

Pureprofile 

FY21

Q2 Results Presentation

Presented by Martin Filz, CEO





56%
of Australians are
working all their work
days from home

SECTION ONE:

Pureprofile Today

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Where data means business

With over 20 years of experience in the online market research space, we are experts at capturing first-party data from our global panel members.

Our proprietary technology platform enables our clients to tap into key consumer trends, understand their market on a deeper level, and connect to niche audience groups.

Our goal is to ultimately provide marketers with a single screen source of intelligence – real data from real people in real time.



Four key industry tailwinds augment the need for our solutions. Ideally positioning us for growth

90% of the data in the world today has been created in the last two years.

The rapid growth of data and technology has created the demand from companies 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.



Corporate growth strategy is to continue to build on our core data and analytics assets, while leveraging them through commercial applications



Global panel

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



Self-service

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





More data, more insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Media Advertising






-  Data & Insights
-  Pure.amplify
-  Platform

USA

- 
- 

UK

- 
-  2021
-  2021



Mainland Europe

-  2021
-  2021

India

- 

Singapore

- 
-  2021

Australia

- 
- 
- 

New Zealand

- 

Our vision is to deliver more value from the world's information

Offices in 7 countries

1,000 clients globally

125 staff globally

85% repeat business





Recapitalisation plan successfully completed



Raised \$3.5m in new cash



Debt facility reduced from \$25m to \$3m



Funds raised will support Pureprofile's growth strategy

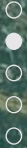




41%
of Australians have
never made a New
Year's resolution

SECTION TWO:

Financial Highlights



Our portfolio of 700 clients includes agencies, direct brands, panel partners, government & academia

 **Agencies** Research agencies, public relations, communications agencies, consultants

Nature:   

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

Neilson Financial Services **medibank** **DIABETES UK** KNOW DIABETES. FIGHT DIABETES. **Believe in children** 

 **Panel Partners** Other panel supplier top-ups

toluna  **dynata** **KANTAR**

 **Government & Academia** Universities, Colleges, Researchers, Educational Institutions

 **Ehrenberg-Bass** Institute for Marketing Science **Public Health England**  **LSE** THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE



Q2 was a record quarter with revenue at \$8.2m

Q2	FY21 Results*	
Revenue	\$8.2m	^ 26%
EBITDA	\$0.7m	^ 866%
Cash at Bank	\$3.1m	^ 386%

*Versus prior comparable period Q2 FY20

Q2 FY21 Revenue*		
Data and Insights APAC	\$4.7m	^ 30%
Data and Insights UK	\$1.7m	^ 15%
Media	\$1.1m	^ 46%
Platform	\$0.2m	^ 90%



EBITDA in detail

Q2 was a record revenue quarter at \$8.2m, driven by strong performance in all business units.

EBITDA was 866% up year on year due to strong revenue growth in the quarter.

Data & Insights revenue was \$1.2m or 23% up on last year driven by growth in all regions.

Profit & loss \$A million	Q2 FY21	Q2 FY20	Var \$	Var %
Data & Insights	6.4	5.2	1.2	23%
Media	1.1	0.7	0.4	46%
Platform	0.2	0.1	0.1	90%
Performance	0.4	0.4	0.0	0%
Other revenue	0.1	0.1	0.0	0%
Total revenue (inc. Other income)	8.2	6.5	1.7	26%
Gross Profit	4.4	3.6	0.8	22%
Other Expenses	3.7	3.5	(0.2)	(4%)
EBITDA	0.7	0.1	0.6	866%



33%
of Aussies make
regular contributions
to charitable causes

SECTION THREE:

Operating Highlights



Hired new world-class talent to strengthen our people offering



People:

Martin Filz // CEO

Lorraine Young // Head of Operations

Papaya Huang // Acquisition & Strategic Partnership Manager

Johnny Caldwell // Senior Business Development Director

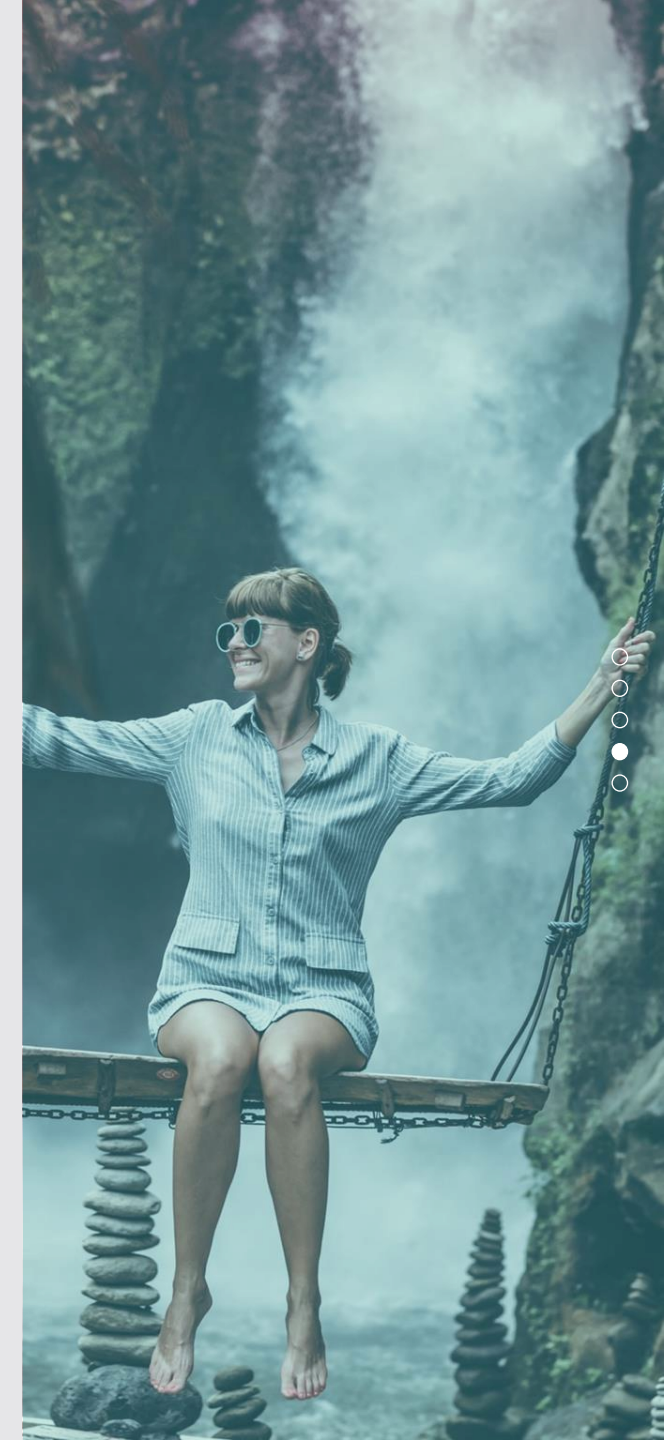
Keith Ang // Client Solutions Director - Singapore

Joris Schellekens // Sales Director - Mainland Europe

Young Ham // Head of Data, Innovation & Product

Kate Richards // Senior Account Director

Tom Hamilton // Senior Account Director





Expanded our footprint and data panels to extend our reach



Offices:

- Opened Singapore office
- Opened Mainland Europe Office
- Expanded UK and Australian offices



Data:

- Expanded AU and UK Panels
- Expanded Australian data partnerships



Restructured company offering and launched new products to further our growth plans



Pure.amplify 

Launched Reach for NFPs



Recapitalisation Plan:

Supporting our growth strategy



Products:

Building new tools and platforms



SECTION FOUR:

New Products

70%
of Australians
regularly use
Facebook



**We solve today's
marketing challenges
via unique, proprietary
and powerful tools**



Engage Survey Builder



Problem:

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



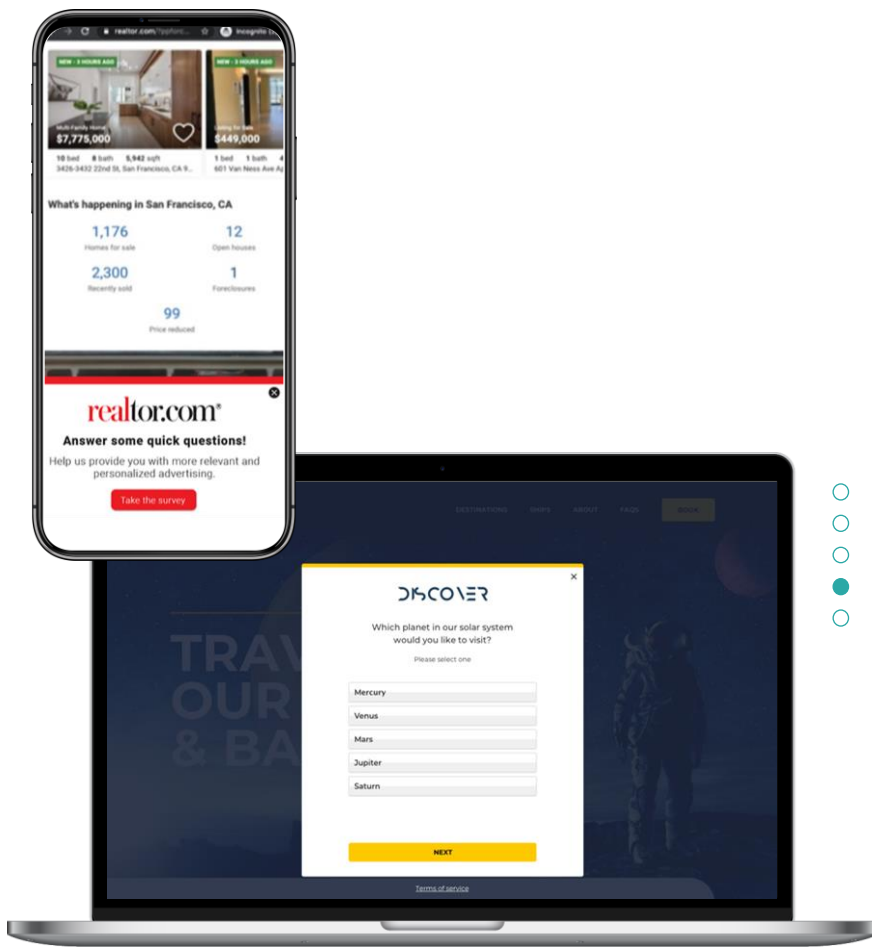
Solution:

An end-to-end digital survey that can be embedded organically into a brand website to collect first-party data and insights directly from real people.



Core benefits:

1. Create personalised experiences by leveraging self-reported data to drive relevant brand interactions.
2. Identify new market opportunities by building in-depth, longitudinal profiles to strengthen brand equity.
3. Empower organisations with deep consumer insights to equip your team with data to make better decisions.



Insights Builder



Problem:

In a world of rapid change, marketers, news publications and PR agencies need to be able to quickly access insights to demonstrate consumer sentiment at an exact point in time.



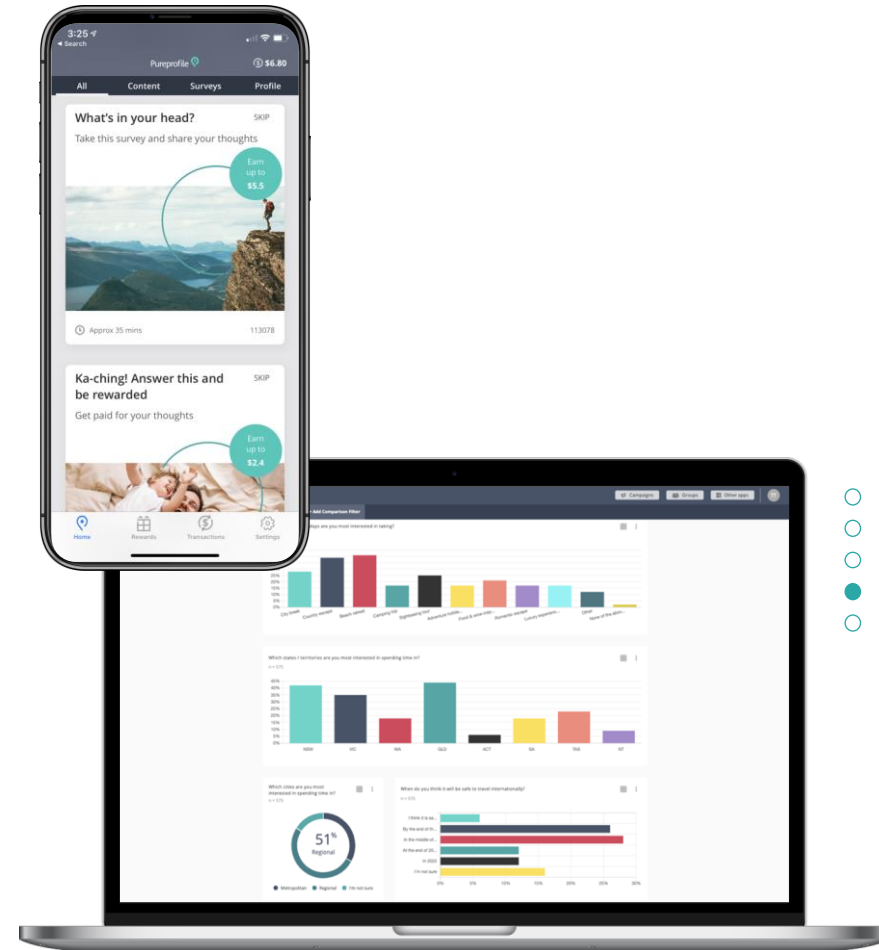
Solution:

A powerful research platform that allows clients to create and deploy surveys to a highly engaged, deeply profiled global panel network - at the touch of a button.



Core benefits:

1. Access a proprietary research panel, giving you access to niche audience groups based on millions of data points.
2. Get quality research in half the time using our seamless survey builder or by streamlining platforms you use every day.
3. Find the answers you need at a glance with real-time consumer insights to help inform your business decisions.



