

Pureprofile (ASX: PPL) Investor Presentation

FY2018 Financial Results



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Pureprofile



We connect consumers to more of what they want,
and our clients to more of the people that matter.

Chairman Update



New appointments to board of directors: Sue Klose NED & Marcelo Ulvert NED.

Executive Chairman moved to Non-Executive Chairman



Focused on maximising board value creation & investor community communication



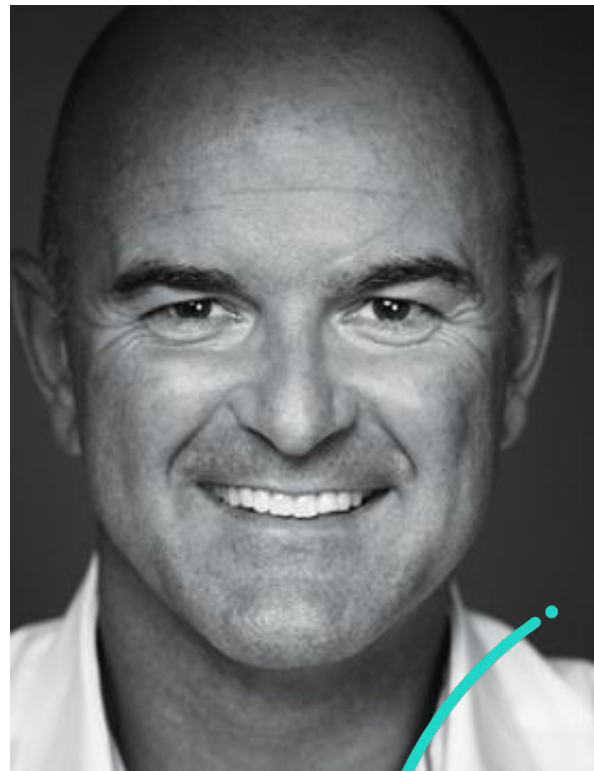
Focused on profitability & growth



Opportunity to capitalise on the work done in 2017/18 to deliver meaningful shareholder returns in 2018/19



CEO excelling: attracting top talent, delivering results & driving revenue initiatives



Andrew Edwards, Non-Executive Chairman



Nic Jones, Chief Executive Officer

Success roadmap

Milestones achieved under CEO leadership and executive direction



Reduction & stabilisation
of cost base



Focus on cultivating a
best-in-class business culture



New executive leadership
team in place



Strategic focus on revenue
growth



New finance structure &
procedures



Simplification of enterprise
offering



Consolidation &
integration of businesses



Delivering on our promises



Financial Snapshot



Reduced cost base as a result of \$5m annualised savings



Improved Gross Margin performance in H2



Improved Normalised EBITDA in H2

Financial Update

Normalised EBITDA improved Q4 due to the stabilisation of revenue, an improvement in Gross Margin and realisation of the cost restructuring program

Total Monthly Revenue \$m



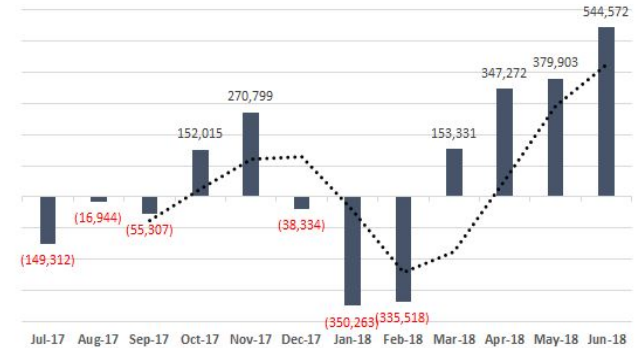
GM %



Total Normalised Monthly Expenses \$m



Normalised EBITDA **



** Normalised EBITDA is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents earning before interest, tax, depreciation and amortisation adjusted for non-specific non-cash and significant items.

