



# Pureprofile

***"We provide consumer insights to market researchers and business decision makers"***

October 2020

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# Our businesses

*Nearly 20 years experience in research, profiling and insights*



## Data and Insights

Understand more of your customers. Make better business decisions



## Technology Platform

Market Research, Audience Creation and Activation, Customer Experience



## Self-Service Platform

Connecting organisations with our panel and consenting consumers



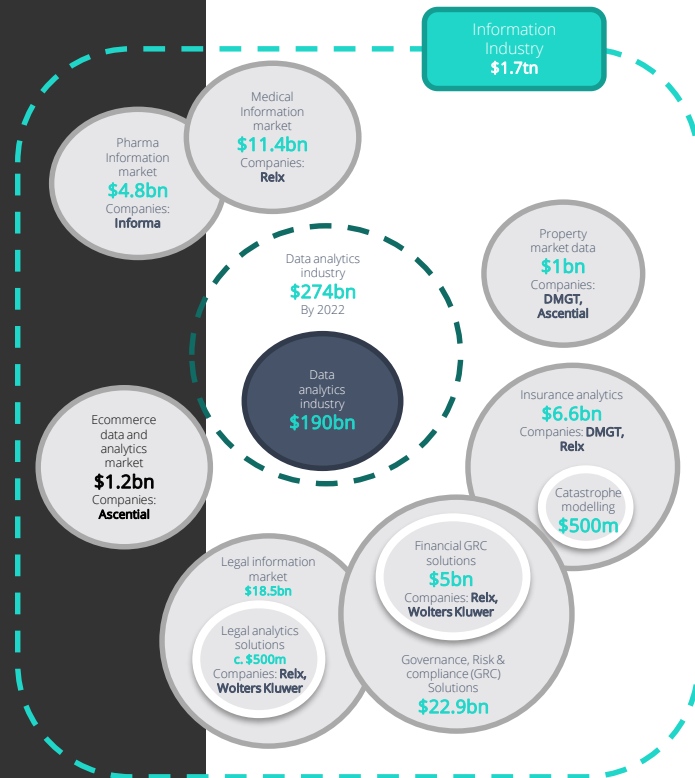
## Media

Reach more of the people that matter with engaging experiences

# Industry Dynamics

- Goldman Sachs forecast data production to grow at 30% per annum to 2025, with **data analytics** growing at 10-15% per annum over this period<sup>1</sup>
- The rapid growth of data and technology has created the demand from customers for **insights** to enable timely **decision making**
- The ability of gaining **access to data** is becoming more difficult through privacy legislation and changing consumer preferences
- **Depth** of knowledge is harder to gather

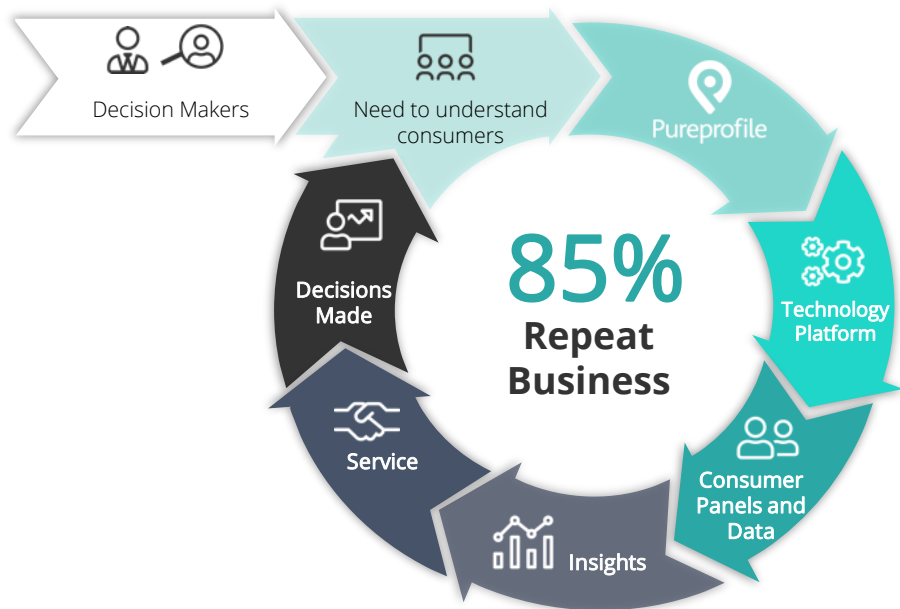
<sup>1</sup> Goldman Sachs Equity Research, "Data Analytics Moving Mainstream", 27 October 2019



