



• Pureprofile (ASX: PPL) Investor Presentation

FY2020 Financial Results
August 2020

Disclaimer

The information contained in this Presentation or subsequently provided to the recipient whether orally or in writing by, or on behalf of Pureprofile Ltd. (Pureprofile) or any of its directors, officers, employees, agents, representatives and advisers (the Parties) is provided to the recipient on the terms and conditions set out in this notice. The information contained in this Presentation has been furnished by the Parties and other sources deemed reliable but no assurance can be given by the Parties as to the accuracy or completeness of this information. To the full extent permitted by law:

- (a) no representation or warranty (express or implied) is given; and
- (b) no responsibility or liability (including in negligence) is accepted, by the Parties as to the truth, accuracy or completeness of any statement, opinion, forecast, information or other matter (whether express or implied) contained in this Presentation or as to any other matter concerning them.

To the full extent permitted by law, no responsibility or liability (including in negligence) is accepted by the Parties:

- (a) for or in connection with any act or omission, directly or indirectly in reliance upon; and
- (b) for any cost, expense, loss or other liability, directly or indirectly, arising from, or in connection with, any omission from or defects in, or any failure to correct any information, in this Presentation or any other communication (oral or written) about or concerning them.

The delivery of this Presentation does not under any circumstances imply that the affairs or

prospects of Pureprofile or any information have been fully or correctly stated in this Presentation or have not changed since the date at which the information is expressed to be applicable. Except as required by law and the ASX listing rules, no responsibility or liability (including in negligence) is assumed by the Parties for updating any such information or to inform the recipient of any new information of which the Parties may become aware. Notwithstanding the above, no condition, warranty or right is excluded if its exclusion would contravene the Competition and Consumer Act 2010 or any other applicable law or cause an exclusion to be void. The provision of this Presentation is not and should not be considered as a recommendation in relation to an investment in Pureprofile or that an investment in Pureprofile is a suitable investment for the recipient. References to 'underlying' information is to non-IFRS financial information prepared in accordance with ASIC Regulatory Guide 230 (Disclosing non-IFRS financial information) issued in December 2011. Non-IFRS financial information has not been subject to audit or review. This presentation is for information purposes only and does not constitute or form part of any offer or invitation to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any or contract or investment decision.

• Where data means business

FY2020 Overview

- **Continuing business FY2020 revenue:** \$24.2m (FY2019: \$26.7m)
- **Continued growth in core Data & Insights business :** revenue up 3% (on pcip) to \$18.9m
- **COVID-19:** negatively impacted revenue across all business units in Q4
- **Corporate Strategy:**
 - Executive team restructure completed
 - Investment in greater sales capability in ANZ completed
 - Investment in new products and tools to reach new customers underway
 - Further savings realised through automation, technology rationalisation and occupancy
- **Today:**
 - New CEO – industry background, sales focused with a technology and data knowledge
 - Rising profitability
 - Operating cashflow positive

Financial Summary



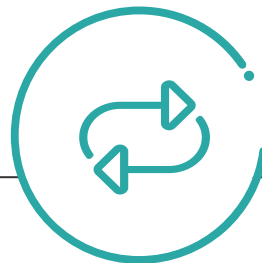
Revenue

The core Data & Insights business growth slowed to 3% on pcp. The Media and Performance businesses impacted more significantly from the pandemic.



Margin

Gross margins maintained through FY2020. Lower margin businesses were sold during FY2019.



EBITDA

EBITDA improved by 197% to \$1.6m in FY2020 driven by savings in expenses over the year.



Operating Cash flow

Operating cash flows improved by \$1.8m resulting in closing cash at bank of \$1.8m up from \$0.5m for FY2019.

Continuing Businesses Profit and Loss

- EBITDA for FY20 was up 197% to \$1.6m, improved from (\$1.7m) in FY19 driven by expense savings.
- Revenue impacted by COVID19 in quarter 4, resulting in the the Media and Performance business units down YOY.
- Gross Margin % for FY20 was in line with FY19 at 58%.
- Other expenses were 25% lower than FY19 due to the ongoing success of the cost restructuring program.
- Data and Insights growth continued in FY20 with 3% global growth and UK growth of 43%.

Profit & loss \$A million					
Period ending 30 June	1H20	2H20	FY20	FY19	Growth
Data & Insights	10.0	8.9	18.9	18.4	3%
Media	2.2	1.3	3.5	6.1	(44%)
Performance	0.9	0.9	1.8	2.2	(16%)
Other revenue	0.3	0.6	0.9	0.2	279%
Total revenue (inc Other income)	13.4	11.7	25.1	27.0	(7%)
Gross Profit	7.7	6.9	14.6	15.7	(7%)
GM%	58%	59%	58%	58%	0%
Other Expenses	6.9	6.1	13.0	17.4	25%
EBITDA	0.8	0.8	1.6	(1.7)	197%

Statutory Profit and Loss

- Discontinued businesses include the Media Trading and Performance ANZ business units sold during FY19
- GM% improvement due to the sale of discontinued lower margin business units.
- Depreciation and amortisation expense up by \$0.6m , however includes \$0.9m related to right of use lease assets.
- Net Profit (Loss) After Tax improvement of \$4.8m due to improvement in EBITDA of \$2.2m, a reduction in non cash write-down of intangibles of \$4.3m and income tax of \$0.4m offset by an increase in finance costs of \$1.6m and amortisation of \$0.6m.

