

Pureprofile 

Q4 FY21

ASX Investor Presentation

Presented by Martin Filz, CEO



July 2021

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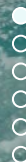
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SECTION ONE:

Pureprofile Today

33%

of Aussies make
regular
contributions to
charities



Pureprofile at a glance

Our Aspiration

Pureprofile insights are used by every company in their decision making

Our Vision

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

Our Mission

To reward people for sharing their thoughts, opinions and behaviours and provide valuable, actionable insights to businesses for better decision making

Our Values



Discovery

We invite our people to continually ask questions and be open to new ideas. To be inquisitive and to understand that we are on a journey together, learning from one another at every step.



Ownership

We encourage our people to take responsibility for everything they do and say, to be bold and fearless and to lead with passion. We encourage our team to challenge themselves daily.



Trust

We foster a culture of trust at Pureprofile. We trust ourselves, colleagues and clients. We also trust the process - things don't always go to plan but hard work and integrity always yield the best results.



Team

We know that we are one team and appreciate how much strength there is in that. We always treat others with respect and compassion. We show kindness to everyone.



Our advantage

Humans aren't one dimensional, they're complex. We hold the key to understanding the depth of human behaviour, empowering brands to truly know their audience.

34 years old
Single, no dependants
CMO at a Tier 1 Not-for-profit
Lives in **Byron Bay**
Earns **\$145k**



Preferences

Likes **high-end products**, eco-products
Reads **Frankie** magazine
Gets her news from **The New Yorker**



VOLVO

Prime candidate for high-end hybrid cars

medibank

Interested in ethical health insurance products

Beliefs

Drives a **Lexus Hybrid**
Is a **vegetarian**
Volunteers at a **wildlife conservation centre**
Donates 10% of her salary to **charity**



Climate change is the biggest issue that influences her vote

Habits

Drinks 4 **almond lattes** a day
Walks her dog **every day**



Ideal target for Christmas donor acquisition activity

Clear corporate growth strategy

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

Accelerate our SaaS **self-service solutions**

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Media Advertising



Our business



Why

clients work with us

Our client value proposition

Global reach

Direct access to millions of deeply profiled consumers

Trusted

20 years of experience in the field of internet market research

Service

Quick response, personal service and dedicated teams



What

services we offer our clients

Our divisions

Data & Insights

Enabling organisations to understand their audiences and to make better business decisions

Self-service platform

Access insights and campaigns through our proprietary technology platform

Pure.amplify media

Through first party data our advertising campaigns reach the right people at the right time



How

our business grows

Our corporate strategy

Global panel

Focus on expanding and diversifying our global panel, and adding complementary data sources through strategic partnerships

