

Pureprofile 

FY21

Q1 FY22

Investor Presentation

Presented by Martin Filz, CEO



October 2021

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This results presentation uses non-IFRS performance measures which have not been audited or reviewed. The Company believes that, in addition to the conventional measures reported under IFRS, the Company and investors use this information to evaluate the Company's performance. Non-IFRS performance measures include EBITDA which is defined in the presentation



62%
of Aussies believe
we should be
committed to net
zero emission
targets by 2050

SECTION ONE:

Pureprofile Today



Corporate snapshot

Issued Capital

Total number of shares on issue 1,058,061,916

Shareholders (as at 30th September 2021) 1,563

Market Capitalisation

Share price (as at 30 September 2021) \$0.064

Market Capitalisation \$67.7m

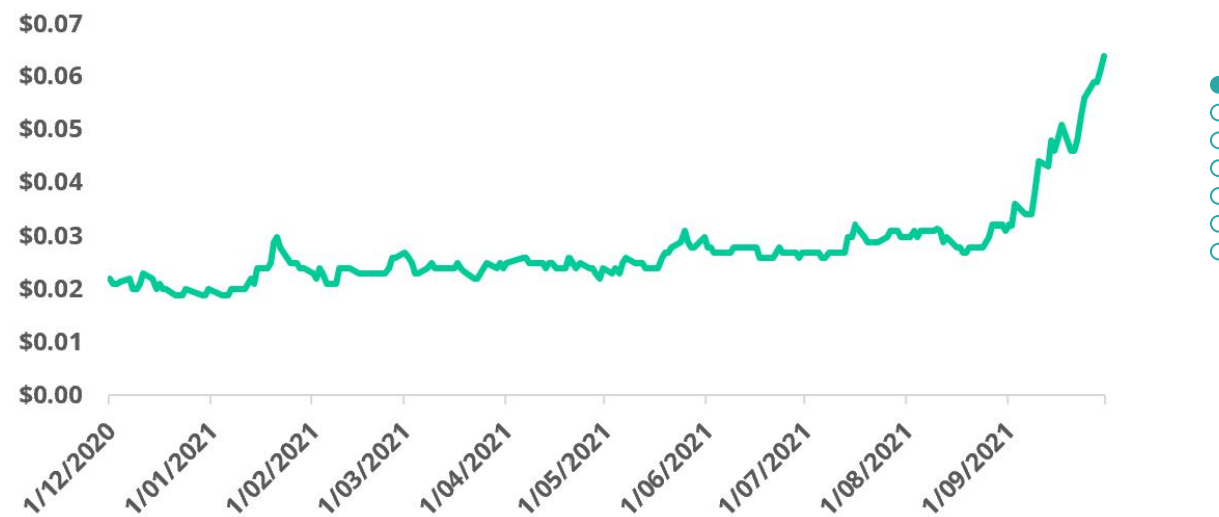
Cash (as at 30 September 2021) \$3.8m

Substantial Shareholders

Lucerne Composite Master Fund SP 16.46%

Jencay Capital Pty Limited 8.40%

Share Price



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

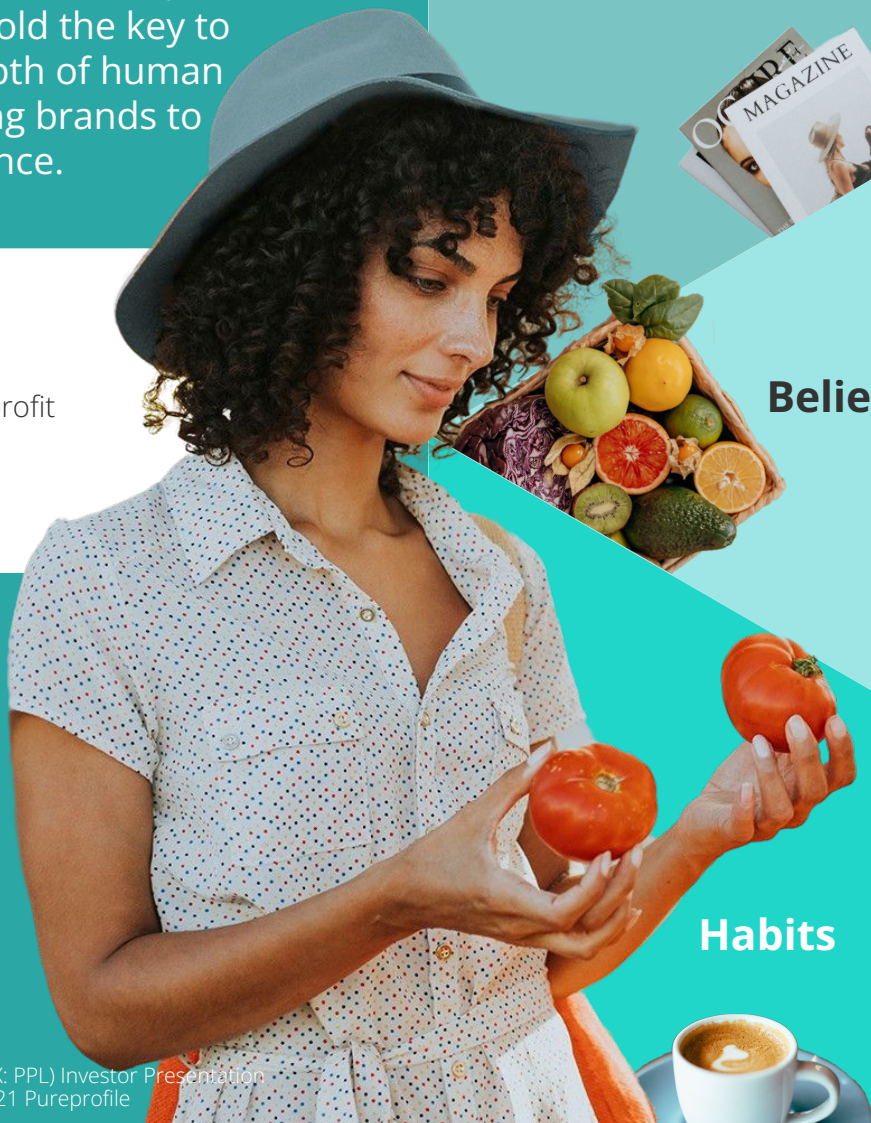
We know that we are one team and appreciate how much strength there is in that. We always treat others with respect and compassion. We show kindness to everyone.



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**



Drives a **Lexus Hybrid**

Is a **vegetarian**

Beliefs

Volunteers at a **wildlife conservation centre**

Donates 10% of her salary to **charity**



Habits

Drinks 4 **almond lattes** a day

Walks her dog **every day**



VOLVO

Prime candidate for high-end hybrid cars

medibank

Interested in ethical health insurance products



Climate change is the biggest issue that influences her vote



Ideal target for Christmas donor acquisition activity



Clear corporate growth strategy

Focus on building a stronger **global business**, **global panel** and adding **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 business