Consolidated Profit and Loss

- Normalised EBITDA for H2 was \$0.7m, up \$0.5m on H1 driven by the success of the cost restructuring program
- Gross Margin % for H2 was 49%, up from 44% in H1 due to the increased focus on selling higher margin services
- Other costs were \$11.4m in H2, down \$1.0m on H1 due to the elimination of approximately \$5.0m of annualised costs
- Data and Insights growth continued in FY18 with +21% global growth with the UK growing +26%
- Media and Performance revenue decline due to a lack of strategic focus on new business development. Now addressed
- Net Profit (Loss) After Tax impacted by \$7.0m non cash write-down of intangibles, \$1.8m increase in amortisation expenses and \$1.3m increase in Finance Costs

Profit & loss \$A million					
Period ending 30 June	1H18	2H18	FY18	FY17 *	Growth
Data & Insights	8.1	8.0	16.1	13.3	21%
Media	9.1	7.3	16.4	22.3	(27%)
Performance	11.1	8.5	19.6	17.4	13%
Total revenue	28.3	23.7	52.0	52.9	(2%)
Gross Profit	12.5	11.7	24.2	25.9	(7%)
GM%	44%	49%	47%	49%	(2%)
Other costs	12.4	11.4	23.8	24.2	2%
EBITDA	0.1	0.3	0.4	1.7	(75%)
Normalised EBITDA**	0.2	0.7	0.9	3.3	(72%)
Statutory Net Profit (Loss) after tax	(8.8)	(3.3)	(12.1)	(2.0)	(507%)

* FY17 comparatives reflect the restated statutory financial results

** Normalised EBITDA is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents earning before interest, tax, depreciation and amortisation adjusted for non-specific non-cash and significant items.

Reconciliation of normalised results

- Restructuring costs primarily relate to staff redundancies
- Revaluation of earn-out liability due to change in share price and adjustment to the final tranche of the earn-out consideration
- Impairment of assets relates to write-downs of intangible assets and the disposal of brand relating to the Cohort business

Period ending 30 June	1H18	2H18	FY18	FY17 *
Loss after Income Tax	(8.8)	(3.3)	(12.1)	(2.0)
add:				
Restructuring Costs	1.2	0.5	1.7	2.4
Revaluation of earn-out liability	(1.2)	(0.2)	(1.4)	(1.0)
Share-based payments expense	0.1	0.0	0.1	0.1
Finance Costs	0.8	0.8	1.6	0.2
Impairment and disposal of Intangible Assets	7.0	0.0	7.0	0.0
Depreciation & Amortisation	2.6	2.7	5.3	3.5
Income Tax Benefit	(1.5)	0.2	(1.3)	0.0
Normalised EBITDA	0.2	0.7	0.9	3.3

* FY17 comparatives reflect the restated statutory financial results

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Cash Flow

- Operating cash flows excludes payments for intangibles (capitalised expenses)
- \$4.0m of capitalised expenses relates to technology development for 1H FY18. Down \$1.2m on FY17
- \$6.0m payment for acquisitions for FY18 relates to the earn out for Cohort acquisition

As at 30 June	\$m 1H18	\$m 2H18	\$m FY18	\$m FY17 *
EBITDA	0.1	0.3	0.4	1.7
Net working capital movement	3.3	3.8	7.1	2.6
Other	(0.9)	(1.1)	(2.0)	(0.2)
Operating cash flows	2.4	2.7	5.1	2.4
Capital expenditure	(0.1)	(0)	(0.2)	(0.1)
Acquisitions	(3.3)	(2.7)	(6.0)	(17.2)
Payments for Intangibles	(2.2)	(1.8)	(4.0)	(5.2)
Investing cash flows	(5.7)	(4.6)	(10.3)	(22.5)
Net proceeds of borrowings	6.0	0	6.0	17.0
Issue of shares	0	0	0	3.9
Transaction costs	0	(0.0)	(0.0)	(0.6)
Financing cash flows	6.0	(0.0)	6.0	20.3
Total cash flows	2.7	(1.9)	0.8	0.1
Opening cash balance	1.7	5.0	1.7	1.7
Effect of exchange Rate Changes	0.6	(0.6)	0	(0.1)
Closing cash balance	5.0	2.5	2.5	1.7

* FY17 comparatives reflect the restated statutory financial results

Balance Sheet

- Reduction in Intangibles due to impairment (\$6.0m) and disposal of brand (\$1.1m) in H1, offset by additions in FY18
- Current liabilities reduced by \$7.5m related to settlement of contingent consideration for the acquisition of Cohort and \$3.5m for the repayment of borrowings
- Non-current liabilities increase due to new financing facility