More data, more insights


Leverage Pureprofile proprietary data


Self-service


Innovate and enhance our SaaS solutions





 Data & Insights



 Pure.amplify

 Platform

USA



UK



2021 2021

Mainland Europe






2021 2021

India



Singapore



2021

Australia

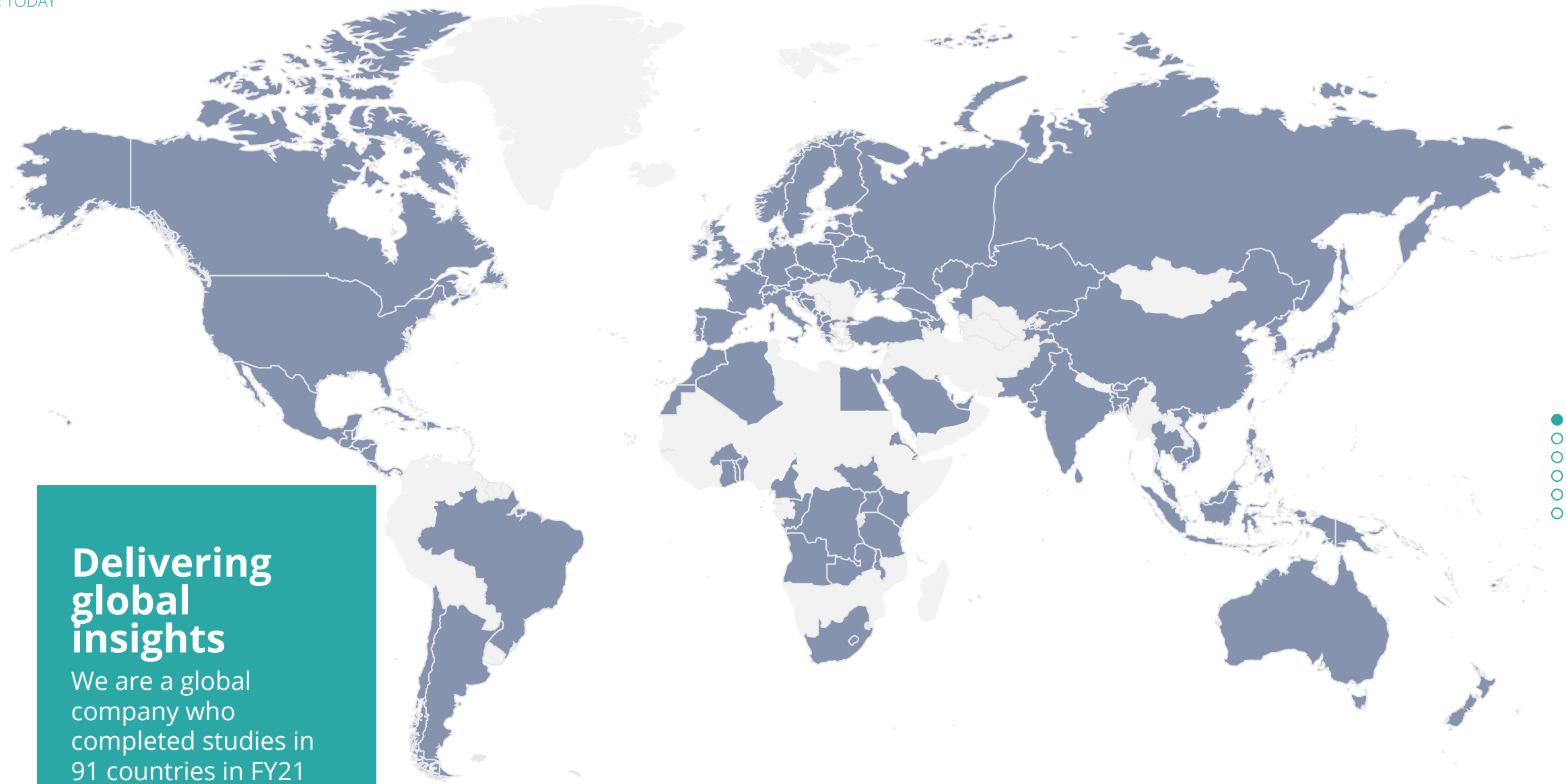


New Zealand



Where we are located

- Offices in 7 countries
- 700 clients globally
- 155 staff globally
- 85% repeat clients
- 20% in recurring revenue



Delivering global insights

We are a global company who completed studies in 91 countries in FY21

Insights from these countries

Our people & culture



Benefits

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



Gender Diversity:

52% Male
46% Female
1% Gender fluid
1% Non-binary



Nationality & Ethnicity:

20 nationalities
across the group

35 ethnic backgrounds
across the group



Age Diversity:

23% Under 30 years
57% 30 – 40 years
20% Over 40 years



Employee Satisfaction:
86% up 14% on prior year



Employee Equity Plan:
Implemented in March 2021

A great place to work



Employee Satisfaction

In FY21 our employee satisfaction was 86%, up 14% on prior year. The best companies are defined as having a score above 78%

95%

of employees know how their work contributes to the **goals** of Pureprofile

98%

of employees would recommend Pureprofile as **a great place to work**

97%

of employees are **proud** to work for Pureprofile

96%

of employees feel Pureprofile is in a position to really **succeed** in the next 3 years

91%

of employees feel they are part of a **team**

93%

of employees have confidence in the **leaders** at Pureprofile





SECTION TWO:

Financial Highlights

50%

of Americans think that the COVID vaccine is not safe.