Focus on expanding our business outside of Australia, growing 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



Our divisions

We provide our global clients with the ammunition to make better business decisions.

Our commitment to delivering best-in-class research & digital advertising solutions is evidenced via our three core divisions:

Data & Insights

Online market research solutions conducted via a global network of highly engaged, demographically diverse consumers. We connect our clients to groups of deeply profiled people and offer a range of market-leading services to deliver critical insights quickly and effectively.



Pureprofile were invaluable in helping us gather market feedback. The team were extremely collaborative, working with us to create a seamless process for uncovering the insights we needed. The speed and quality of the responses gave us the ability to make informed business decisions at critical touchpoints."

Richard Spencer
Chief Customer Experience Officer
Business Australia



Self-service platform

Research technology that delivers consumer intelligence for the future. Our tools allow clients to manage, enrich and activate their data via cutting-edge ResTech and SaaS solutions, placing us at the forefront of the data & insights industry.



Pureprofile is the best research partner for us! Their profiling capabilities allow us to target our core audience and conduct research in a cost-effective way - with high quality and fast turnarounds."

Matthew Zionzee
Assistant Brand Manager
Vitaco Health



Pure.amplify media



Powerful insights-driven digital media solutions fit for a cookie-less world. We plan, execute and optimise every step of our clients' digital advertising campaigns for maximum impact, connecting our clients to the right consumers on the right channels.



We were very impressed with the results obtained during this very volatile time. News of our relief fund garnered over 9.2 million impressions. We even found generous new donors who selflessly contributed to our fund, despite experiencing challenging circumstances themselves."

