



## Clear corporate growth strategy





## Q3 delivered revenue, EBITDA and operating cash flow growth

Revenue growth of 25% on pcp

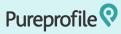
EBITDA growth of 150% on pcp in low seasonality quarter

Q3 positive net operating cash flow of \$794k

Cash at bank of \$3.4m (up from \$3.1m in December 2020)

Results	Q3 FY21	vs Q3 FY20
Revenue	\$7.1m	25% 🔺
EBITDA	\$0.5m	150% 🔺
Operating Cash flow	\$0.8m	164% 🔺

Business Unit Revenue	Q3 FY20	vs Q3 FY20
Data and Insights APAC	\$3.8m	35% 🔺
Data and Insights UK/EU	\$1.9m	35% ▲
SaaS Platform	\$0.2m	37% ▲
Media	\$1.0m	28% 🔺



## Revenue continues to accelerate

Revenue growth of 14% on pcp

EBITDA growth of 148% due to strong revenue growth

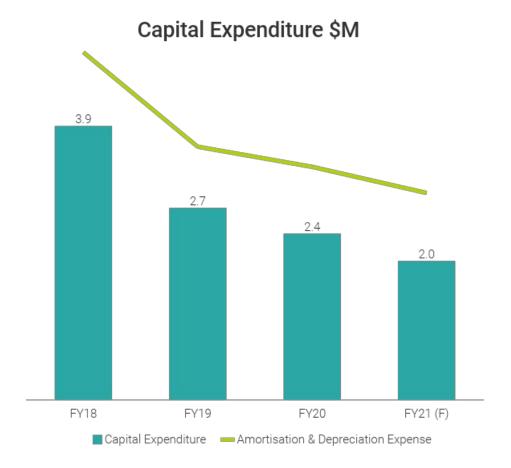
YTD positive net operating cash flow of \$578k

Results	Year to Date (YTD)	vs YTD FY20
Revenue	\$21.6m	14% 🔺
EBITDA	\$2.1m	148% 🔺
Operating Cash flow	\$0.6m	145% 🔺

Business Unit Revenues	Year to Date (YTD)	vs YTD FY20
Data and Insights APAC	\$12.1m	24% 🔺
Data and Insights UK/EU	\$5.3m	23% 🔺
SaaS Platform	\$0.6m	77% 🔺

FY21 EBITDA guidance remains at \$3m





NB: Excluding right of use assets and depreciation of leases

## **Continued investment** in Capital Expenditure

To support revenue growth over the medium to long term

Investment focus is new product delivery, customer experience and operational efficiency

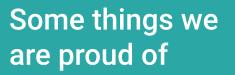
Q3 product development included Audience Intelligence dashboards and Flybuys partnership launch

Moving forward we expect capital expenditure to remain in line with FY21 forecast (F)











## People

Employee Satisfaction up 11%

Sales capability in Singapore and mainland Europe

Hired world class talent

Employee Equity Plan implemented



## Product and Partnerships

Flybuys partnership announced

Cint partnership finalised expanding our reach

Audience Intelligence product ready for launch



## **Panel**

Doubled the size of the UK panel

Refer-a-friend program implemented driving panel acquisition and reducing costs

Operational improvements including quality systems and engagement tools



## **Operations**

Implemented tools to improve platform efficiency

Consolidation of suppliers reducing costs

Extended global reach

## Our People & Culture



#### **Benefits**

Higher client satisfaction
Higher employee retention
Higher profitability
Increased motivation & productivity
Improved employee health and wellbeing



#### **Gender Diversity:**

We are a gender diverse business from top down including 63% female representation across our executive team



## Age Diversity:

23% Under 30 years

**57%** 30 - 40 years

20% Over 40 years



#### Nationality:

20 nationalities across the group



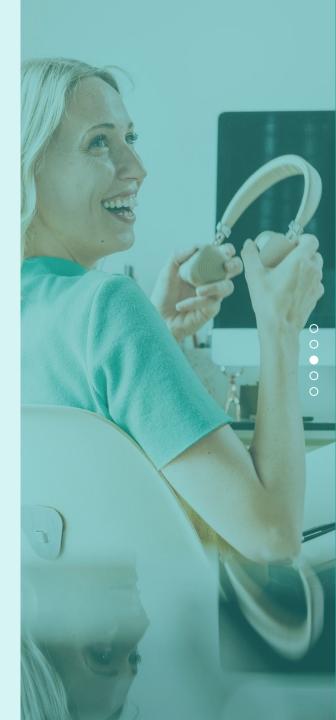
## **Employee Satisfaction:**

83% up 11% on prior year. The best companies are defined as having a score above 78%