Q4 delivered strong SaaS revenue growth and operating cash flow growth

SaaS revenue growth of 225% bolstered by Flybuys and Audience Intelligence revenue

Revenue growth of 58% and EBITDA growth of 87% on pcp

Q4 positive net operating cash flow of \$922k

Cash at bank of \$3.6m (up from \$3.4m in March 2021)

Results	Q4 FY21	vs Q4 FY20
Revenue	\$8.4m	58% ▲
EBITDA	\$1.0m	87% ▲

Business Unit Revenue	Q4 FY21	vs Q4 FY20
Data & Insights APAC	\$5.0m	66% ▲
Data & Insights UK/EU	\$2.2m	71% ▲
SaaS Platform	\$0.5m	225% ▲
Pure.amplify Media AU	\$0.6m	20% ▲



NB: EBITDA excludes significant items including share based payments
All numbers in this presentation are preliminary and unaudited

Full year EBITDA guidance exceeded

\$3.1m EBITDA which was 124% up on pcp due to strong revenue growth

\$30m revenue which was 24% up on pcp

119% growth in SaaS platform revenue

Full year positive net operating cash flow of \$1.5m up from \$0.2m for FY20

Results	FY21	vs FY20
Revenue	\$30.0m	24% ▲
EBITDA	\$3.1m	124% ▲
Operating Cash Flow	\$1.5m	576% ▲

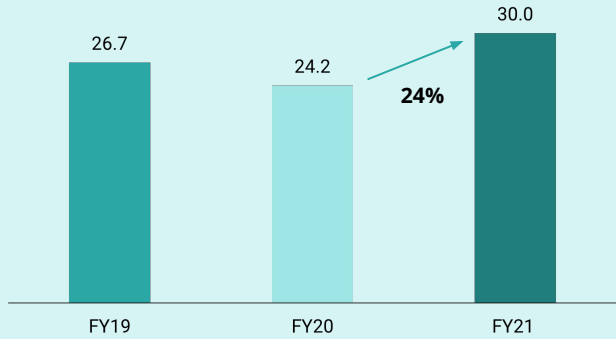
Business Unit Revenues	FY21	vs FY20
Data & Insights APAC	\$17.1m	34% ▲
Data & Insights UK/EU	\$7.5m	34% ▲
SaaS Platform	\$1.1m	119% ▲

NB: EBITDA excludes significant items including share based payments
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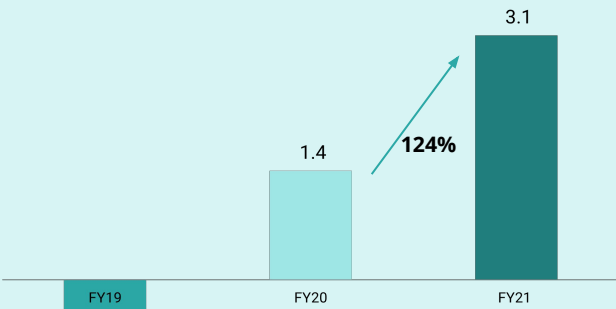