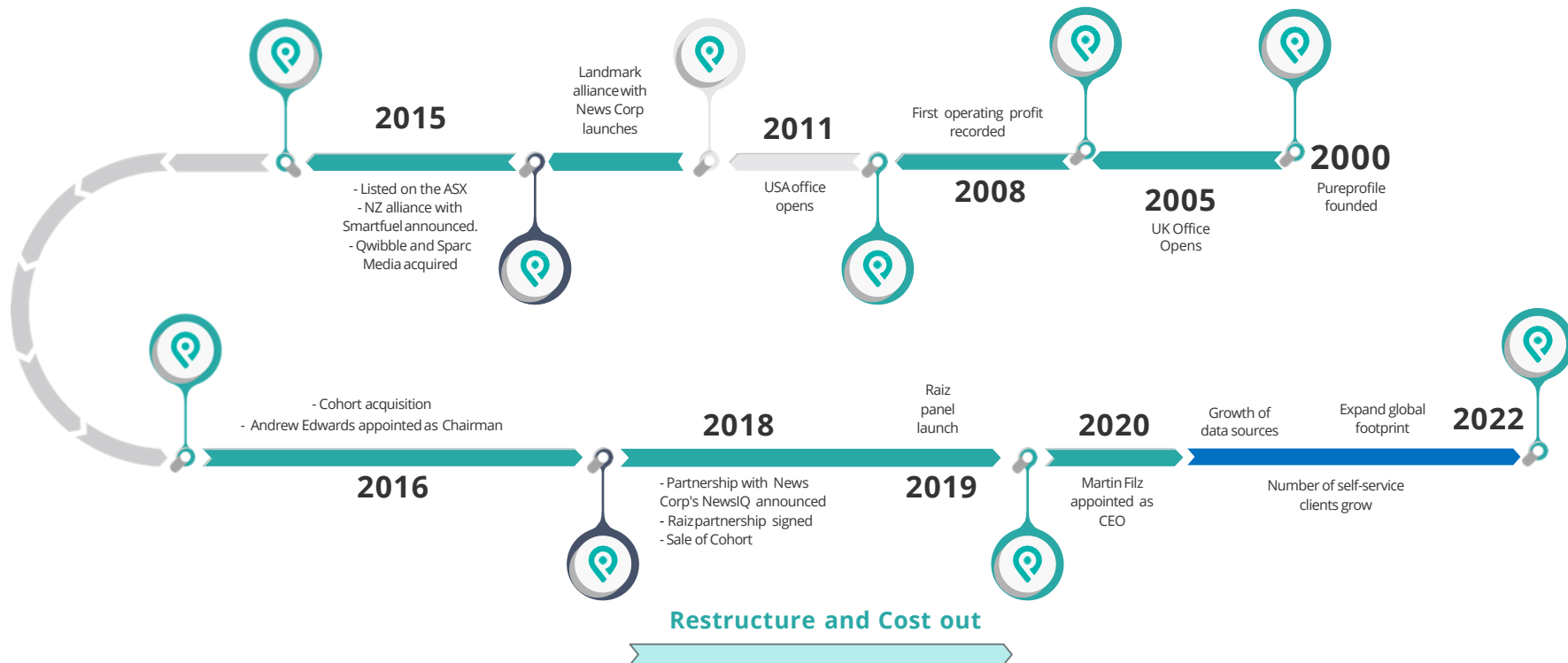
# Business Model

*Data is becoming increasingly valuable as privacy laws are making customer data acquisition harder*

- Pureprofile utilises **technology** and **access to consumer data** to understand behaviour, preferences and views around products, services, industries, cultural, sporting and political trends
- The **insights generated** are of interest to anyone that needs to better understand their customers and potential customers
- These insights are ultimately used to **assist organisations make decisions** – capital allocation, internal organisation, advertising and media spend



# Company Timeline and the future



# Our clients

*Our portfolio ~600 clients includes agencies, direct brands, panel partners and academia*



## Agency

Research agencies, public relations, communications agencies, consultants



## Brands

Direct brands in Consumer Goods, Automotive, Pharmaceutical, Telecommunications, Finance



## Panel Partners

Other panel supplier top-ups



## Academia

Universities, Colleges, Researchers, Educational Institutions

# Execution Team



**Martin Filz**

Chief Executive Officer



**Melinda Sheppard**

Chief Financial Officer



**Anna Meiler**

MD - Sales (ANZ) &  
Marketing



**Tim Potter**

MD - UK and USA



**John Griffin**

Chief Technology Officer

## Chief Executive Officer

A new CEO to execute the strategy – industry background, sales focused with technology and data experience

## Chief Financial Officer

Will continue to ensure the company operates efficiently and effectively

## Chief Technology Officer

Three years at company, background as CTO within growth companies

## Sales Leadership

A team that will be resourced up to deliver revenue growth from the platform

## Pureprofile Board

Board Members will be added with backgrounds in technology and brand relationships

## The Team

120 team members globally



# Corporate Strategy

Pureprofile will continue to build on its core data and analytics assets while leveraging them through commercial applications such the self-service platform

1

Focus on building a stronger and more diverse **global panel** and add **complementary data sources** through acquisition and partnerships

2

Begin distribution of our SaaS **self-service insights** platform

3

**Leverage Pureprofile's proprietary data**

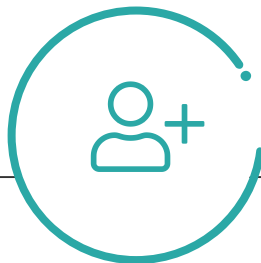
- Media
- Consultancy
- Quick Polls
- Templates