* FY17 comparatives reflect the restated statutory financial results

\$A million		
Period ending 30 June	FY18	FY17 *
Cash and cash equivalents	2.5	4.0
Trade and other receivables	6.8	12.1
Other	0.8	0.9
Total Current Assets	10.1	17.0
Fixed Assets	0.4	0.4
Intangibles	31.1	39.2
Deferred Tax	5.2	4.0
Total Non-Current Assets	36.7	43.6
Total Assets	46.8	60.6
Trade and other payables	11.5	18.3
Borrowings	0.0	3.5
Income Tax	0.3	0.7
Provisions	1.8	2.1
Deferred revenue	0.4	0.3
Total Current Liabilities	14.0	24.9
Borrowings	10.0	2.9
Provisions	0.1	2.7
Deferred Tax	2.6	0.2
Total Non-Current Liabilities	12.8	5.8
Total Liabilities	26.8	30.7
Net Assets	20.1	29.9



FY19 Outlook and Summary

Business Strategy focused on revenue growth, profitability and delivering on our promises

CEO shift in focus to revenue growth now cost base is stabilised

Revenue growth with key focus on new business development following appointment of leadership team, and three senior executives' dedicated to generating revenue

Gross Margin of 49% with pivot towards higher margin services within the Media and Performance business units

Cost Base of approximately \$20-21m and continued focus on efficiency and consolidation

Operating Cash flow positive with cash balance stabilising

Thank you

Nic Jones

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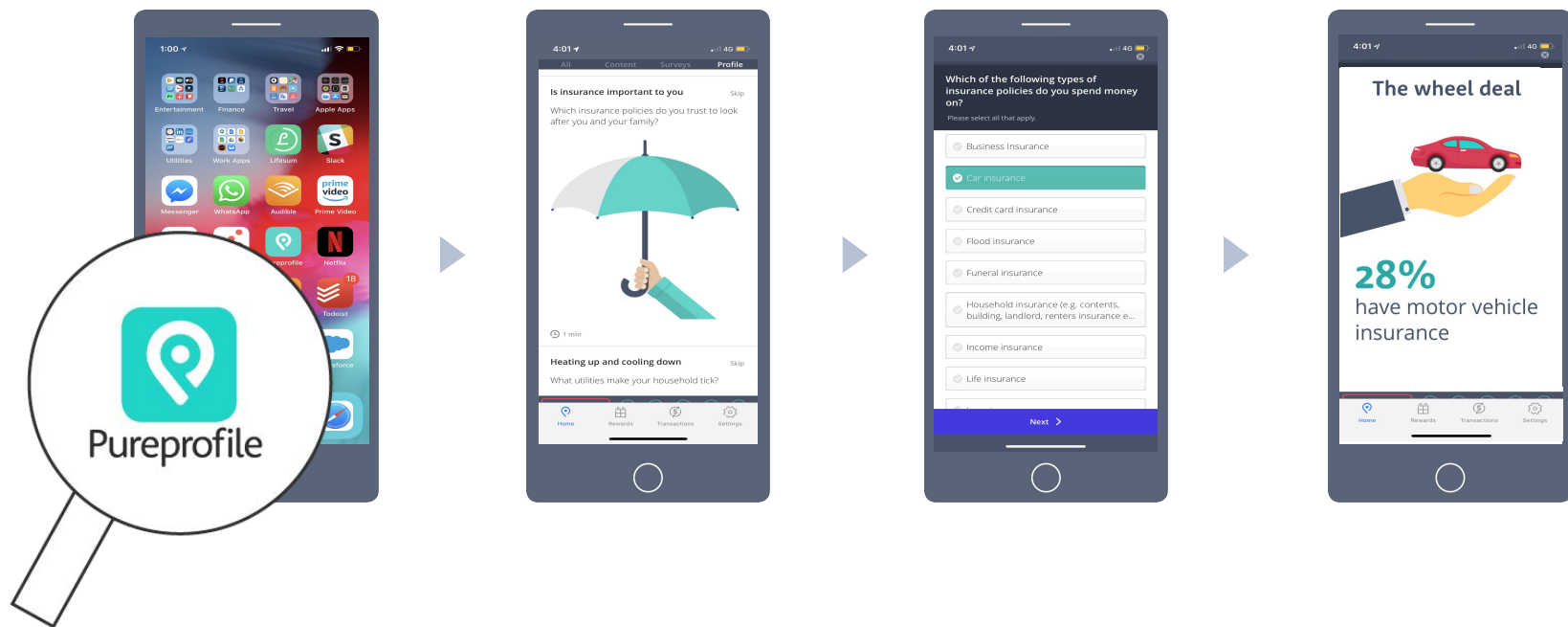
Andrew Edwards