Financial Trends

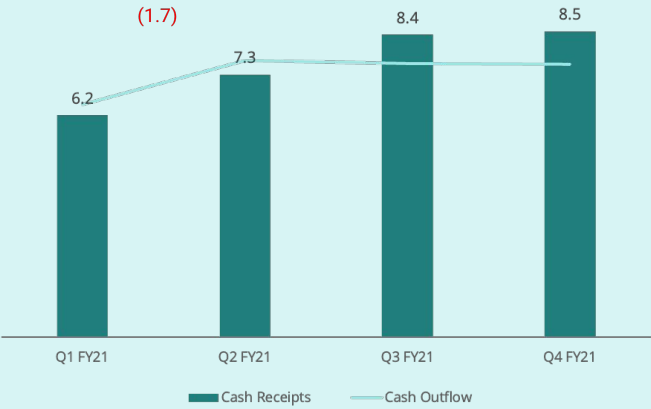
Revenue \$M



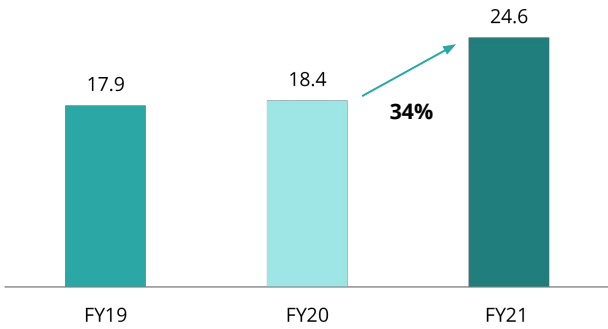
EBITDA \$M



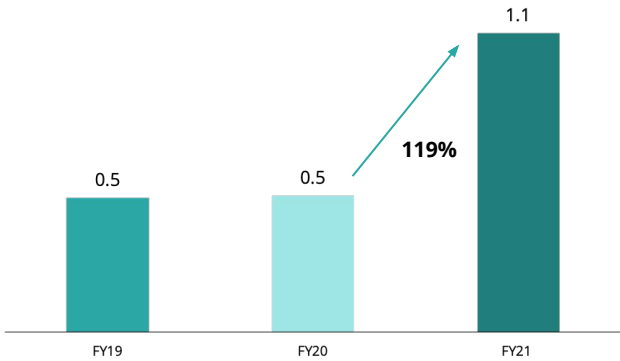
Operating Cash Flow \$M



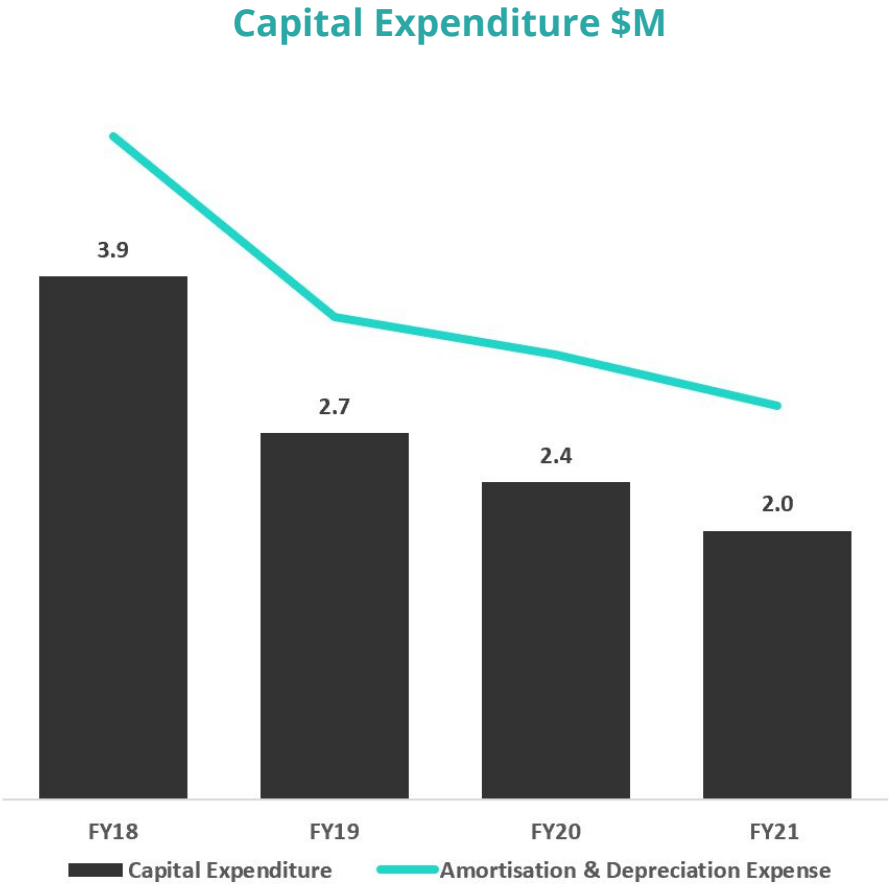
Data & Insights Revenue \$M



SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments
All numbers in this presentation are preliminary and unaudited



NB: Excluding right of use assets and depreciation of leases

A disciplined approach to investment in Capital Expenditure

Investment focus for FY21 aligned to accelerating our SaaS platform solutions such as Audience Intelligence