## Employee Equity Plan:

Implemented in March 2021





# We solve today's insights challenges with our unique data and analytics tools



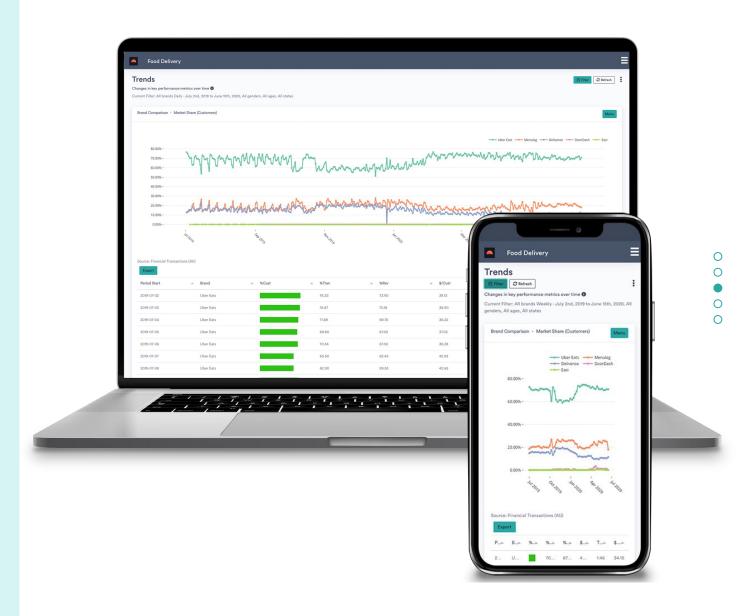
## **Audience Intelligence**

## SaaS access to unrivalled market intelligence and consumer trends

Exclusive insights – unavailable via any other data company

Our datasets are aggregated from millions of verified transactions from consumers across various markets and retail categories.

Allowing us to attract new clients and offer existing clients new products



## **Audience Intelligence**

## Anonymised, clear insights providing our clients with SaaS access to whole-of-market data

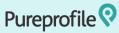
These anonymised data reports include:

Competitor analysis: Gain holistic understanding of competitor landscape based on real buyer behaviour

Advertising spend analysis: Understand the true impact of advertising activities based on changes in consumer behaviour

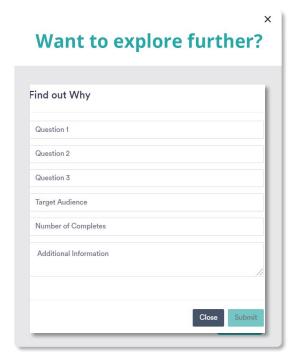
Market trend reports: Identify crucial purchase patterns by analysing past spend data





## **Audience Intelligence**

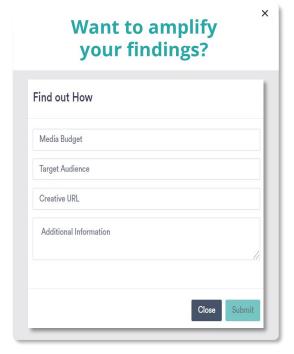
## The world's first product to provide insights and media planning from a single screen



## Pureprofile ?

#### Bespoke market research

Audience Intelligence provides the 'what' behind consumer behaviour - our research platform allows clients to find out the 'why' - by connecting them to the Pureprofile global panel community.



## Pure.amplify ?

#### Targeted digital media

Activate consumer insights across the digital sphere. Our media buying arm gives Audience Intelligence clients direct access to the right audiences.





## Audience Intelligence Benefits



### **Increased Client Base**

Focussed on Brands and end clients this broadens the reach of the Pureprofile brand allowing us to expand in new verticals.



#### **New SaaS Solution**

Audience Intelligence is a truly unique solution. From a single screen brands can understand their market, their competitors and both gain insights from and market to consumers.



