

Pureprofile 

# FY20

## AGM Presentation

Presented by Martin Filz, CEO





SECTION ONE:

# Pureprofile Today

**56%**

of Australians are  
working all their work  
days from home







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.





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

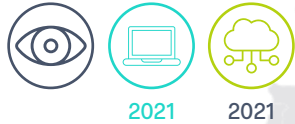
 Pure.amplify

 Platform

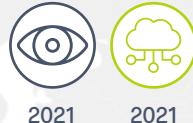
USA



UK



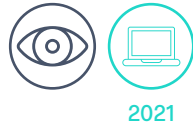
Mainland Europe



India



Singapore



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



Brands

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



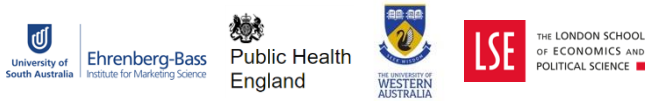
Panel Partners

Other panel supplier top-ups



Government & Academia

Universities, Colleges, Researchers, Educational Institutions



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%





H1 was a record half  
with revenue at \$14.4m

H1	FY21 Results*	
Revenue	\$14.4m	^ 10%
EBITDA	\$1.6m	^ 96%
Cash at Bank	\$3.1m	^ 384%

\*Versus prior comparable period H1 FY19

H1 Revenue*		
Data and Insights APAC	\$8.3m	^ 19%
Data and Insights UK	\$3.4m	^ 17%
Platform	\$0.2m	^ 100%

FY21 EBITDA at top end of guidance \$3m

**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

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Lorraine Young // Head of Operations

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Papaya Huang // Acquisition & Strategic Partnership Manager

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Johnny Caldwell // Senior Business Development Director

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Keith Ang // Client Solutions Director - Singapore

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Joris Schellekens // Sales Director – Mainland Europe

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Young Ham // Head of Data, Innovation & Product

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Kate Richards // Senior Account Director

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Tom Hamilton // Senior Account Director

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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.



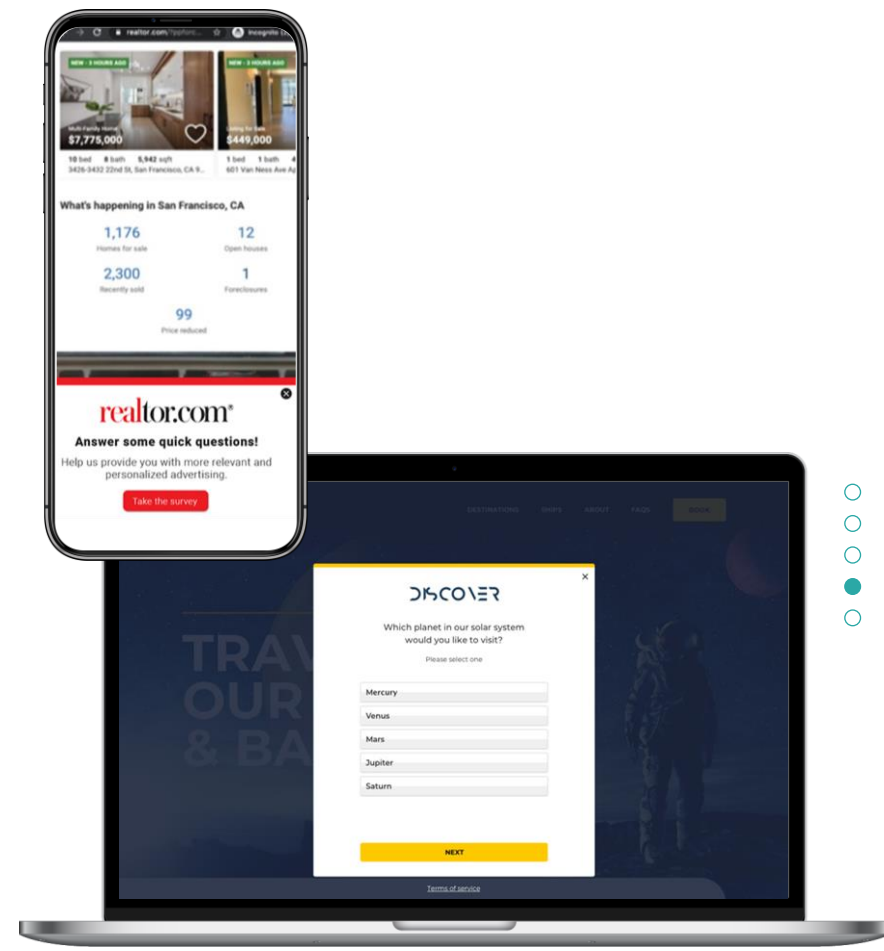
## Solution:

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.



