

ASX ANNOUNCEMENT

12 MARCH 2024

Peppermint's AI and CX business secures key new contracts

Highlights

- Peppermint Intelligence Limited ("PINT") secures several key artificial intelligence ("AI") and customer experience ("CX") contracts since being acquired
- Globally recognised Amnesty International extends 9-year working relationship
- Informa Connect, World Television and Action Against Hunger renew specific project contracts
- Combined value of contracts secured worth more than AUD\$525,000 since December '23
- Contract terms vary from 2 to 12 months with revenue to be recognised monthly as work delivered across the various projects
- PINT developing groundbreaking AI-driven platform aimed at matching and monetising people's skills and experiences with those needing help
- Acquisition of PINT's AI and CX team has allowed Peppermint to leapfrog years of development in building similar capabilities, methodologies, frameworks and outputs from scratch
- Peppermint is actively building PINT's AI and CX capabilities into its business operations

PERTH, AUSTRALIA, 12 MARCH 2024: Peppermint Innovation Ltd (ASX: PIL) ("Peppermint" or "the Company") is pleased to advise its newly acquired business division - Peppermint Intelligence Limited ("PINT") - has secured several key contracts with world-renowned organisations.

One of PINT's existing clients, Amnesty International ("Amnesty"), has extended its nine-year working relationship, recognising PINT as their 'go-to' partner for building and expanding CX-powered software for their global campaigns. For Amnesty, PINT crafts unique digital campaigns that drive audience engagement and advocate action against human injustices, consistently exceeding expectations in journey conversion and engagement rates.

In addition, several current clients including Informa Connect, World Television and Action Against Hunger, have each renewed specific projects, reflecting their confidence in PINT's ability to enhance platform impact.

Peppermint's Managing Director and CEO Chris Kain said: "In December 2023, we forecast the strategic acquisition of XPON Technologies' AI & CX divisions (now called "PINT" and "PIPL" respectively) would provide a massive shot in the arm for the Company and had the potential to turbo charge our revenue growth in a short space of time.



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"I'm pleased to say PINT has secured combined contracts to the value of more than A\$525,000 since being acquired in December '23. These contracts range from 2 months to 12 months with revenue to be recognised as work is delivered on a monthly basis across the various projects.

"The longevity of PINT's clientele such as its partnership with Amnesty is testament to the skill and expertise of PINT's highly talented team and the quality outcomes they achieve for their customers.

"PINT's focus is to design and lead innovative strategies that empower products to achieve their full potential and purpose. The team is continually introducing CX optimisations and AI-driven personalisation's to improve conversion and retention metrics, in line with its mission.

"In another exciting development, PINT is developing a groundbreaking AI-driven platform for a client that is aimed at matching and monetising people's skills and experiences with those needing help.

"The platform, which our PINT team has built from initial concept and is now further developing, fully automates the end-to-end journey and experience using engagement with AI. This includes the creation of profiles, building briefs, recommendations of solutions, matching briefs to experts, enhancing user ratings and profiles over time, scheduling sessions and even dispute management.

"I look forward to bringing you further updates around this groundbreaking AI-driven platform as and when they can be shared.

"As I've previously mentioned, acquiring XPON's AI and CX team has allowed Peppermint to leapfrog years of development in building similar capabilities, methodologies, frameworks and outputs from scratch.

"During the past 8-9 weeks, we've been busy integrating our new AI and CX capabilities across our existing technological delivery capabilities as well as securing new contracts.

"We are also using our PINT teams' capabilities to undertake AI enhancement and optimisation on our bizmoto platform, as well as assisting one of our existing Co-op clients to deliver a technical enhancement to their platform, without having to engage a third-party service provider.

"We recognise that some experts are forecasting the global economy is moving into a new "super cycle", with artificial intelligence and decarbonisation being two significant driving factors¹.

"According to research published in August 2023 by Statista Market Insights², the global market share of AI services in 2023 was circa USD\$241 billion, increasing to USD\$305 billion in 2024. In 2023, the AI market share in the UK alone was circa USD\$9.8 billion.

"We believe AI is the single most important technology mega-trend of our generation and we have a clear roadmap to become the most advanced AI powered lender in the Philippines."

¹ https://www.cnbc.com/2024/01/08/goldman-sachs-analyst-says-the-world-is-moving-into-a-new-super-cycle.html?taid=659bf8256c57bd0001b17406&utm_campaign=trueanthe&utm_medium=social&utm_source=twitter%7Cmain

² <https://www.statista.com/outlook/tmo/artificial-intelligence/worldwide#market-size>



Ends

This ASX announcement has been approved by Peppermint Innovation Limited's Board of Directors and authorised for release.

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About Peppermint Innovation Ltd

Peppermint Innovation is an Australian company focused on the commercialisation and further development of the Peppermint Platform, a mobile banking, payment and remittance, delivery and logistics, ecommerce and finance technology to service the Philippines market – which was initially designed for banks, agents, associations and microfinance institutions. Peppermint currently operates the Peppermint Platform in the Philippines.

Forward Looking Statements: Statements regarding plans with respect to Peppermint's business plans are forward looking statements. There can be no assurance that Peppermint's plans will proceed as expected and there can be no assurance that Peppermint will be able to increase revenue.