## **Recurring revenue Growth**

A new solution and new recurring revenue for new and existing clients

Pureprofile has announced a new partnership with Flybuys, creating "Pureprofile Perks"



## Pureprofile Perks

Flybuys members can earn rewards in return for giving their opinions



### **Pureprofile SaaS Platform**

A unique co-branded environment for Flybuys members who wish to help brands with their Insights



### A game changer

The insights industry needs new consumers and this program delivers



## How it works



### **Seamless Integration**

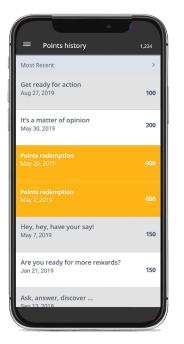
Flybuys members will be able to earn additional points both in app and from the Flybuys website

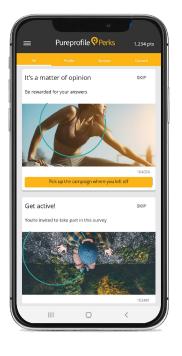


### **Quicker Responses**

Pureprofile's expanding research base allows for faster completion of research











## Flybuys Partnership Benefits



## **Larger Member Base**

Our expanded research scope benefits our customers by allowing us to deliver more research, faster.



#### **Revenue Growth**

Our increased research volume will enable us to unlock greater revenues from both existing and new clients.



#### **New SaaS Customer**

Flybuys represents an additional marquee customer of our proprietary SaaS platform; which further transitions Pureprofile's business from Panel Provider to Technology Provider.







## Launch Cint and Flybuys partnerships

Growing partnerships means we can increase our capacity without upfront expenditure.

Objective: Increase existing Australian and UK audiences, allows for more insights to be generated for more clients and drives revenue and profitability.



## Full launch of Audience Intelligence

This is a an exciting, world first, SaaS solution delivering insights and media planning from a single screen. Allowing Pureprofile to attract new clients and build recurring revenues.

Objective: Launch Audience Intelligence SaaS solution, close a selection of "founder clients" and increase platform annual revenues by 40%.



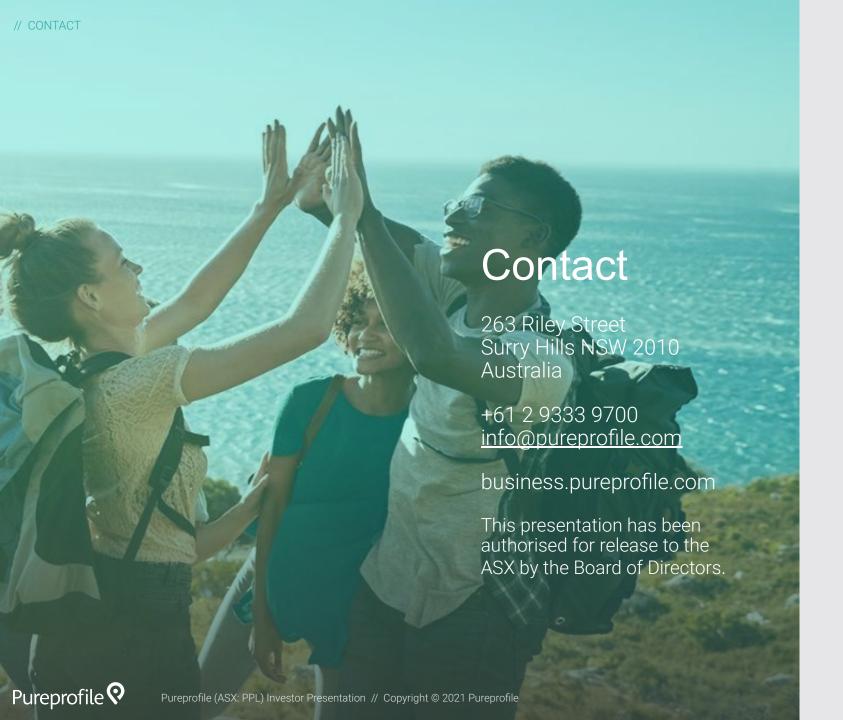
### New Global Panels

Planning and development towards the launch of new panels in mainland Europe supporting our growing European business.

Objective: Launch new global panels in Q1 FY22, attracting new clients and revenue in these regions, improved operational efficiencies and driving both revenue and profitability.



Key initiatives next 3 months





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