Adnan Shahzad
Senior Digital Growth Manager
Barnardos






-  Data & Insights
-  Pure.amplify
-  Platform
-  Operations Hub


USA

- 
- 

UK

- 
-  2021
-  2021

Mainland Europe

-  2021
-  2021

India

- 
- 

Singapore

- 
- 
-  2021

Australia

- 
- 
- 

New Zealand

- 

Where we are located

Offices in 7 countries \$29.4m in revenue from repeat clients (past 12 months)

720 clients globally

165 staff globally \$5.6m in annuity revenue (past 12 months)





Delivering global insights

We are a global company who completed studies in 93 countries in the past 12 months



■ Insights from these countries

SECTION TWO:

People & Culture

61%

of Aussies have missed seeing family and friends during COVID lockdowns



Our people & culture



Benefits

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



Gender Diversity:

- 53% Male
- 45% Female
- 1% Gender fluid
- 1% Non-binary



Nationality & Ethnicity:

- 19 nationalities across the group
- 39 ethnic backgrounds across the group



Age Diversity:

- 27% Under 30 years
- 55% 30 – 40 years
- 18% 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



He did it! A huge round of applause for our very own [Keith Ang](#), who is the joint winner of the **2021 Young ESOMAR Society Award** for his presentation on “Impacting the MR Industry with Automated Analyses”

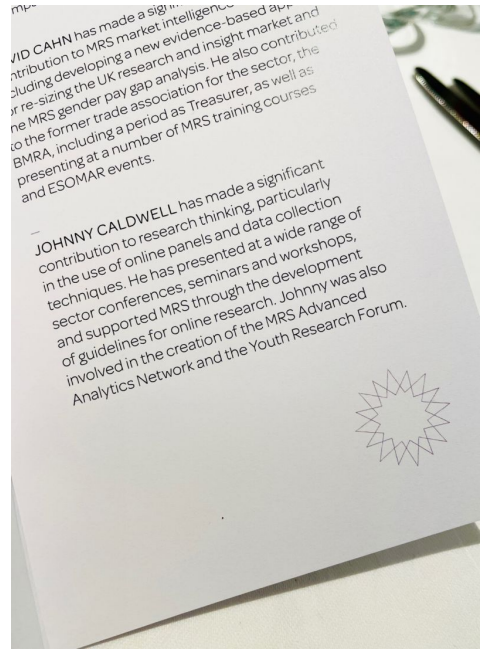
A celebratory graphic for an award. It features a circular portrait of Keith Ang, a man in a dark suit and blue bow tie, smiling. The background is a vibrant pink with a diamond grid pattern and scattered gold confetti. To the right, there's a dark, abstract image with red and blue patterns. The text 'ESOMAR YES AWARD WINNER' is prominently displayed in white, with the Pureprofile logo below it. To the right of the portrait, the name 'Keith Ang' and his title 'Client Solutions Director, Asia Pureprofile, Singapore' are written in white.

ESOMAR
YES AWARD WINNER

Keith Ang
Client Solutions Director, Asia
Pureprofile, Singapore

Pureprofile 

Huge congratulations to [Johnny Caldwell, FMRS](#) Senior Director, Partnerships EMEA & US, who received the **MRS Fellowship Award** for his significant contribution to the research sector over the past 30 years, at the [Market Research Society \(MRS\) Excellence Awards](#). We're so proud of his amazing achievement!



Employee spotlights

Ben Hartley



Role:
Business Systems Manager

Length of time at company:
3 years, 8 months

Tell us a little bit about yourself:
Originally from northern England, moved to Sydney in late 2016 for a change of scenery. Previously had worked in third-party debt collections & administration roles and then ultimately settling in my role in the finance team at Pureprofile.

My role has allowed me to grow and change with the business starting as Credit controller, to transactional manager, achieving my qualifications in Salesforce Administrator, and more recently managing the global IT.

Dominique Parr



Role:
Business Operations Director

Length of time at company:
3 years

Tell us a little bit about yourself:
I was born and raised in London, England. I trained in Musical Theatre, however decided the arts just wasn't for me. Since then, I have travelled the globe and gained many years' experience working for charities, tech start-ups and corporate businesses.

Working at Pureprofile has allowed me to enhance my business knowledge and continually grow within my role.

In another life, I'm pretty sure I was:
...a Philanthropist or 'Tech for Good' Entrepreneur! I always want to help others when and where I can.

Divya Palla



Role:
Quality Assurance & Profiling Analyst

Length of time at company:
4.5 years

Tell us a little bit about yourself:
I was born and raised in Mumbai, India. I have a career spanning over 13 years where I have had the opportunity to work through multiple industries like education, banking, fraud detection.

I am now here at Pureprofile taking care of various things under the umbrella of Panel Management.

What's one thing about you that's not on your LinkedIn profile?

I started my career as an educator moulding young teenage minds helping them prep for their Matric exams.

Alex Wong



Role:
Senior Project Consultant

Length of time at company:
7 months

Tell us a little bit about yourself:
I grew up in Hong Kong and came to Sydney to further my studies in 2006. My first job after graduation was working in a call centre as market research interviewer.

From there I developed a career path in market research. I have recently joined PureProfile as senior project consultant.

What's the most inspiring part of your job?
To be part of the process of data being transformed into meaningful insights, and the smile on clients' face.



