

ASX ANNOUNCEMENT

3 JULY 2024

AI tool developed along with new AI & CX contracts & cost savings

Highlights

- **Peppermint Intelligence Limited ("PINT") secures additional new artificial intelligence ("AI") and customer experience ("CX") contracts worth more than AUD\$315,000**
- **Notable clients include Informa plc (LSX:INF) and Arms Trade Treaty Secretariat (Geneva)**
- **PINT's proprietary "AI" Readiness assessment tool generating significant interest**
- **PINT has secured more than AUD\$840,000 in new contracts and contract renewals in just over six months**
- **Peppermint Innovation Limited (PIL) has removed AUD\$150,000 per quarter of previous costs following an operational optimisation program post the acquisition of PINT**
- **Focus on implementing AI tools & CX initiatives across Philippines operations to accelerate bizmoLoan growth and Mass Specc Pinoy Coop mobile app user adoption**

PERTH, AUSTRALIA, 3 JULY 2024: Peppermint Innovation Ltd (ASX: PIL) ("Peppermint" or "the Company") is pleased to advise its recently acquired business division - Peppermint Intelligence Limited ("PINT") - has secured additional new and renewal contracts worth more than AUD\$315,000.

The latest batch of contracts include a contract renewal with London Stock Exchange-listed Informa plc and a new contract with the Geneva-based Arms Trade Treaty Secretariat. Contract terms vary from 1 to 12 months, with revenue recognised monthly as work progresses.

The contract renewal with Informa plc extends PINT's 4+ year relationship as their strategic digital and implementation partner, focusing recently on AI development initiatives.

One of the new projects involves an AI proof-of-concept aimed at improving content discovery conversion rates. This project aims to leverage AI technology to enhance how users discover and engage with content, ultimately driving higher conversion rates for the client.

Several of the other contracts secured are centred on providing ongoing support and continuous



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improvement initiatives for various eCommerce sites, B2B SaaS platforms and B2B matching platforms that PINT has originally developed. These projects focus on enhancing functionality, user experience and performance through iterative updates and strategic optimisations.

PINT's proprietary "AI Readiness" assessment has also generated significant interest across various UK markets. This assessment forms a crucial part of PINT's broader CX and Technology Discoveries offerings, providing businesses with a unique and accelerated approach to assess AI opportunities, implement initial initiatives and lay the foundation for future AI integrations.

Peppermint's Managing Director and CEO Chris Kain said: "Peppermint has made significant progress during the past six months, as well as delivering on the strategy that we advised at the time PINT was acquired in late December 2023.

"PINT has secured more than AUD\$840,000 in new contracts and contract renewals in just over six months, while the wider optimisation of our AI and CX teams will achieve savings per quarter of circa AUD\$150,000 from 1 July 2024" Mr Kain said.

"We are now well placed to take advantage of the significant growth that is occurring in the AI sector, but not just from a third-party consulting point-of-view.

"The PINT AI blueprint is being utilised across our business in the Philippines, targeting operational and platform optimisation. Our primary goal is to accelerate product deployment by leveraging AI tools that improve the customer experience and drive user adoption. We are already witnessing the positive impacts of this initiative in our bizmoLoan operations and through our successful partnership with MASS-SPECC, which has a clearly defined roadmap for achieving further success."

PINT CEO Ben Fogarty said: "As you would expect, AI is a hot topic of conversation for many business executive teams at the moment, but many companies do not know where to start.

"PINT's AI Readiness assessment, which now forms a significant part of our wider CX and Technology Discoveries, offers a unique and accelerated way for these businesses to assess their AI opportunities, implement low-hanging fruit initiatives, and build the foundations for further AI integration into the future," Mr Fogarty said.

"What has been even more impressive than the widespread interest and adoption our AI Readiness assessment is achieving, is the undeniable impact the first AI implementation initiatives are delivering around customer conversion, retention and engagement.

"Some of our clients are seeing 40% higher conversion rates in less than 8 weeks.

"Since the outcome of our AI readiness assessment arms businesses with a tailored blueprint for their future AI-powered CX and digital capabilities, and a prioritised roadmap for implementation, with our help businesses can accelerate ROI towards greater business growth within 6-8 weeks."

Ends



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

For more information, please contact:

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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.

