

# ASX Announcement

26 August 2021

## Audited Full Year FY21 Results

*Pureprofile continues to beat earnings and cash flow expectations*

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its audited full year financial results for FY21 exceeding guidance, with FY21 EBITDA (excluding significant items) of \$3.1m, up 124% from the prior corresponding period (FY20). Full year revenue was \$30m, 24% up on pcg.

Pureprofile had a strong start to FY22, with July results exceeding the Company's expectations. Growth in new markets and existing customer activity continued to outperform expectations in July with revenue of \$3.1m, up 50% versus the pcg.

### Key Financial Metrics

Revenue	EBITDA	Net Operating Cash Flow
\$30m ▲ up 24% versus pcg	\$3.1m ▲ up 124% versus pcg	\$2.4m ▲ up 65%
Data & Insights APAC Revenue	Data & Insights UK/EU Revenue	SaaS Platform Revenue
34% ▲ up 34% to \$17.1m versus pcg	34% ▲ up 34% to \$7.5m versus pcg	119% ▲ up 119% to \$1.1m versus pcg

### Key Operational Metrics

Clients from new markets	SaaS Clients	Surveys
40% of new clients from new markets	58% ▲ increase in SaaS clients versus pcg	71% ▲ increase in completed surveys versus pcg
Employee Satisfaction	Repeat clients	Data/Panel Acquisition
86% ▲ placing Pureprofile in the top quartile of organisations for employee satisfaction	91% ▲ of revenue from repeat clients	90% ▲ increase in panel acquisition versus pcg

Pureprofile CEO Martin Filz said "Q4 was the best growth quarter we have seen in the company's history, closing out a great 2021 financial year. With strong results across each business area, an engaged, motivated and rewarded team, excellent customer feedback, and another positive cash flow quarter for the year. This gives us a tremendous platform for continued and accelerated growth in FY22".

### July FY22 Results

Growth in new markets and existing customer activity continued to outperform expectations in July with revenue of \$3.1m, up 50% versus the pcg.

Revenue	Data & Insights APAC Revenue
\$3.1m ▲ up 50% versus pcg	41% ▲ up 41% to \$1.6m versus pcg
SaaS Platform Revenue	Data & Insights UK/EU Revenue
207% ▲ up 207% to \$0.3m versus pcg	27% ▲ up 27% to \$0.7m versus pcg

### Outlook

Looking forward, the company will continue to execute on all three pillars of its corporate strategy: expanding our panels and data, growing our SaaS client base, and continuing to build our Data & Insights and Media offerings.

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

**- ENDS -**

**For further information, please contact:**

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### About Pureprofile

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

We are a global data and insights organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers. The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.



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