Pureprofile (ASX: PPL) Investor Presentation

Q1 FY2021 Financial Results
October 2020

Pureprofile

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.

“We help decision makers to understand more from the world’s data”

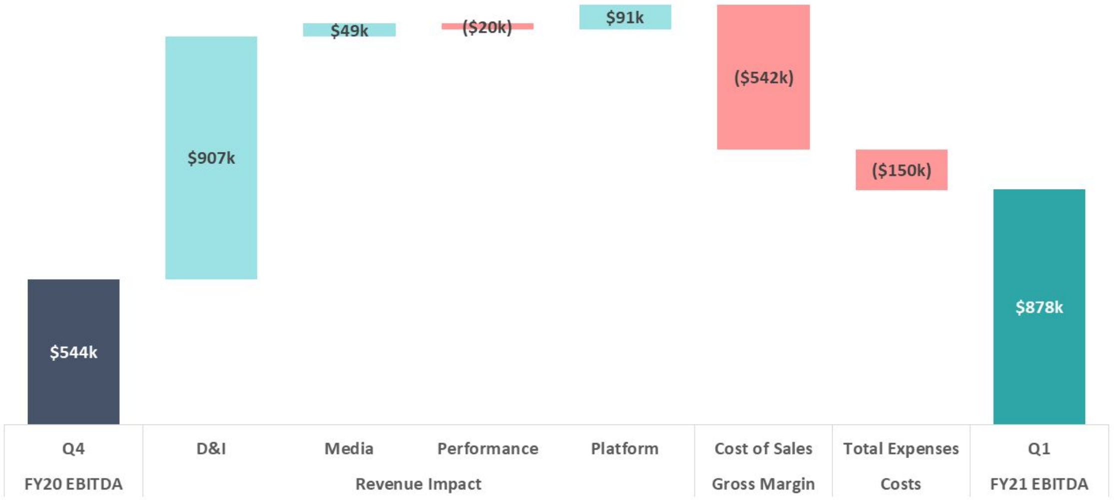
Financial Highlights - Q1 FY21

Revenue:	$6.4m	
Prior Qrt Q4FY20	$5.3m	↑ 19%
PCP Q1FY20	$6.7m	↓ 5%

EBITDA:	$878k	
Prior Qrt Q4FY20	$544k	↑ 61%
PCP Q1FY20	$750k	↑ 17%

EBITDA up 61% on Prior Quarter

- Revenue up 19%
- EBITDA improvement of 61%
- Insights revenue positively impacted by uptick in demand for consumer insights
- SaaS platform revenue up 64%



Financial Highlights

EBITDA Growth of 61% on prior quarter

$000 - Thousands	Q1 FY21	Q4 FY20	Var $	Var %
Revenue				
Data & Insights	5,210	4,303	907	21%
Media	553	504	49	10%
Performance	366	387	(20)	(5%)
Platform	233	142	91	64%
Total Revenue	**6,363**	**5,336**	**1,026**	**19%**
Cost of Sales				
Total cost of sales	**(2,922)**	**(2,380)**	**(542)**	**(23%)**
Gross Profit	**3,441**	**2,957**	**484**	**16%**
	54%	**55%**	**(1%)**	
Total Expenses	**(2,562)**	**(2,413)**	**(150)**	**(6%)**
EBITDA	**878**	**544**	**334**	**61%**

- Revenue up 19% on the prior quarter driven by recovery of all business units following the impact of COVID19 in Q4 FY20
- Expenses up 6% up on the prior quarter as investment in data acquisition resumed and staff costs including hours increased due to improved trading conditions
- EBITDA improved by $334k due to gross margin improvement of $484k or 16%