Clear focused corporate strategy resulting in a disciplined approach to product development

Capitalisation and amortisation is independently audited along with our financial statements

SECTION THREE:

Operating Highlights

66%

of Brits said the pandemic has made a big impact on their daily routine



Operational Key Performance Indicators - Q4

85%
of revenue coming from **repeat clients**

4 years
average tenure of clients

20%
of Data & Insights revenue is **recurring**

40%
of new clients from **new markets**

15%
YOY increase in **active clients**

71%
YOY increase in **completed surveys**

58%
growth in number of **SaaS clients**

51%
growth in **panel acquisition**

38 million
ads delivered by **Pure.amplify**

45%
YOY increase in project **volume**

\$1.6m
incentives earned by Pureprofile panellists in Q4



Some
Blue chip
organisations that
use our insights



Our client community



Our client strategy

Our NPS score for FY21 was 82 which places Pureprofile in the top quartile of organisations for client loyalty.*

*Top quartile NPS is defined as 72 and above
*Our NPS score reflects our loyal clients who continually work with Pureprofile



The survey was programmed amazingly quickly and any requested updates were implemented almost immediately. - **CSIRO**



Pureprofile is really emerging as the market leader in the panel space. - **Woolcott**



Knows what they are doing and are friendly and willing to go above and beyond to contribute to a successful project. - **SACAP**



Fast and high quality. Whatever quality assurances you have in place are definitely working! - **Bastion Insights**



The quality was much higher than what is received via other partners. - **Empirica Research**



PP team spanned across time zones, so it felt like they were working on this 24/7! - **TRA NZ**



Pureprofile in the news



The world is talking about Pureprofile

287 individual feature articles and press mentions during FY21 in multiple countries across various media formats including publications, radio and TV

Pureprofile shares rocket on appointment of new CEO

The rise of BVOD is the content trend that cannot be ignored
The shift is here to stay, argues Pure.amplify's general manager of media business Tasneem Ali.

Three UK Promotions for Pureprofile
May 12 2021

PUREPROFILE APPOINTS EUROPEAN SALES DIRECTOR

Pureprofile Hires Schellekens to Lead European Growth
January 13 2021

Pureprofile reveals record quarterly revenue, up 26% to \$8.2m in Q2
January 22, 2021

PureProfile shares jump at the opening bell as core earnings surge in December
January 22, 2021 | Special Report

PUREPROFILE SNARES FORMER KANTAR DIRECTOR OF DATA SOLUTIONS & SOURCING YOUNG HAM

Flybuys spies member engagement, product improvements through new survey deal
Flybuys partners with Pureprofile to create its own member survey offering

Victorians planning road trips in their droves
Southern staters most likely to hit the road in coming months, but will their cars be ready?

Pureprofile makes key hires off the back of record quarterly revenue
January 29, 2021 10:31 by ZANDA WILSON

Australians want ongoing GP video telehealth services
Friday, 30 April, 2021

Budget 2020: SMEs demand incentives, networking support and tech support to help rebound from COVID-19

Australians support mandatory COVID-19 vaccine: survey
10 May 2021
New study finds wide support for a government mandate

Pureprofile continues double digit revenue growth in latest financials
April 22, 2021

SECTION FOUR:

Solutions Highlights

30%

of Americans are
exercising more
since the pandemic
started



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



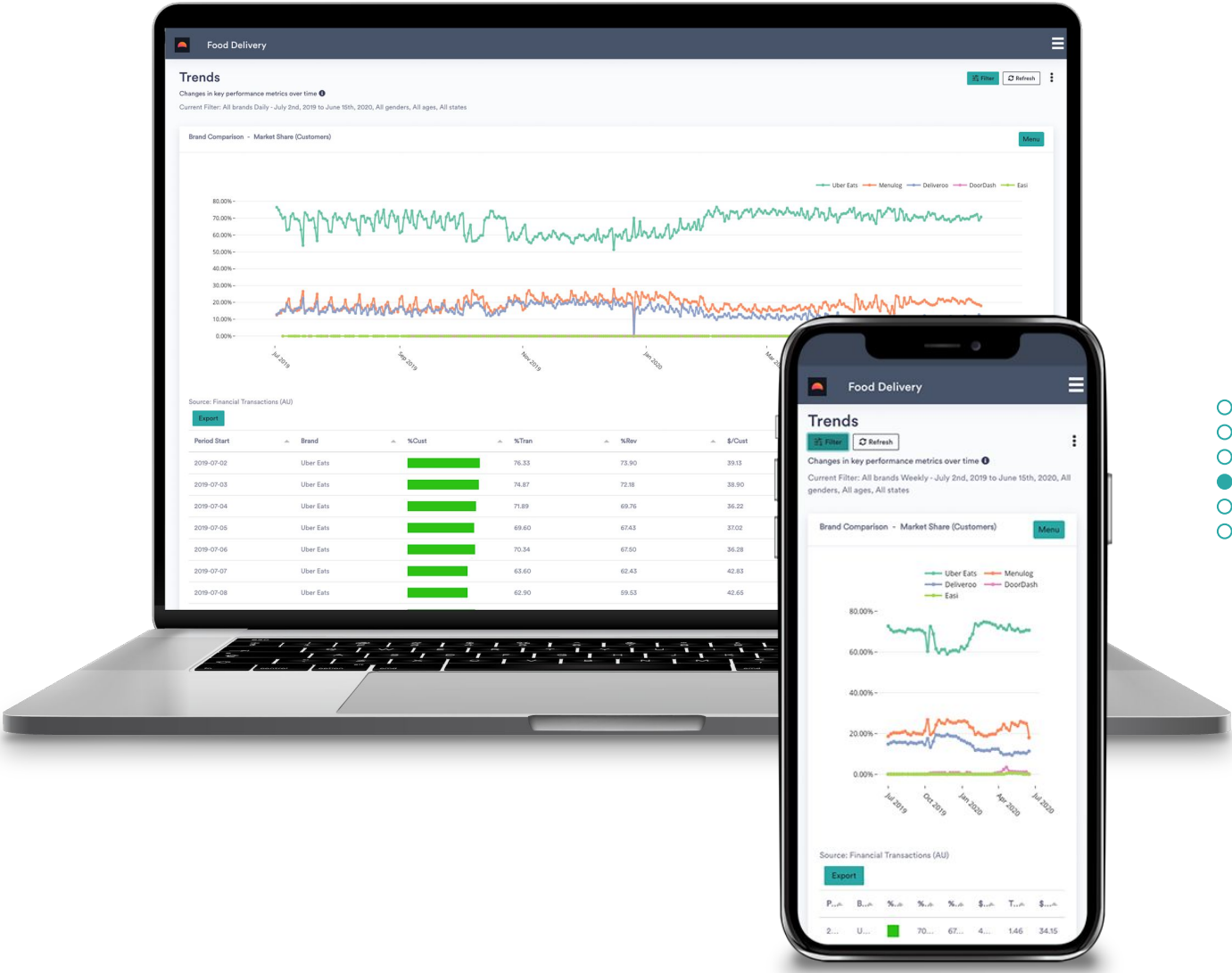
Audience Intelligence

SaaS access to unrivalled market intelligence and consumer trends

Exclusive functionality and 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 Q4 Update



Unique SaaS solution

Our unique solution has been shortlisted for the SaaS Innovation Award from the Australian Business Awards 2021. Patent applications for this solution are pending



Increasing interest from clients

UberEats signed in Q4 with a number of trials running of the Food Delivery vertical



Finalising new SaaS insights

Food delivery pilot launched in Q4. Fast Food and Retail in development and due to launch in Q1 FY22



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



Flybuys Q4 Update



Flybuys members rewards

27m Flybuys points earned since launch. A Pureprofile Perks panellist is earning 300 Flybuys points every 60 seconds



A Flybuys community launched

A Flybuys member has joined Pureprofile Perks every 300 seconds since launch on the 26th April 2021



New opportunities for our clients

95,000 surveys completed by Pureprofile Perks panellists since launch

SECTION FIVE:

Client Case Studies

31%

of Aussies are buying less clothing since the pandemic started



The challenge

Increase member retention rates

Business Australia have been supporting Australian businesses for over 195 years. They wanted to increase their member retention rates. In order to cement their position in market, they needed to re-focus their value proposition and update the brand. Business Australia were in need of an agile market research partner that could connect them directly to niche B2B audiences.

