

Pureprofile 

H1 FY21

ASX Presentation

Presented by Martin Filz, CEO



FEBRUARY 2021

SECTION ONE:

Pureprofile Today

53%

of Aussies said they
will not be travelling
internationally even
after being
vaccinated

Clear corporate growth strategy



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





38%

of Australians said they
will get vaccinated as
soon as the vaccine is
available

SECTION TWO:

H1 Audited Results



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

Profit after tax of \$4.8m.

H1 positive net operating cash flow of \$286k.

Auditors have removed the “Uncertainty Clause”.

H1	FY21 Results*	
Revenue	\$14.4m	^ 10%
EBITDA	\$1.6m	^ 147%
NPAT	\$4.8m	^ 190%

H1 Revenue*		
Data and Insights APAC	\$8.3m	^ 19%
Data and Insights UK	\$3.4m	^ 17%
Platform	\$0.4m	^ 100%

Revised FY21 EBITDA guidance upwards to \$3m

*Versus prior comparable period H1 FY20

11%

of Aussies said they
will not get
vaccinated at all

SECTION THREE:

Operating Highlights



Some January and February highlights



Data:
Grew data sources around the world



SaaS:
Exciting new update



D&I and Media:
Clients added in all regions



Global Panel Book



Problem:

Organisations need to understand their consumers at a global level through a one-stop relationship.



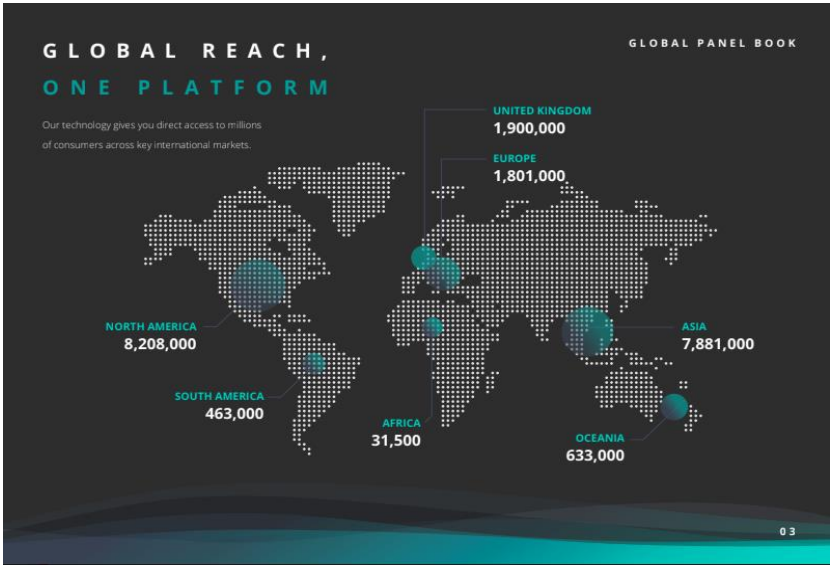
Solution:

Build a network of partnerships to ensure complete coverage for delivery of Global Insights.



Core benefits:

- 1. Gain an understanding of the consumer at a Global level.
- 2. A trusted source of deeply profiled consumers from a quality recruited network.
- 3. Ability to obtain multi-country insights through a single relationship.



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.



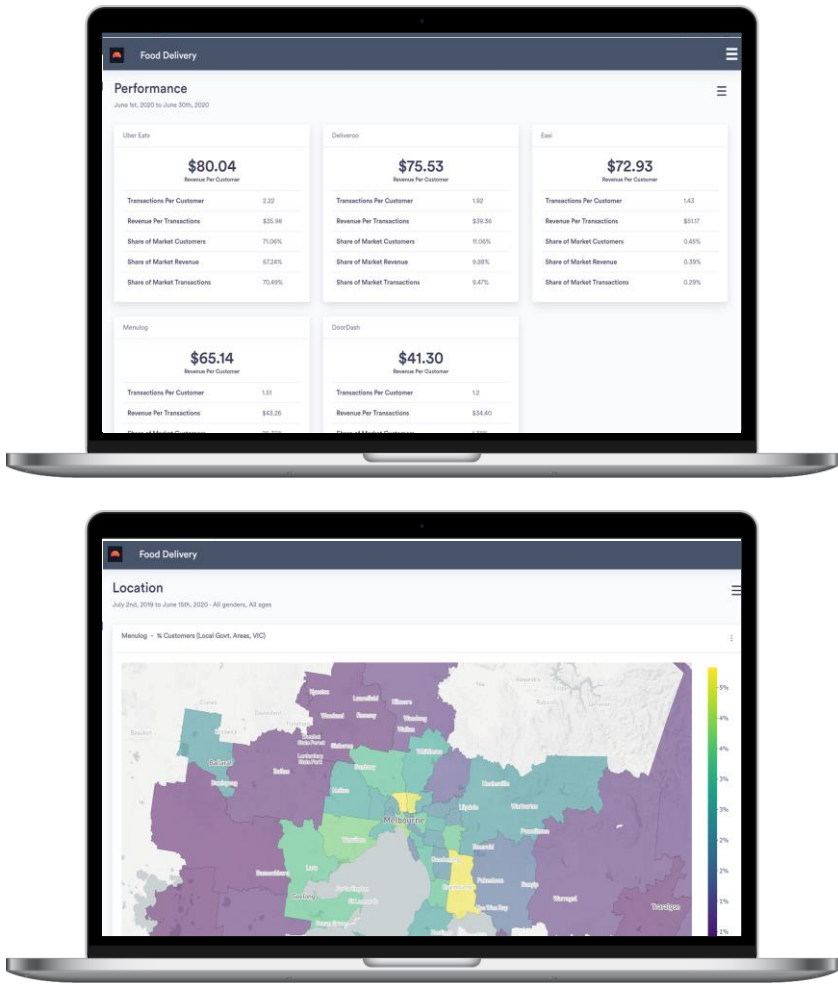
Solution:

An interactive dashboard that provides unprecedented intelligence on consumer spending patterns based on verified purchase data.



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.



A selection of clients added in new markets

Mainland Europe



ASIA



US



Pure.amplify



SECTION FOUR:

Outlook

49%

of Aussies don't want international borders to open at all until the global pandemic is under control

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.



Key initiatives next 3 months

Secure new **data** partners
to enable **richer** consumer
insights for global clients

New release of **SaaS**
solution – refreshed look
and additional **client**
verticals

Capitalise on initial
success in **Asia and**
Mainland Europe - grow
sales and build a strong
client base

Build **European** local
language **panels** to meet
client demand for regional
consumer **insights**



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This presentation has been
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