# Panel and Data Expansion

The core source of data for Pureprofile and its customers

*“Through both partnerships and organic growth over 20 years, we have created a base of consumers and rich profile data”*



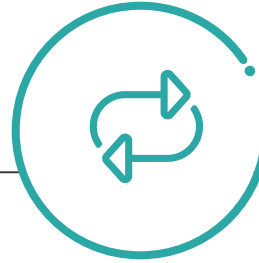
## Acquisition

- Acquisition drivers
- Panel partners
- Referral programs



## Engagement

Consumers are rewarded for all of their activities



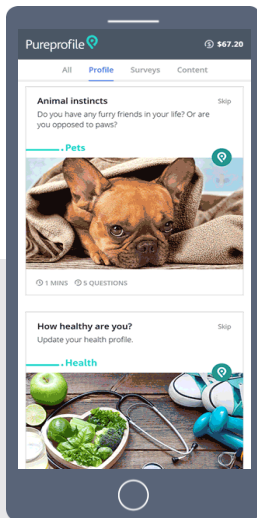
## Retention

- Redemption program
- Customer service
- Reactivation

*“We can engage members using Pureprofile’s consumer applications on desktop as well as mobile devices”*

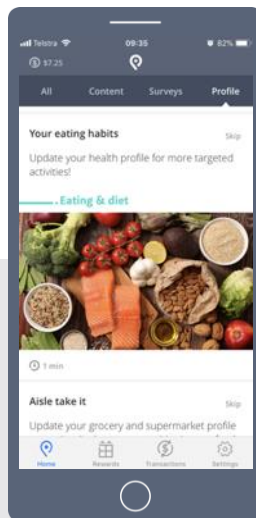
# 1 Panel member experience

Mobile application look and feel



## Market Research

Paid opportunities  
through research  
driven sales



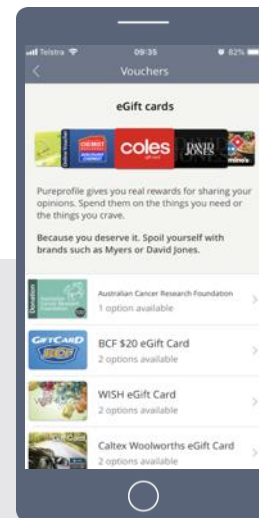
## Member Profile

What we discover  
about our members



## Insights & Education

Fun, educational,  
insights, seasonal,  
published content



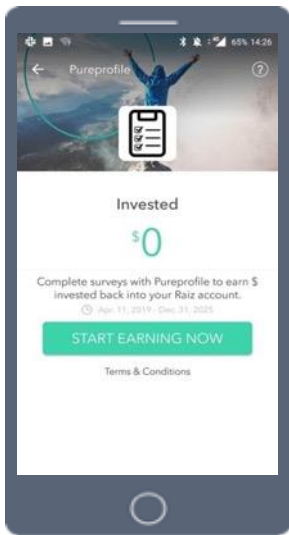
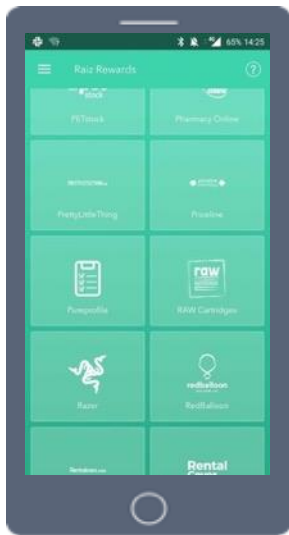
## Rewards Centre

Rewarding our members  
participation

# 1

## Partner-driven acquisition

Data growth via partnerships



***Raiz has established a niche as Australia's market leading micro-investment platform***

- 215,000 active customers
- Demographic: 70% customers aged between 18-35
- Access to transactional data
- Moving into new jurisdictions

### Benefits to Partners

- ✓ **Engage** their members
- ✓ Gain **insights** about their consumers
- ✓ New ways for members to **earn** and spend
- ✓ **Generate revenue** from their customers via greater engagement - more brand engagement and new revenue share from surveys

### Benefits to Pureprofile

- ✓ Increase overall **panel size**
- ✓ Difficult **demographics**
- ✓ Reach **highly active** members
- ✓ Access to **new datasets**
- ✓ **Efficient** acquisition source

