

ASX Announcement

23 January 2019

H1FY2019 Unaudited Results Update

Pureprofile Limited (ASX: **PPL** or the **Company**) provides an update to its H1FY2019 results (unaudited) ahead of the release of its Appendix 4D and half-year results.

Profit & Loss \$A million			
	H2FY18	H1FY19	Growth
Data & Insights	\$7.9m	\$9.5m	20%
Media	\$7.3m	\$8.4m	15%
Performance	\$8.5m	\$5.9m	(30%)
Total revenue	\$23.7m	\$23.8m	0.5%
Gross profit	\$11.7m	\$10.8m	(7%)
GM%	49%	46%	(3%)
EBITDA	\$0.7m	\$0.6m	(20%)

Commentary

- The focus on growth in the UK market continues to see success with revenue up 16% compared to H2FY2018.
- The decrease in gross margin was impacted by the mix of lower margin revenues generated by the media trading business, which was sold at the end of October 2018.
- Following the sale of the media trading business, the gross margin increased in November 2018 to 51% and in December 2018 to 53%. It is expected that these margin levels will be maintained.
- The Company continues to focus on growing its core businesses whilst looking to minimise the impact of its weaker-performing business units.

- The Company's Appendix 4D and half-year results are expected to be released towards the end of February 2019.

- ENDS -

For further information, please contact:

Nic Jones <i>Chief Executive Officer</i> Pureprofile Limited nic@pureprofile.com +61 2 9333 9700	Andrew Edwards <i>Non-Executive Chairman</i> Pureprofile Limited aedwards@pureprofile.com +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.



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
info@pureprofile.com

Sydney

Melbourne

London

New York

Thessaloniki

Mumbai