All figures represent $000 - Thousands

Financial Highlights

EBITDA Growth of 17% on prior comparable period

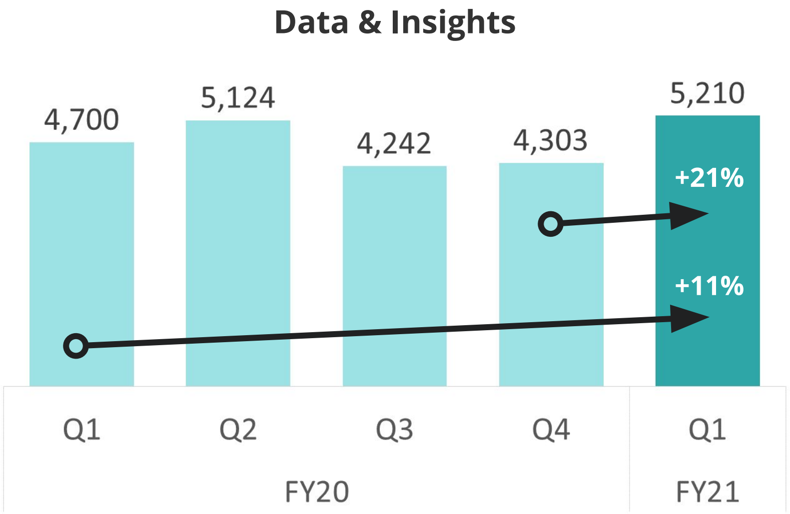
$000 - Thousands	Q1 FY21	Q1 FY20	Var $	Var %
Revenue				
Data & Insights	5,210	4,700	510	11%
Media	553	1,437	(883)	(61%)
Performance	366	480	(114)	(24%)
Platform	233	110	122	111%
Total Revenue	**6,363**	**6,727**	**(365)**	**(5%)**
Cost of Sales				
Total cost of sales	**(2,922)**	**(2,821)**	**(101)**	**(4%)**
Gross Profit	**3,441**	**3,906**	**(466)**	**(12%)**
	54%	**58%**	**(4%)**	
Total Expenses	**(2,562)**	**(3,157)**	**594**	**19%**
EBITDA	**878**	**750**	**128**	**17%**

- Revenue down 5% on pcp driven by a decline in the Pure.amplify business units which are recovering from the impact of COVID19
- Expenses improved by 19% on pcp due to ongoing cost saving. This mitigated the YOY decline in revenue resulting in EBITDA up on pcp by $128k or 17%

All figures represent $000 - Thousands

Revenue Trends

Revenue growth in APAC region for Data and Insights business unit following investment in sales capability during FY20. The UK region continues to show strong growth YOY.