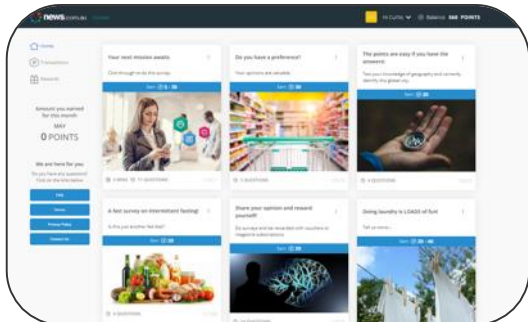


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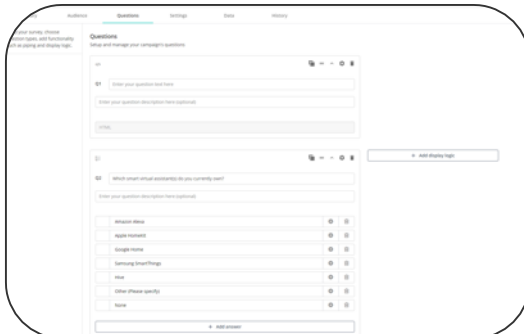
## Self Service (SaaS) Insights platform

*Pureprofile's Software as a Service (SaaS) platform provides customers with direct access to high quality data and real-time dashboards while also maintaining ownership of their data*

Pureprofile's SaaS technology creates premium and personalised panel experiences for both mobile and desktop interactions, on Pureprofile or embedded within customer environments



Pureprofile's Campaign and Survey tools allow businesses to quickly and easily create their surveys and define their target audiences



Results are visualised in real-time through interactive dashboards for exploration and discovery



# 2 Self Service: Applications & Components

*The Pureprofile platform has a plethora of capabilities that can power data and analytic applications*



Campaign  
Builder



Group  
Builder



Email  
Marketing



Tag  
Manager



Template  
Manager



Dashboards



Asset  
Manager



User  
Management



Account  
Support  
Centre



Fraud  
Centre



Account  
Settings



Microsite  
Builder

# 3

## Leveraging Pureprofile's proprietary data Valued Added Services

### Consultancy

Data scientists and consultants work with organisations to assist with building surveys and campaigns

### Data Dashboards

The ability for customers to create their own polls on their website

### Templates

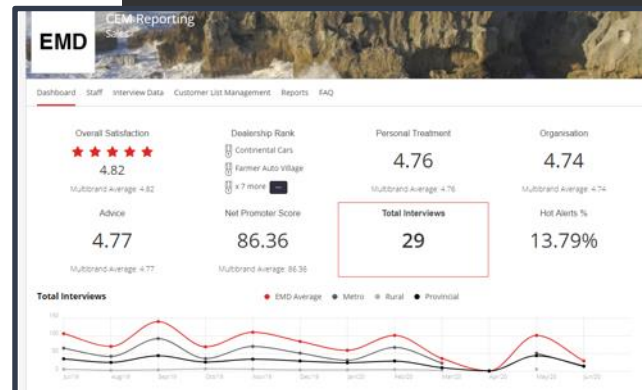
Customers can use templates to create their own surveys, rather than Pureprofile designing them

### Customer Experience

Pureprofile has designed a platform to provide real time feedback from customers when purchasing or servicing their products

### Media

Pureprofile's media team use data analytics and segmentation to assist company with their advertising requirements



***“These capabilities already exist within Pureprofile – they will be funded to permit revenue and profitability to grow”***







## Media: Leveraging the data assets

### A case study of internal capability

- Our data and analytics capability allows us to work with companies on their advertising campaigns
- The edge is our **access to accurate and timely data** which to provide owners of advertising space with the highest return on that space

#### **Pureprofile helps clients to:**

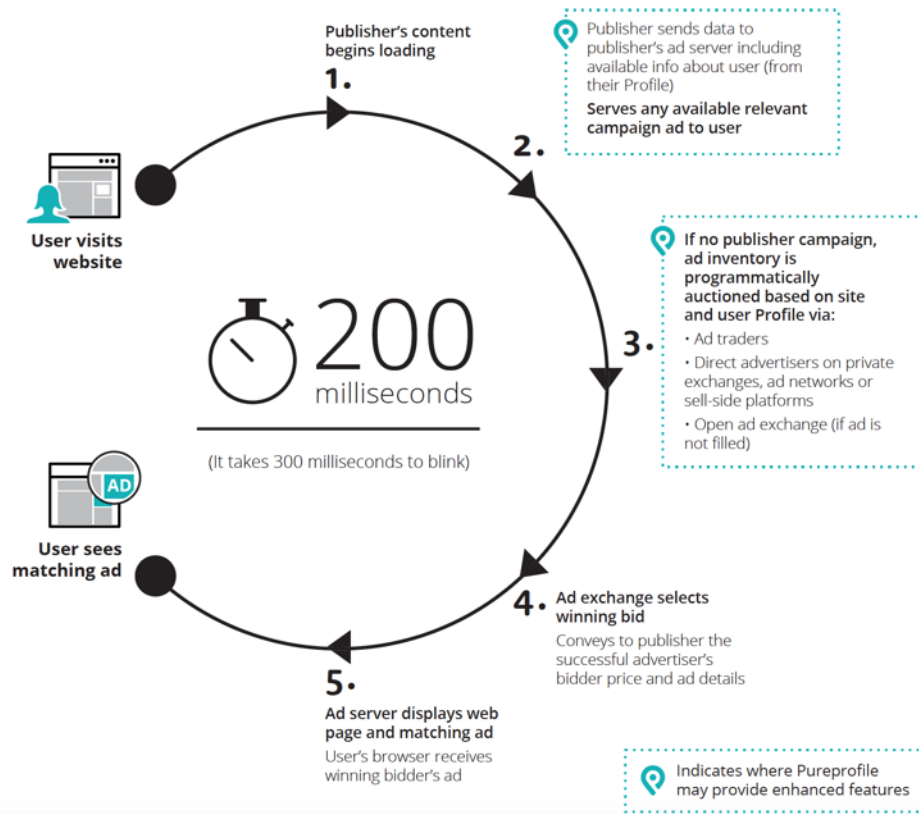
-  Accurately target individuals who are in the market for their products
-  Target unique intent and interest-based segments
-  Build custom segments as per their campaign brief
-  Target audiences in highly viewable and premium placements



