact centres through eMite. As the ATO supports Australian businesses and individual taxpayers, it is pleasing to see an Australian government department choosing to implement Australian sovereign technology and innovation.

"Prophecy remains very well placed to penetrate more deeply into government departments, both federally in Canberra, at a state level across Australia, and on a broader scale into state and federal governments internationally."

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[About Prophecy International Holdings Limited](#)

Prophecy International Holdings Limited (ASX: PRO) is a leading Australian designer and developer of innovative business software. Through its two products, Snare and eMite, Prophecy serves the large and growing global markets of Contact Centre Analytics and Cyber Security.

CX Intelligence by eMite provides a SaaS based real time and historical analytics platform, dashboards, wallboards, KPI and orchestration products for Customer Experience, Contact Centre environments.

The Snare product suite is a highly scalable platform of Centralised Log Management and Security Analytics products designed to enable customers to detect and manage cyber threats in real time and maintain regulatory compliance.

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