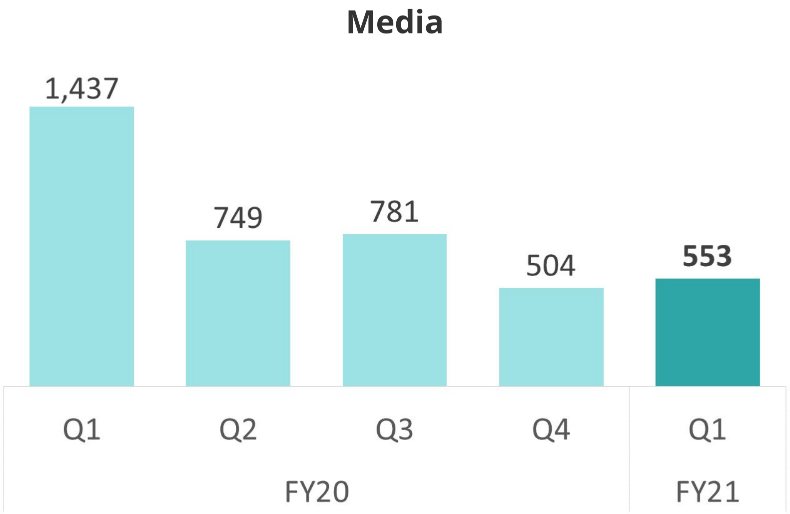


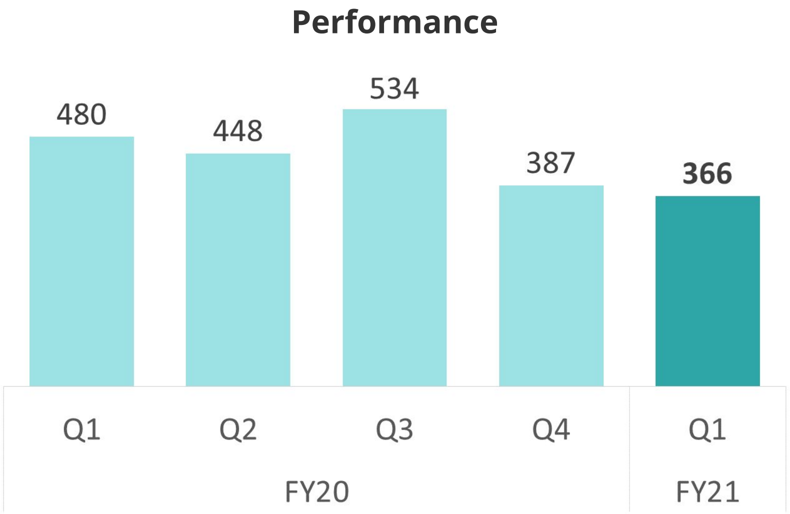
- Our Data and Insights business unit has regained momentum in Q1 FY21 as businesses want to understand the impact of COVID 19 on consumers
- Record number of projects commissioned during Q1 FY21
- Record number of surveys completed during Q1 FY21

All figures represent $000 - Thousands

Revenue Trends

The Pure.amplify business units continue to recover following the impact of COVID19 during FY20. The AU Media business unit has regained momentum whilst the Performance business in the UK remains impacted by COVID19.

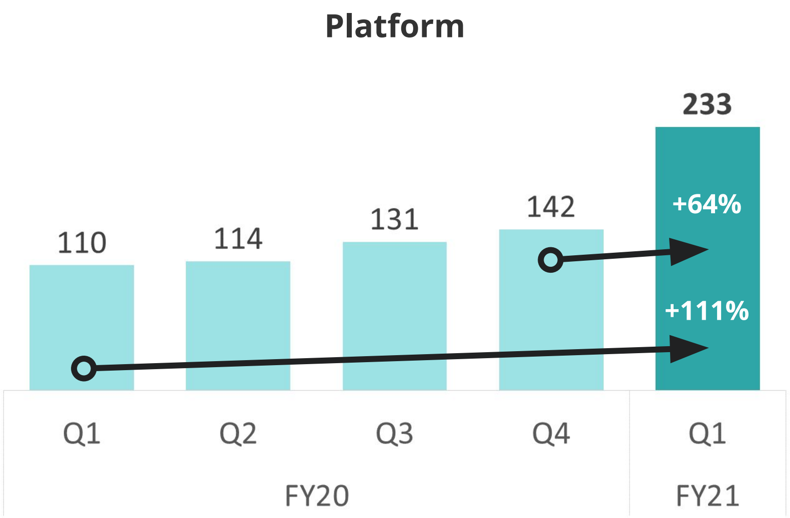


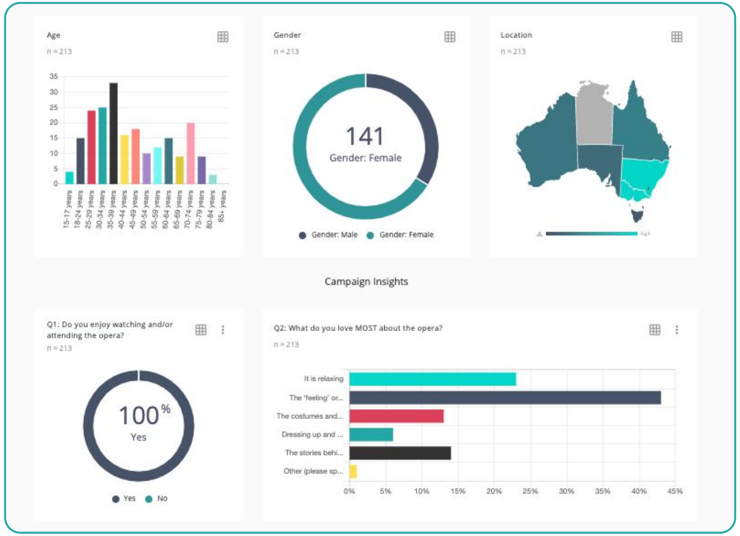


All figures represent $000 - Thousands

Revenue Trends

We begin distribution of our SaaS self-service insights platform in FY21 following beta testing during FY20.