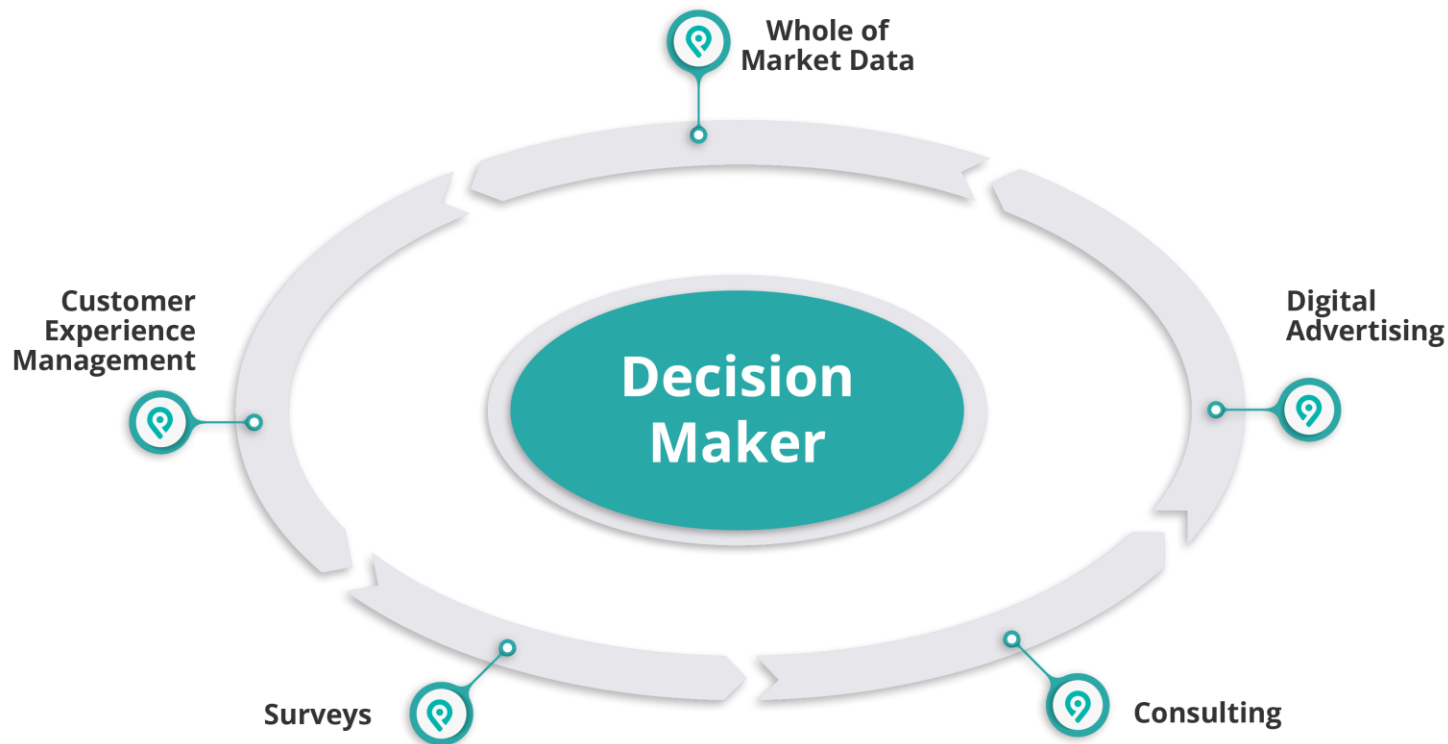
## 3

# Media: Leveraging the data assets

## A case study of internal capability



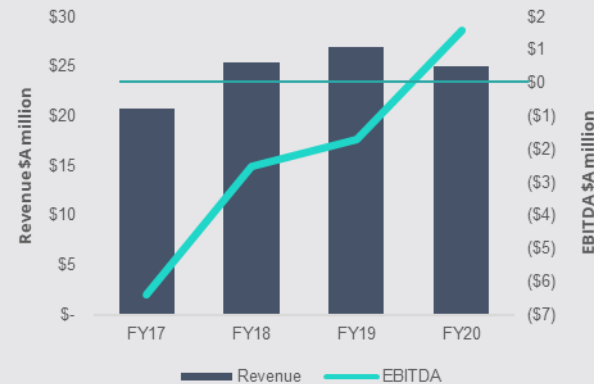
# Customer Journey



# Financial Update

## 2020: Profit and Loss (unaudited)

- Revenue of \$25 million
- Operating profit (EBITDA) was \$1.6 million
- Gross margins for the fiscal year 2020 were ~60%
- Expenses were 25% lower than 2019