Key results

The results showed key awareness needed to be increased

190%

increase in new members

1,011%

increase in **website page views**

28pts

increase in **Net Promoter Score**

The solution

A three-phased strategy connecting Business Australia to real market perceptions. A bi-weekly brand tracker study was launched, empowering Business Australia to regularly connect to their audience

PHASE 1

Leverage deep profile information to identify the right audience

PHASE 2

Develop a fully automated & interactive brand tracking study



PHASE 3

Provide a seamless stream of data to a secure online environment





Pureprofile Community Builder Case Study

The challenge

An exclusive survey platform for Flybuys members

The Pureprofile Perks platform allows Flybuys members to earn points answering surveys via their Flybuys accounts, allowing them to collect Flybuys points that can be redeemed for over 1,000 reward options.

Key results

**Pureprofile Perks
launched 26th
April 2021**

27m

Flybuys points
earned since
launch

95,000+

surveys completed
by Pureprofile
Perks panellists
since launch

**A Flybuys member has joined
Pureprofile Perks every 300
seconds** since launch

The solution

Pureprofile  Perks

**A three-phased strategy to utilise
Pureprofile's SaaS technology to create a
community for Flybuys members**

PHASE 1

Build Pureprofile
Perks community
environment

PHASE 2

Build link with
Flybuys backend



PHASE 3

Launch to Flybuys members





Pure.amplify Media Case Study

The challenge

Increase donorship. Support families.

The primary goal of the campaign was to shift in-market positioning, resulting in increased knowledge and awareness among a broader audience.

Our client's secondary goal was to increase donations during strategic times of the year.

Key results

Increased brand awareness, high engagement & donations made

300%
increase in
new donations

9.2m+
ad impressions
throughout the
entirety of the
campaign

12% increase in **brand awareness**, with an additional **6%** uplift in **likelihood to recommend** Barnardos to their friends and family

The solution

A three-phased strategy enabled instant optimisation of the highest-performing campaign elements

PHASE 1

Build & refine bespoke audiences based on a unique mix of proprietary data sources

PHASE 2

Execute the programmatic strategy



PHASE 3

Conduct regular optimisations to ensure maximum performance



SECTION SIX:

Corporate Strategy

75%
of Brits, Americans,
Aussies and Kiwis
spend up to 3 hours
on social media daily



Our progress on our corporate strategy

Strategic Pillar	Strategy	FY21 Progress
Global Panel	Focus on building a stronger and more diverse global panel and add complementary data sources through strategic partnerships	Doubled the size of the AU & UK panels Refer-a-friend program implemented driving panel acquisition Further quality and fraud prevention initiatives implemented
More data, more insights	Leverage Pureprofile proprietary data <ul style="list-style-type: none">- Data & Insights- Media Advertising	Launched Flybuys partnership Launched SGAG community in Singapore
Self-service	Accelerate our SaaS self-service solutions <ul style="list-style-type: none">- Audience Intelligence- Insights Builder	Pilot launched Audience Intelligence SaaS solution in Food Delivery vertical Signed marquee client and further client trials



Key initiatives next 6 months



Developing new partnerships

Growing partnerships in Asia, Europe and US means we can increase our capacity without upfront expenditure

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



Launch new verticals for Audience Intelligence

This is 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

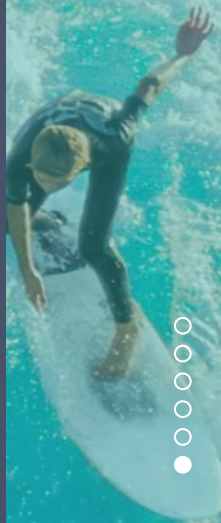
Objective: Launch Fast Food and Retail verticals of our SaaS solution. Food Delivery trial clients converted to paid clients



New Global Panels

Launch of new panels in mainland Europe and Singapore supporting our growing businesses in these regions

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



Summary



Strong growth



Cash flow positive



Highly engaged employees



Exciting solutions



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This presentation has been
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