

#### **ASX Announcement:**

26 July 2017

# Pureprofile achieves record quarter with revenue of \$16.2m for Q4, and positive full-year operating cash flow

### **Highlights**

- Q4 revenue of \$16.2m a record quarter for Pureprofile
- Unaudited pro forma FY17 revenue of \$63.2m (statutory \$52.9m)
- Q4 operating cash flow of \$0.5m
- Cash and cash equivalents of \$4.0m at the end of June 2017
- H2 FY17 statutory and pro forma operating EBITDA margins will exceed H1 FY17 EBITDA margins

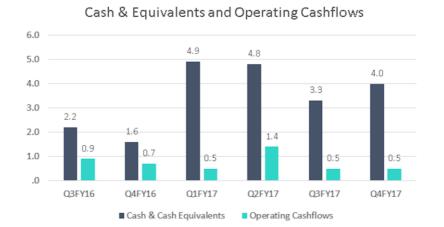
**Sydney, July 26, 2017 -** Pureprofile (ASX:PPL, or "the **Company"**) is pleased to release its final Appendix 4C and June Quarterly Activity Report. The Company is reporting another record quarter of revenue in Q4 of \$16.2m and continued growth across each of its business units over the previous corresponding period (**PcP**).

#### **Appendix 4C**

Pureprofile continued to record positive operating cash flows for the quarter of \$0.5m and \$2.9m for the full FY17 year. This represents Pureprofile's sixth consecutive quarter of positive operating cash flow with cash receipts for the quarter reaching \$15.2m.

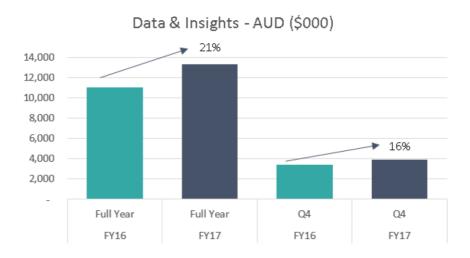
The Company expects continued positive and increasing operating cash flow in FY18.

Cash and cash equivalents as at June 30 2017 was \$4.0m representing an increase in cash and cash equivalents of \$2.4m compared to June 30, 2016.



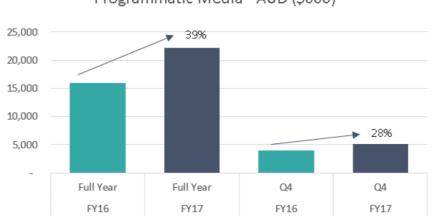
#### **Business Unit Performance**

## Data and Insights - FY17 revenue growth of 21%



The Data and Insights business unit continued to perform well, recording \$3.9m revenue for the quarter and \$13.3m for the year, an increase for the quarter of 16% on Q4 FY2016 and an annual revenue growth rate of 21%.

## Programmatic Media – FY17 pro forma<sup>(1)</sup> revenue growth of 39%

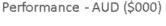


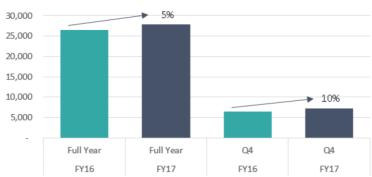
Programmatic Media - AUD (\$000)

The Programmatic Media business unit continued to grow strongly, with revenue reaching \$5.1m for the quarter and \$22.1m for the year, a pro forma increase for the quarter of 28% on Q4 FY2016 and an annual pro forma revenue growth rate of 39% on FY16.

(1) FY2016 includes pro forma revenue 1 July 2015 to 24 July 2015.

## Performance - FY17 pro forma<sup>(2)</sup> revenue growth of 5%





The Performance business unit experienced slower growth with revenue of \$7.1m for the quarter and \$27.8m pro forma for the year, a pro forma increase for the quarter of 10% on Q4 FY2016 and an annual pro forma revenue growth rate of 5% on FY16.

The Performance business unit's UK business continued to grow well with annual pro forma revenue increasing by 41% over the last year. Australia also returned to growth in Q4 as anticipated.

(2) FY2016 includes pro forma 1 July 2015 to 30 June 2016 and FY2017 includes pro forma 1 July 2016 to 8 November 2017.

#### **Cohort Acquisition Update**

In Pureprofile's half-year accounts a provision of \$8.5m was made for deferred consideration relating to the earn-out. It is anticipated that any cash component of the earn-out will be funded from cash and working capital. The earn-out accounts are subject to finalisation in August.

There are two tranches to the earn-out consideration. If earned, both would be apyable in Q2FY2018:

- Earn-out Tranche 1 earned if FY17 normalised EBITDA is \$4m or more. Consideration is payable in Pureprofile shares to be issued at \$0.45 per share and escrowed until May 2018; and
- Earn-out Tranche 2 the relevant calculation is expected to be 5x (FY17 normalised EBITDA less \$4m). Consideration would be payable in either cash or PPL shares (issued at a minimum price of \$0.50) with the form of consideration at the seller's discretion.

### **Annual Financial Statements and Appendix 4E**

Pureprofile anticipates releasing its Annual Financial Statements and investor update in late August 2017. The update will provide more detailed information on the performance of the Group and outlook.

# For further information, please contact:

Simon Hinsley	Paul Chan	Andrew Edwards
Investor Relations	CEO & Founder	Executive Chairman
simon@nwrcommunications.com.au	Pureprofile Limited	Pureprofile Limited
+61 401 809 653	paul@pureprofile.com	aedwards@pureprofile.com
	+61 2 9333 9700	+61 2 9333 9700

## **About Pureprofile**

Pureprofile Limited (ASX: PPL) connects brands with empowered customers across the world by finding, understanding and engaging them through direct-to-consumer technology platforms. The Pureprofile group is a global leader in data and insights, programmatic media and performance media. Pureprofile delivers next-generation marketing solutions for more than 700 brands, publishers and research groups worldwide.