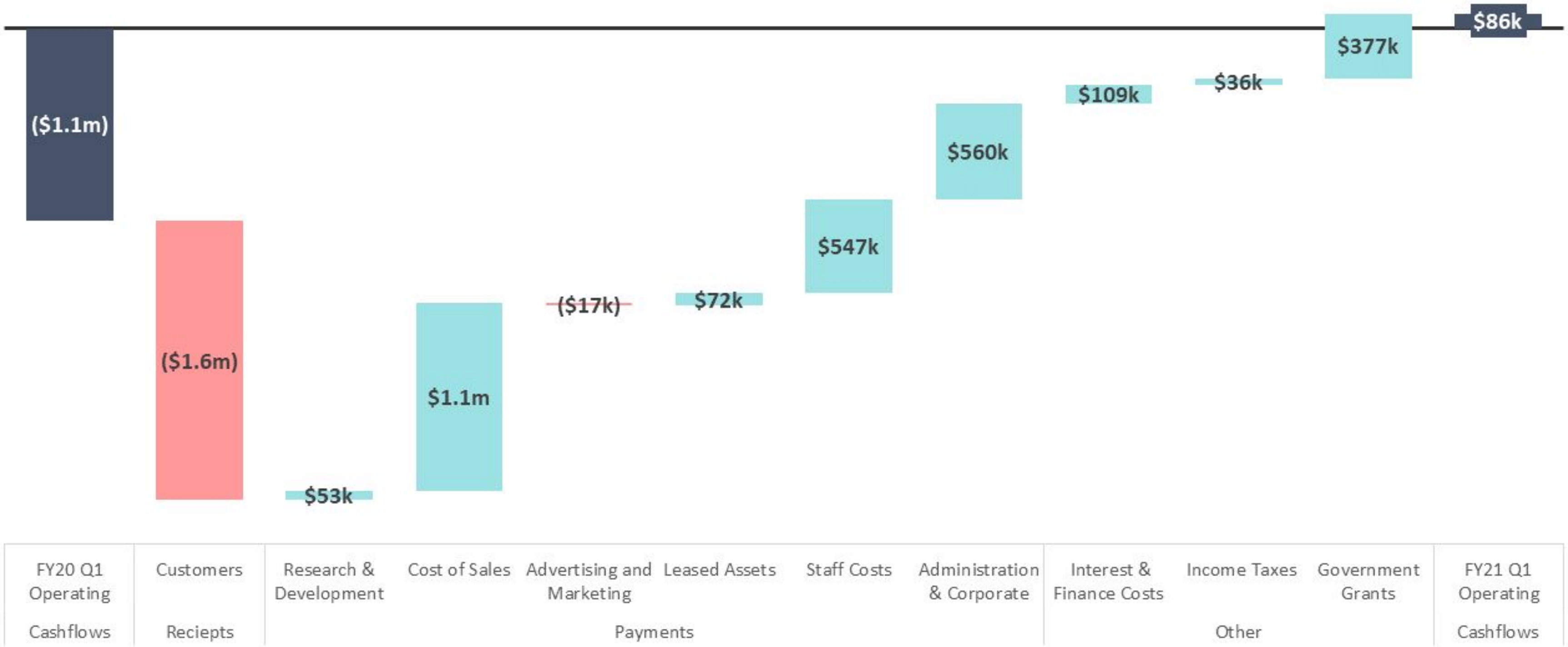




All figures represent $000 - Thousands

Cash flow Trends

Operating cash flow improved by $1.2m on Q1 FY20. Q1 FY20 a net outflow of ($1.1m).



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

Outlook

FY21 EBITDA guidance of $2.5m to $3m

Thank you

Pureprofile

Level 3, 223 Liverpool St
Darlinghurst
Sydney NSW 2010

+61 2 9333 9700
info@pureprofile.com