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Appendix

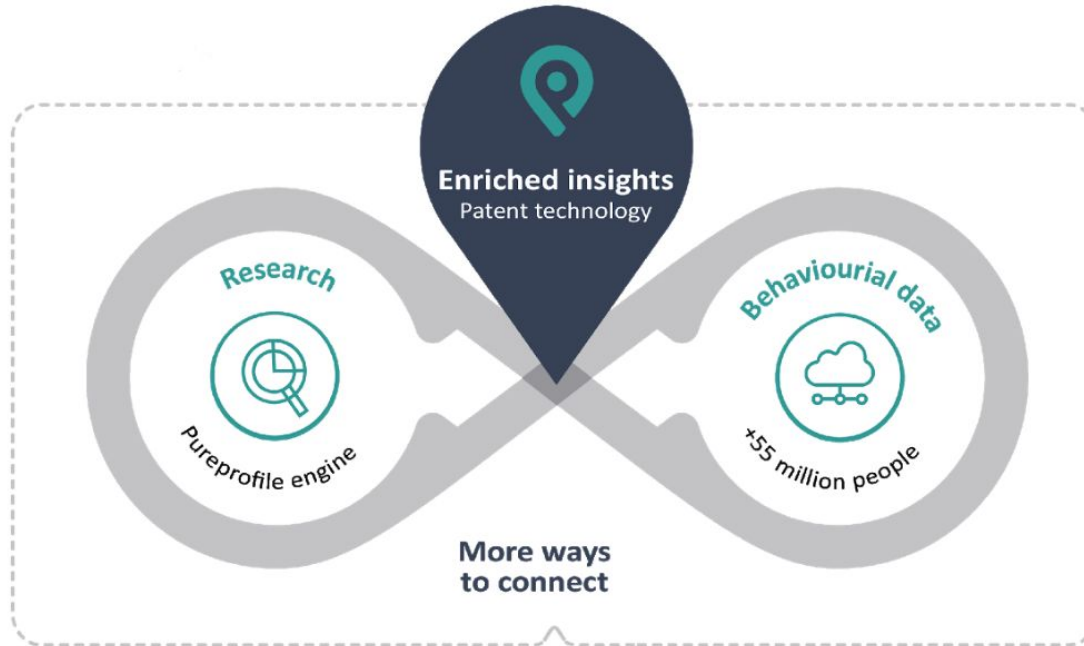
Capturing Declared Consumer Data

Pureprofile collects research and behavioural data from consumers via our platform and mobile app



Perpetual profiling delivers enriched insights

Actionable insights enable more engaging consumer experiences and effective spend on media and marketing



Monetising enriched data and insights

Connecting brands and publishers to more of the people that matter



Data and Insights

Better business
decisions

Revenue model

cost per data set and SaaS
licence fees & revenue share

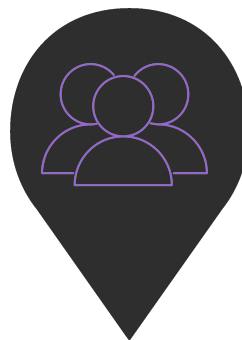


Media

Maximised advertising
spend

Revenue model

percentage of media
purchased or media sold

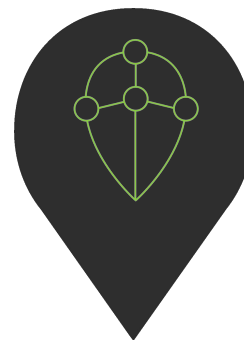


Audiences

Efficient consumer
acquisition

Revenue model

cost per lead



Platform

Customised solutions

Revenue model

cost per data set and
SaaS licence fees &
revenue share