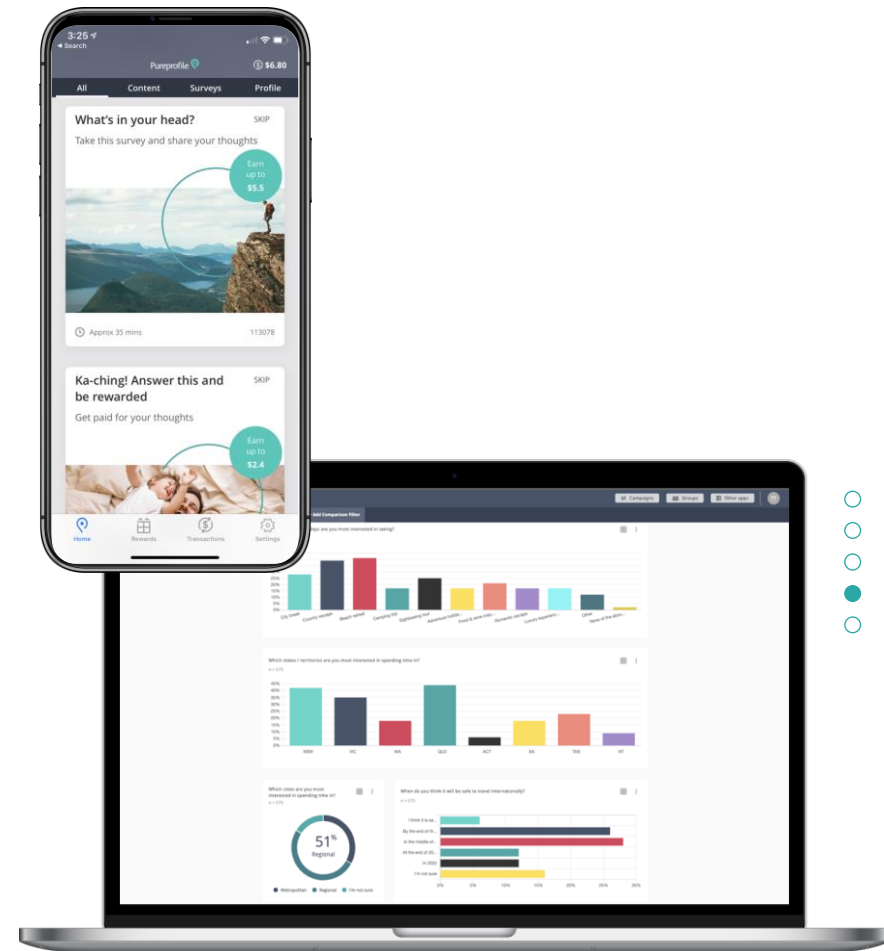
## Solution:

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.



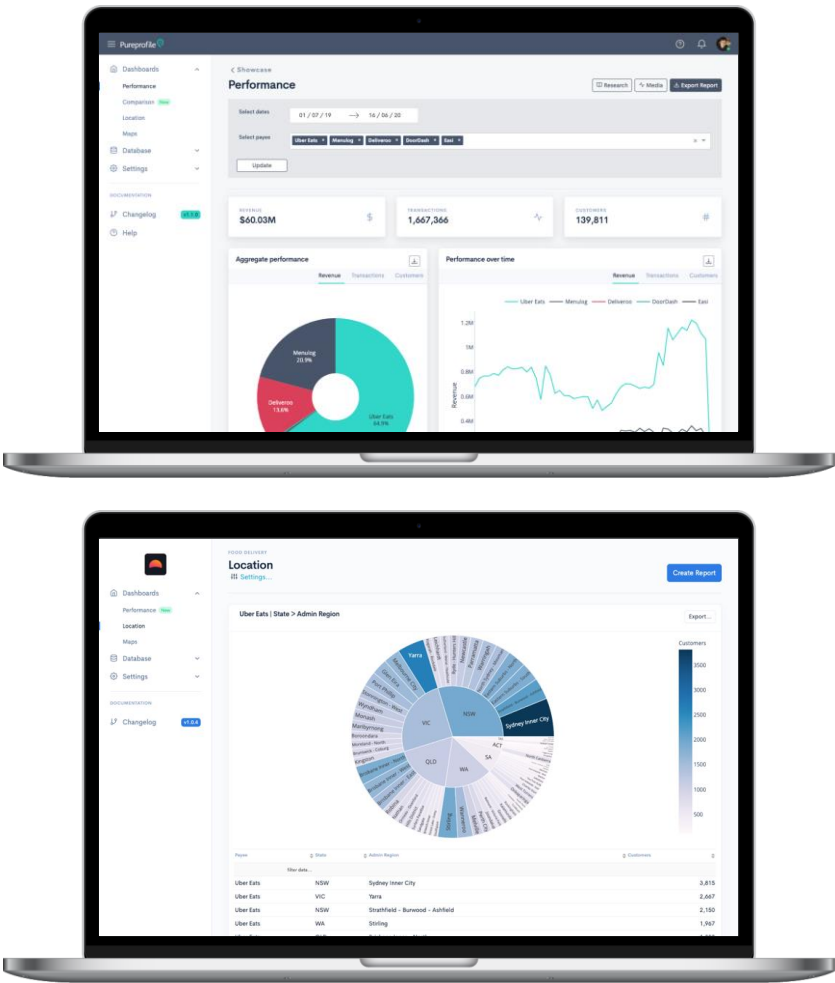
## Solution:

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  
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