Quarterly Operating Expenses



# Summary

- Major restructure of the company completed
- Profitable business with revenue growth from data acquisition and insights
- The data analytics industry is growing rapidly, and barriers to entry are increasing
- Strategy around data is commercially focused and will be executed by an experienced and incentivised team
- Clear pathway to strong recurring revenue growth and profit growth over 2021 and 2022



# Restructure and Recapitalisation

- Pureprofile has debt outstanding as of 30th September 2020 of **\$25.6 million**
- This **debt load is unsustainable** and constrains Pureprofile's ability to operate viably and leverage the optionality within the company
- To recapitalise the company, Pureprofile is undertaking a **fully underwritten renounceable rights issue** to its shareholders at \$0.02 per share, a 17% discount to last trade
- The transaction is structured as a rights issue to allow **all shareholders** to participate equally in the recapitalisation
- To support the transaction, the sole lender Lucerne Finance, has agreed to **underwrite \$15.3 million** of the transaction via a debt to equity conversion and **forgive approximately \$7.3 million of debt**
- A further **\$3.5 million** of the capital raise has been underwritten by Peloton Capital
- This transaction will deliver Pureprofile a **sustainable balance sheet** and allow it to execute on a strategy that will permit **revenue growth** and bring margins to an acceptable level

# Restructure and Recapitalisation

Capital Table Pre and Post Transaction			
	Pre-rights issue	Shares owned	Post-rights issue
Total shares	117,526,066	-	1,057,734,594
Last sale price	\$0.024	-	\$0.024
Market capitalisation	\$2,820,626	-	\$25,385,630
Cash <sup>1</sup>	\$1,768,401	-	\$5,268,401
Debt <sup>1</sup>	\$24,392,384	-	\$3,000,000
Enterprise value	\$25,444,609	-	\$23,117,229
Lucerne %	0.00%	483,145,970	45.7%
Existing %	100.00%	399,588,625 <sup>2</sup>	37.8%
New %	0.00%	175,000,000	16.5%

<sup>1</sup> Actual (unaudited) and pro forma as at 30 June 2020.

<sup>2</sup> This assumes 30% take up of the Rights Offer by existing shareholders.

# Restructure and Recapitalisation

## Pro forma capital structure

\$million

Full Subscription

Existing shares on issue	117.5
New Shares offered under the Rights Issue Offer	940.2
Amount raised under the Rights Issue Offer (before costs)	\$18.8
Pro forma Market Capitalisation (at last sale price of \$0.024)	\$25.4
Pro forma cash (as at 30 June 2020)	\$5.3
Pro forma debt <sup>1</sup>	\$3.0
Pro forma Enterprise Value	\$23.1

<sup>1</sup> Key terms of new debt facility:

- Principal: \$3.00 million
- Interest: 8.50% p.a. (payable quarterly)
- Maturity: Three years
- Repayable in advance at company's discretion
- Does not contain business performance covenants

# Restructure and Recapitalisation

## Use of Funds<sup>1</sup>

Conversion of existing Lucerne debt to equity: <sup>2</sup>	\$15.3 million
Working capital:	\$1.7 million
Technology commercialisation:	\$0.5 million
Investment in sales teams and global panel partnerships:	\$0.9 million
Costs of the offer:	\$0.4 million

<sup>1</sup> Initial \$3.5m funds raised will be applied towards the Company's working and growth capital.

<sup>2</sup> No actual cash will be raised through the Lucerne underwriting. Any funds raised in excess of the initial \$3.5m will be applied towards repayment of the Lucerne debt to reduce its post-rights issue shareholding.





