

Welcome!

Pureprofile 
Annual General
Meeting



An aerial photograph of a dense, green forest. A light-colored, winding road or path cuts through the trees, curving from the middle left towards the bottom right. The trees are mostly evergreens, with some lighter green foliage visible. The overall scene is lush and vibrant.

- CEO Address

From surviving to thriving





Nic Jones, Chief Executive Officer

• Success roadmap

Milestones achieved under CEO leadership and executive direction



Reduction & stabilisation
of cost base



Focus on cultivating a thriving
business culture



New executive leadership
team in place



Focus on revenue growth of
Data & Insights business



New finance structure &
procedures



Reset of Cohort business post
Banking Royal Commission



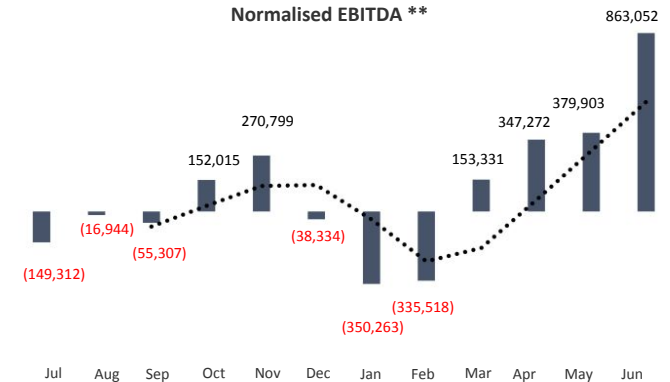
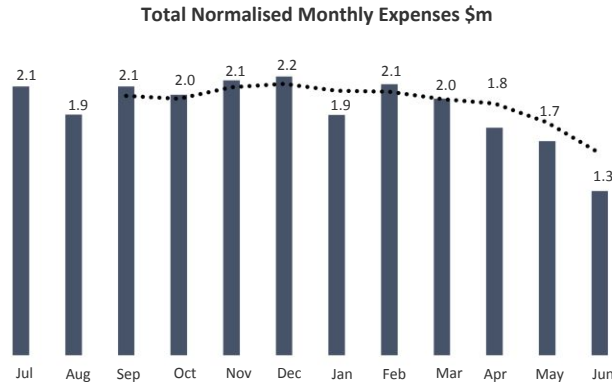
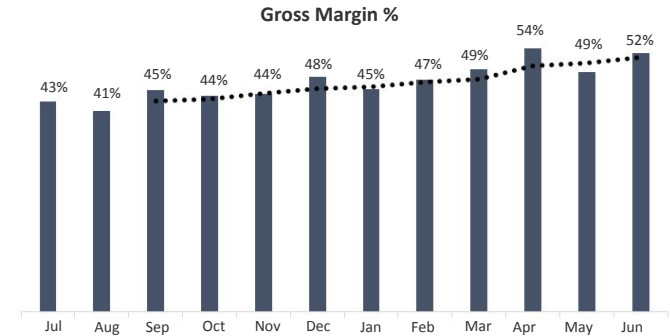
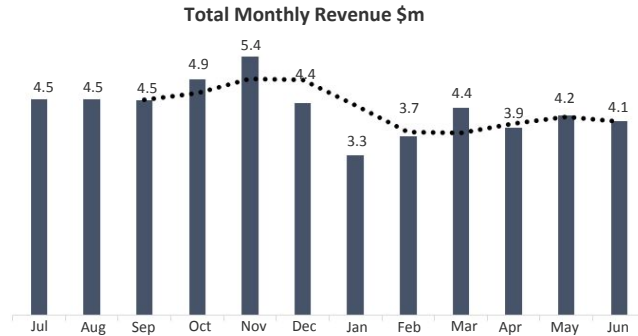
Consolidation & reduction
of Media business lines



Delivering on our promises

Financial snapshot

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



** 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 & loss

Normalised EBITDA for H2 was \$1.0m, up \$0.8m 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 \$11.0m in H2, down \$1.4m 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 tough market conditions

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	11.0	23.5	24.2	3%
EBITDA	0.1	0.6	0.7	1.7	(56%)
Normalised EBITDA**	0.2	1.0	1.2	3.3	(63%)
Statutory Net Profit (Loss) after tax	(8.8)	(17.2)	(26.0)	(2.0)	(1200%)

* FY17 comparatives reflect the restated statutory financial results

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- Staff engagement survey

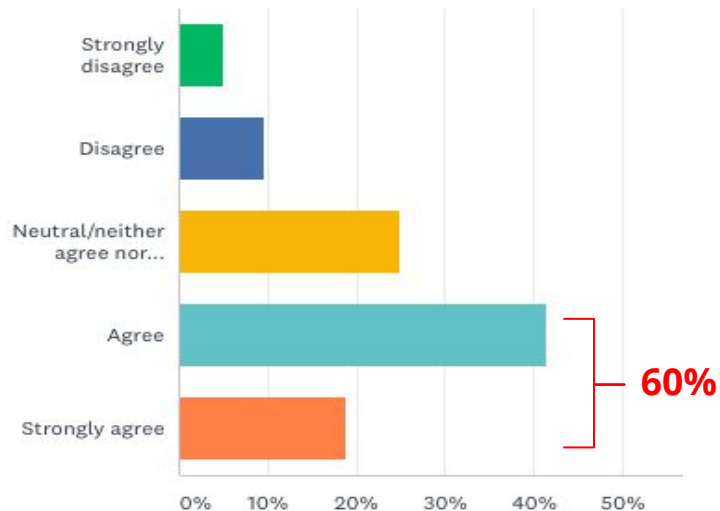
Cultivating a thriving business culture

Annual engagement survey

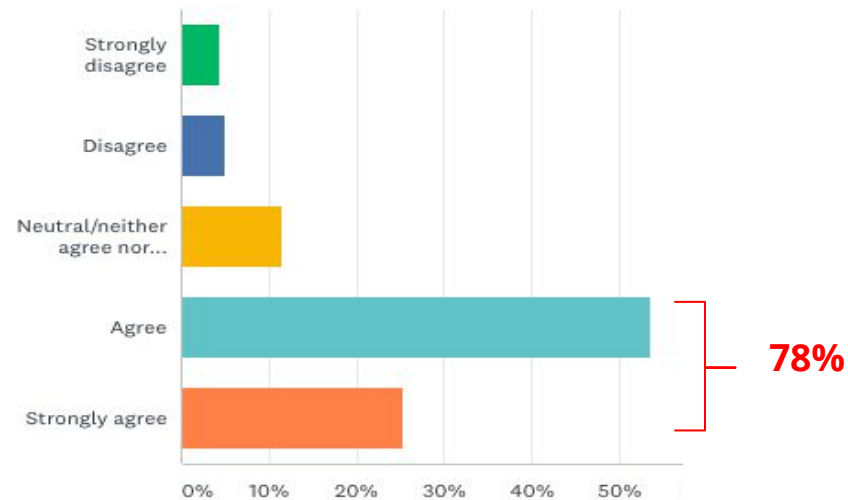
Marked improvement across all metrics

"I feel motivated by my role within the Organisation"

Feb 2018



Nov 2018





• FY19 outlook and summary

Priority to focus on continued growth of Data and Insights business

New business development in growth markets with recent key commercial hires

Continue to find consolidation opportunities to allow narrower focus of business leaders

Maintain vigilance on cost base with continued focus on efficiency

With continuing struggle of Cohort business all strategic options being considered

Pureprofile

We connect businesses to more of the people that matter.
We connect people to more of the things they love.