Profit & loss \$A million					
Period ending 30 June	1H20	2H20	FY20	FY19	Growth
Continued Businesses	13.4	11.7	25.1	27.0	(7%)
Discontinued Businesses	0.0	0.0	0.0	11.2	(100%)
Total revenue (inc other income)	13.4	11.7	25.1	38.2	(34%)
Gross Profit	7.7	6.9	14.6	19.1	(24%)
GM%	58%	59%	58%	50%	8%
Other expenses	6.8	6.2	13.0	17.4	25%
Other expenses (discont. bus)	0.2	0.0	0.2	2.4	93%
EBITDA	0.7	0.8	1.5	(0.7)	304%
Finance Costs	1.7	2.4	4.1	2.5	(63%)
Depreciation & Amortisation	2.2	2.2	4.4	3.8	(14%)
Impairment/Disposal of Assets	2.1	0.6	2.7	7.0	61%
Income Tax Expense	0.0	0.0	0.0	0.4	96%
Statutory Net Profit (Loss) after tax	(5.4)	(4.3)	(9.7)	(14.5)	33%

Balance Sheet

- Cash and cash equivalents increased by \$1.3m due to improvement in operating cash flow and further drawdown of debt facilities during the year.
- Trade & other receivables reduced by \$2.7m due to reduction in revenue from discontinued business and strong cash collections during the year.
- Reduction in Intangibles due to impairment of goodwill related to the Media business of \$2.1m and a net reduction in Software of \$1.6m.
- Current liabilities increased by \$5m related to an increase in borrowings of \$7.1m offset by a reduction in trade & other payables of \$2.5m.

\$A million		
Period ending 30 June	FY20	FY19
Cash and cash equivalents	1.8	0.5
Trade and other receivables	3.7	6.4
Other	1.2	1.1
Total Current Assets	6.7	8.0
Fixed Assets	0.2	0.2
Intangibles	7.4	11.1
Right-of -use assets	2.4	0.0
Total Non-Current Assets	10.0	11.3
Total Assets	16.7	19.3
Trade and other payables	6.0	8.6
Borrowings	24.4	17.2
Income Tax	0.0	0.1
Provisions	1.9	2.0
Lease Liabilities	0.5	0.0
Other	0.4	0.3
Total Current Liabilities	33.3	28.2
Lease Liabilities	2.0	0.0
Provisions	0.1	0.1
Total Non-Current Liabilities	2.1	0.1
Total Liabilities	35.4	28.3
Net Assets	(18.7)	(8.9)



Cash Flow

- Operating cash flows improved by \$1.8m due to ongoing savings, an improvement in DSO of 16 days over the year and a reduction in interest cash payments made during the year.
- Payment for Intangibles which relate to technology development improved by \$0.3m on pcp.
- \$5.6m funding provided by existing lender for working capital purposes and to repay and settle debtor financing facility of \$2.1m during the year.
- Repayment of lease liabilities reduced in 2H20 due to savings in rental payments for Australian and UK premises.

As at 30 June	\$m 1H20	\$m 2H20	\$m FY20	\$m FY19
EBITDA	0.7	0.8	1.5	(0.7)
Net working capital movement	(1.3)	1.5	0.2	3.8
Other	(0.2)	(0.1)	(0.3)	(3.5)
Operating cash flows	(0.8)	2.2	1.4	(0.4)
Capital expenditure	(0.0)	(0.0)	(0.0)	(0.1)
Acquisitions	0.0	0.0	0.0	0.0
Proceeds from disposals	0.0	0.0	0.0	0.7
Payments for Intangibles	(1.3)	(1.1)	(2.4)	(2.7)
Investing cash flows	(1.3)	(1.1)	(2.4)	(2.1)
Net proceeds of borrowings	5.1	0.5	5.6	4.4
Repayment of borrowings	(2.1)	0.0	(2.1)	(3.9)
Repayment of lease liabilities	(0.8)	(0.5)	(1.3)	0.0
Financing cash flows	2.2	0.1	2.3	0.5
Total cash flows	0.1	1.2	1.3	(2.0)
Opening cash balance	0.5	0.6	0.5	2.5
Closing cash balance	0.6	1.8	1.8	0.5



Thank you