# Thank you

# Appendix One

## Case Study: Self Service platform

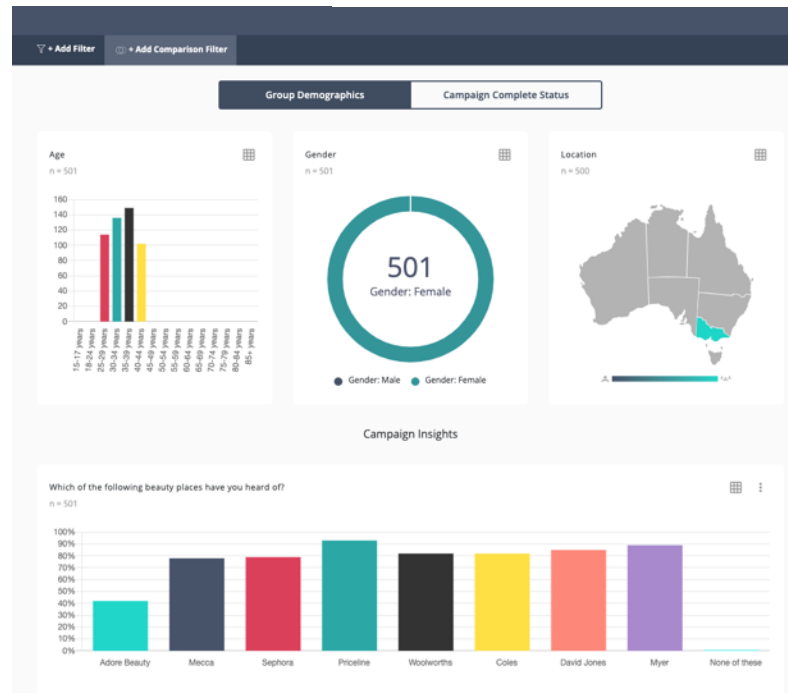
Adore Beauty is Australia's longest-running online beauty store, and an official stockist of over 200 leading global beauty brands.

**The Challenge:** When Kate Morris started selling beauty products from the garage of her Melbourne home in 1999, she had no idea whether women would embrace buying cosmetics online.

**The Solution:** Pureprofile insights technology and highly profiled cohorts allow for quick-dip testing across niche groups to support tactical business decision making. From survey development to launch to data retrieval within 24 hours.

*"The dashboard has been really helpful in a difficult market time, helping us get meaningful data to make key marketing decisions with. The data has been using in presentations to the CEO and board and is now widely cited in the company." Adore Beauty*

# ADOREBEAUTY



# Appendix Two

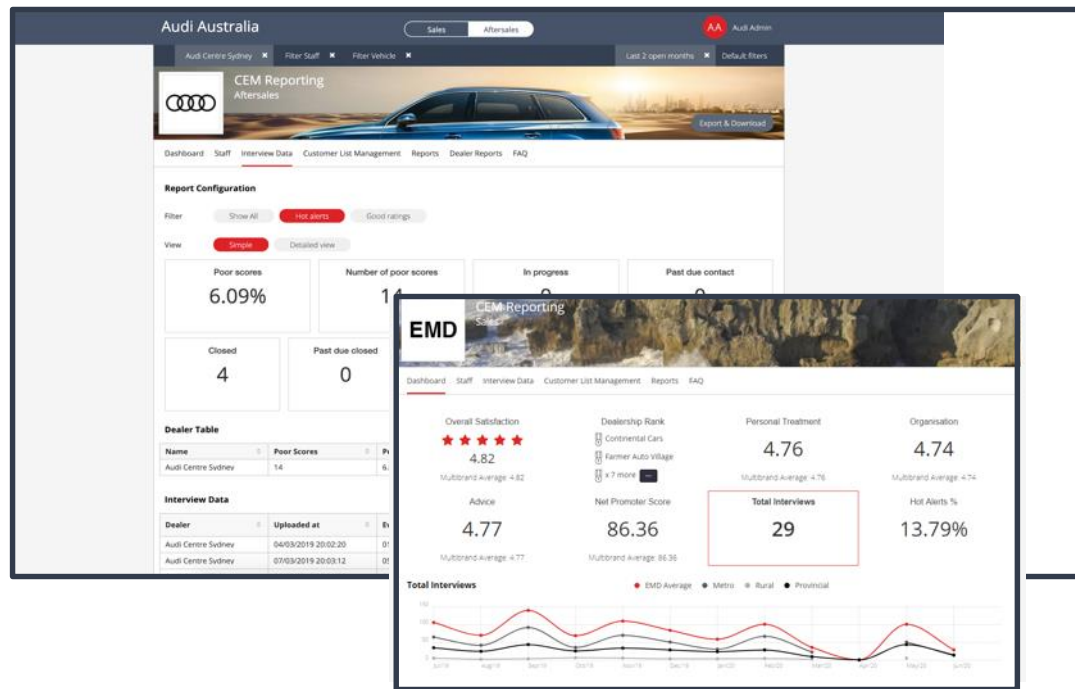
## Case Study: Customer Experience Management

Pureprofile's has been running the customer experience management program with the Volkswagen group for over 12 years.

The Pureprofile “Automotive Customer Experience Management” platform is a direct-action process management system, designed to give real time feedback from customers when purchasing or servicing their Volkswagen group vehicle.