Virtual Shelf & Eye-tracking Solution



Problem:

To successfully launch new products, brands need to first understand exactly how consumers will engage with their products at the point of sale.



Solution:

Using a unique combination of virtual shelf and eye-tracking technology, clients are able to uncover how consumers interact with a new product within a simulated shopping environment.



Core benefits:

1. Understand how consumers make a purchasing decision within a shopping environment.
2. Real insights on how shelf orientation is affected by colours, forms, symbols and branding.
3. Clearer picture of how the shopping experience is affected by product placement.



Transactional Data Dashboards



Problem:

In order to expand market share, it's critical for marketers to be able to understand which consumer groups are spending in their product categories on a regular basis.



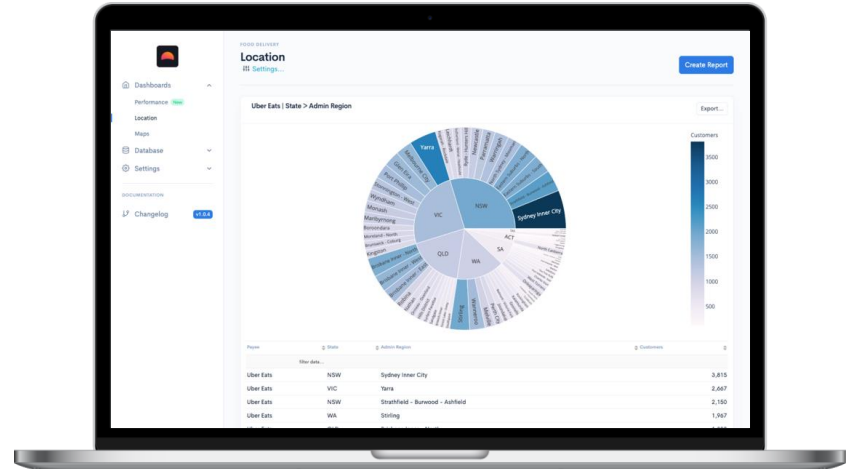
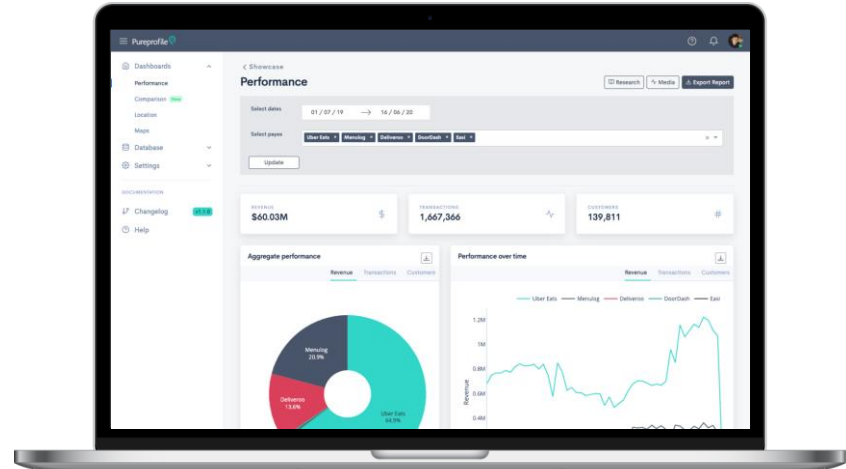
Solution:

An interactive dashboard that provides unprecedented intelligence on consumer spending patterns based on verified purchase data, in partnership with Australian fintech company, Raiz.



Core benefits:

1. Gain a holistic understanding of the competitor landscape based on real buyer behaviour.
2. Measure the true impact of advertising budgets based on consumer spending trends.
3. Identify crucial purchase patterns by analysing past and current spend data to determine market trends.



SECTION FIVE:

Outlook

23%
of Aussies say they
trust big tech with
their personal data



Key areas of focus



Focus on **cash management** and maintain a **strong balance sheet position**.



Prioritise **panel growth** for new and existing countries.



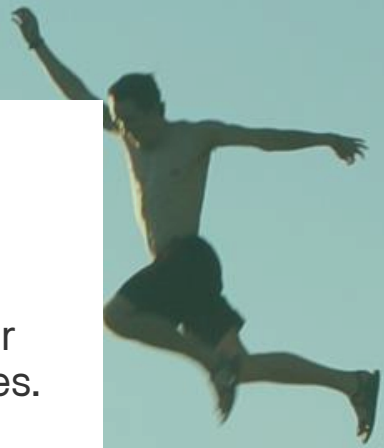
Launch **Data Dashboards** and **Pure.amplify** in the UK. Expand **Data Dashboards** in Australia.



Continue investment in **sales roles** globally.



Maintain and build on **revenue momentum** from Q2 across the business.



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This presentation has been
authorised for release to the
ASX by the Board of Directors.



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