Environment, social and governance (ESG)

Environment

Digital business model

We are committed to reducing our environmental footprint by working fully online and reducing paper consumption.

Amazon web services

We use AWS for all our infrastructure services, reducing our carbon impact. AWS data centres are more energy-efficient than enterprise sites due to their comprehensive efficiency programs.

Flexible and hybrid working environment

We are helping to cut emissions by allowing our employees to work from home for part or all of their working week. Transportation is currently Australia's third largest source of carbon emissions, with the fastest pace of growth.

Reduction in permanent office space

We conduct meetings and townhalls online, reducing our collective energy consumption and realising other carbon saving benefits.

Social

Diversity & inclusion

We are committed to providing a working environment in which our people contribute to our success irrespective of gender, marital status, ethnic origin, nationality, religion, sexual orientation or age.

Employee engagement

Engaged employees are an integral part of our business. Our focus continues to be company-wide updates weekly, ongoing two-way conversations, regular review and career discussions and activities such as Shark Tank sessions.

Employee wellness, health and safety

We are committed to ensuring that our employees feel part of a caring culture with a strong sense of support and wellbeing at work.

Data protection and privacy

The protection and security of our employee, client and panel data is fundamental to our business and a key priority.

Governance

ASX listed company

We comply with the ASX Corporate Governance Council's 4th edition Corporate Governance Principles.

ISO 20252:2019 certified

This certification reflects our commitment to quality, consistency, and operational excellence across our market research services.

GDPR compliance

We strictly adhere to local privacy legislation in the countries where we operate, we place a high premium on respecting the privacy of our panellists' data.

Ethical behaviour

At all times we require our employees to maintain high professional, ethical and moral standards. In August 2021, we amended our Anti-Bribery & Corruption Policy and Whistleblowing Policy.



SECTION THREE:

Financial Highlights

1/3

of Brits say the pandemic has had a big effect on their mental health



A strong start to FY22

\$10.2m revenue up 61% on pcp with growth across all regions and business units

\$1.1m EBITDA up 29% on pcp due to strong revenue growth. Normalised EBITDA was 330% up on pcp (excluding Jobkeeper and associated Covid savings in FY21)

298% growth in SaaS platform revenue

Quarterly positive net operating cash flow of \$0.7m up from \$0.1m on pcp

Results	Q1 FY22	vs Q1 FY21
Revenue	\$10.2m	61% ▲
EBITDA	\$1.1m	29% ▲
Operating Cash Flow	\$0.7m	727% ▲

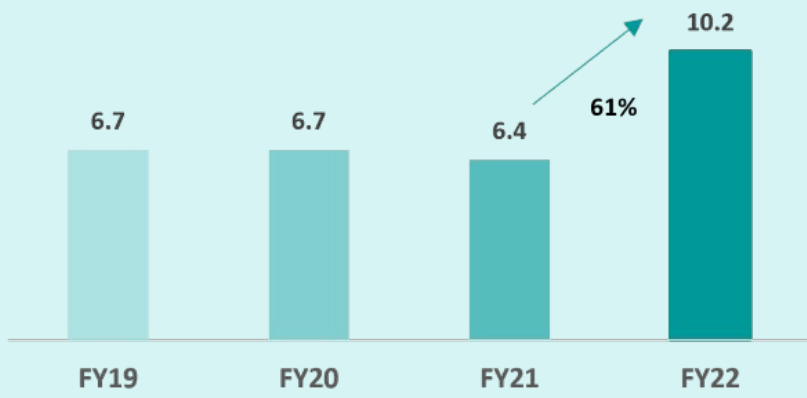
Business Unit Revenues	Q1 FY22	vs Q1 FY21
Data & Insights APAC	\$5.0m	39% ▲
Data & Insights UK/EU	\$2.5m	57% ▲
SaaS Platform	\$0.9m	298% ▲
Pure.amplify Media AU	\$1.3m	137% ▲
Pure.amplify Media UK	\$0.5m	27% ▲

