

# ASX Announcement

31 January 2020

## Appendix 4C - Pureprofile Q2 FY20 cash results

### Key Points:

- Closing cash balance of \$641k, up from \$516k for Q1 FY20.
- Average monthly cash used for operating activities of \$160k/month, an improvement on prior quarter (Q1 FY20: \$372k/month).

**Pureprofile Limited** (ASX: **PPL** or the **Company**) today releases the attached Appendix 4C for the quarter ended 31 December 2019.

Net cash used for operating activities for the December quarter was \$480k, which was significantly lower than the previous quarter (Q1 FY20: \$1.1m). This was due to the higher volume of payments made in Q1 to reduce supplier liabilities.

Net cash used in investing activities for Q2 FY20 was \$656k, consistent with the prior quarter.

Net cash from financing activities for Q2 FY20 was \$1.2m, a reduction on Q1 FY20 of \$1.8m. This reduction reflects the Company's decreasing reliance on its debt facility, and includes the repayment and settlement of its \$1.3m debtor finance facility in Q2.

The Company expects a further operating cash out flow in Q3 FY20 due to the seasonal impact of the Easter holiday period and as the Company continues to reduce supplier liabilities. Pureprofile aims to return to positive operating cash flow in Q4 FY20.

**This announcement was authorised for release by the Board of Pureprofile Ltd.**

### 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.

## Appendix 4C

### Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

**Name of entity**

Pureprofile Ltd

**ABN**

37 167 522 901

**Quarter ended ("current quarter")**

31<sup>st</sup> December 2019

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (6 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	7,270	15,056
1.2 Payments for		
(a) research and development	(304)	(632)
(b) Cost of sales	(2,816)	(6,831)
(c) advertising and marketing	(90)	(155)
(d) leased assets	(423)	(726)
(e) staff costs	(2,901)	(5,711)
(f) administration and corporate costs	(1,165)	(2,383)
1.3 Dividends received (see note 3)		
1.4 Interest received		
1.5 Interest and other costs of finance paid	(52)	(181)
1.6 Income taxes paid		(36)
1.7 Government grants and tax incentives		
1.8 Other (provide details if material)		
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(480)</b>	<b>(1,599)</b>

<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire:		
(a) property, plant and equipment	(6)	(12)
(b) businesses (see item 10)		
(c) investments		

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
	(d) intellectual property	(651)	(1,260)
	(e) other non-current assets		
2.2	Proceeds from disposal of:		
	(a) property, plant and equipment		1
	(b) businesses (see item 10)		
	(c) investments		
	(d) intellectual property		
	(e) other non-current assets		
2.3	Cash flows from loans to other entities		
2.4	Dividends received (see note 3)		
2.5	Other (provide details if material)		
2.6	<b>Net cash from / (used in) investing activities</b>	<b>(656)</b>	<b>(1,271)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of shares		
3.2	Proceeds from issue of convertible notes		
3.3	Proceeds from exercise of share options		
3.4	Transaction costs related to issues of shares, convertible notes or options		
3.5	Proceeds from borrowings	2,350	5,050
3.6	Repayment of borrowings	(1,119)	(2,069)
3.7	Transaction costs related to loans and borrowings		
3.8	Dividends paid		
3.9	Other (provide details if material)		
3.10	<b>Net cash from / (used in) financing activities</b>	<b>1,231</b>	<b>2,981</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of quarter/year to date	516	524
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(480)	(1,599)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(656)	(1,271)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	1,231	2,981

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
4.5	Effect of movement in exchange rates on cash held	31	6
4.6	<b>Cash and cash equivalents at end of quarter</b>	<b>641</b>	<b>641</b>

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	641	641
5.2	Call deposits		
5.3	Bank overdrafts		
5.4	Other (provide details)		
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>641</b>	<b>641</b>

**6. Payments to directors of the entity and their associates**

- 6.1 Aggregate amount of payments to these parties included in item 1.2
- 6.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2

**Current quarter  
\$A'000**

201

0

Payments for Directors' monthly fees and extra services.

**7. Payments to related entities of the entity and their associates**

- 7.1 Aggregate amount of payments to these parties included in item 1.2
- 7.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2

**Current quarter  
\$A'000**

8. <b>Financing facilities available</b> <i>Add notes as necessary for an understanding of the position</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
8.1 Loan facilities	20,000	19,450
8.2 Credit standby arrangements	0	0
8.3 Other (please specify)	0	0
8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.		


**Loan Facility:** Lender – Lucerne Finance Pty Ltd, Interest rate 20% p.a. Secured loan

9. <b>Estimated cash outflows for next quarter</b>	<b>\$A'000</b>
9.1 Research and development	(300)
9.2 Cost of sales	(3,000)
9.3 Advertising and marketing	(60)
9.4 Leased assets	(300)
9.5 Staff costs	(2,500)
9.6 Administration and corporate costs	(1,100)
9.7 Other (provide details if material)	(80)
<b>9.8 Total estimated cash outflows</b>	<b>(7,340)</b>

10. <b>Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)</b>	<b>Acquisitions</b>	<b>Disposals</b>
10.1 Name of entity		
10.2 Place of incorporation or registration		
10.3 Consideration for acquisition or disposal		
10.4 Total net assets		
10.5 Nature of business		

### Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Sign here: .....  ..... Date: ..... 31 January 2020 .....  
(Director/Company secretary)

Print name: ..... Andrew Edwards .....

### Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.