Today's clients include:

- **Volkswagen Regional After Sales Asia Pacific:**
  - Singapore, Vietnam, Indonesia and Hong Kong
- **European Motor Distributors (NZ)**
  - Brands include Volkswagen, Audi, SEAT and SKODA



# Appendix Two

## Case Study: Customer Experience Management

**In 2017 a negative review took over 40 days on average to respond to**

**Using the Pureprofile CEM platform  
by November 2018**

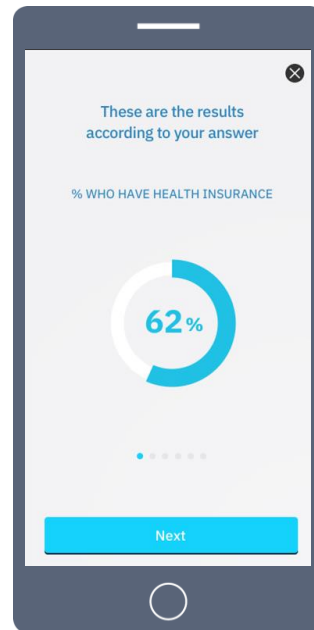
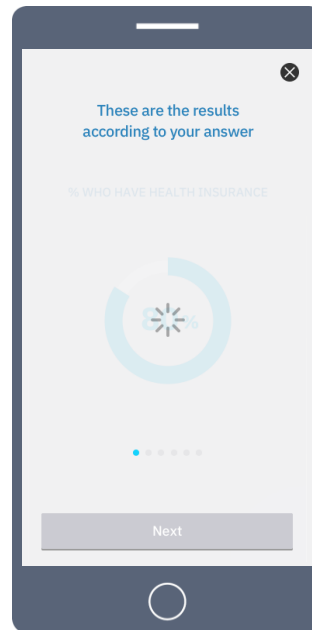
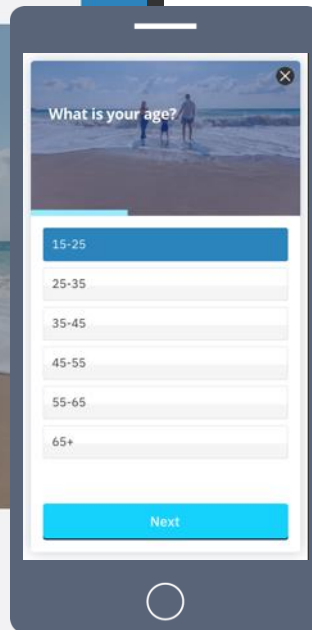
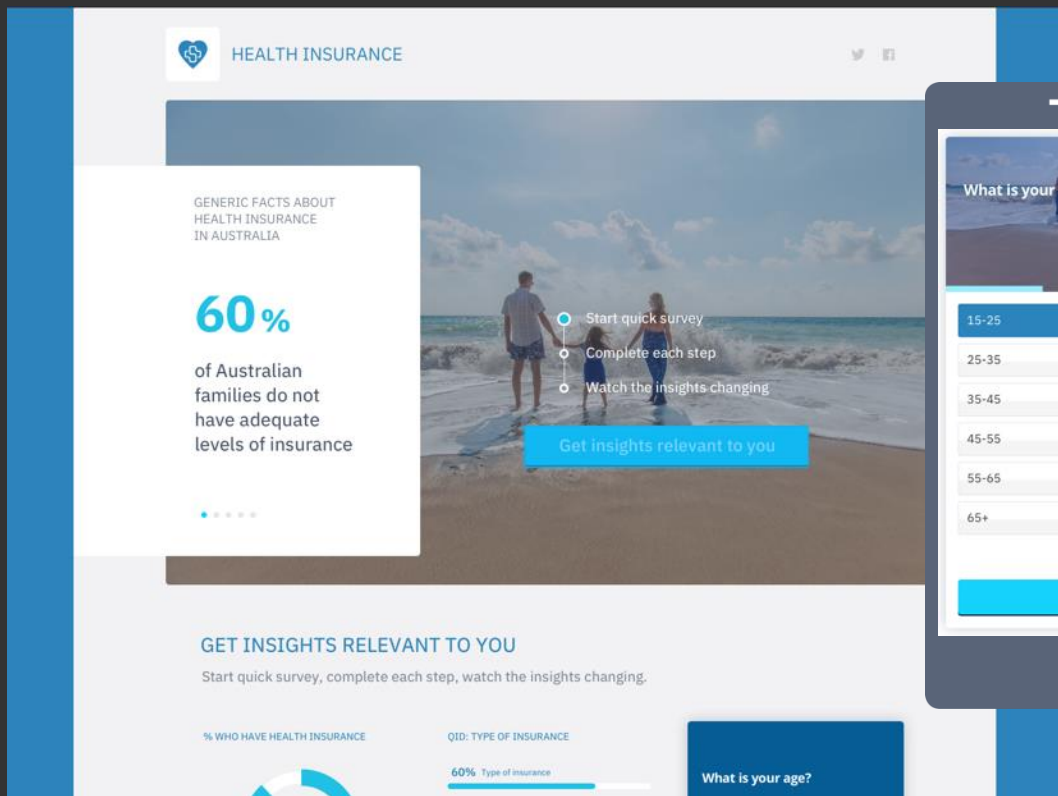
**The Hot Alert Response Time was:**

97%  
Within 24 hours

*\*As presented in 2019 Customer Experience conference with Audi Australia*

# Appendix Three

## Case Study: Panellist Experience



# Appendix Four

## Case Study: Media

### Web Interface Layout Example