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



Q1 Financial Trends

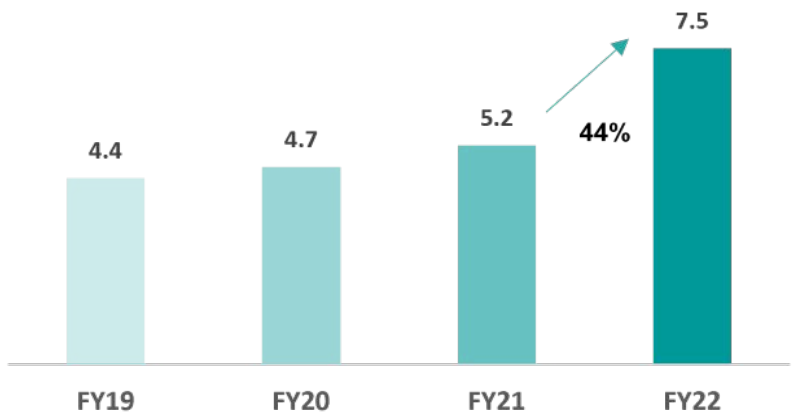
Revenue \$M



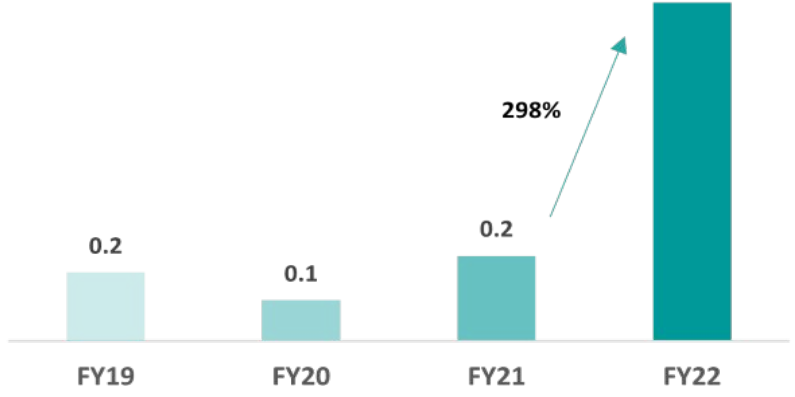
EBITDA \$M



Data & Insights Revenue \$M

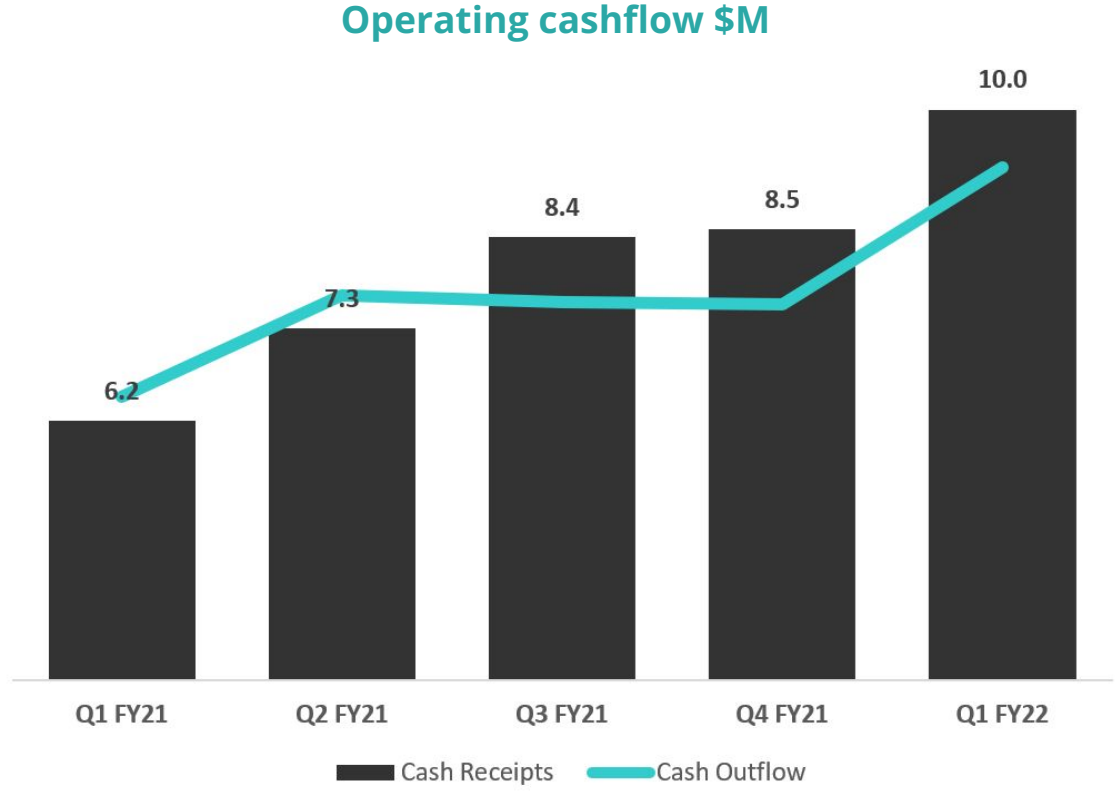


SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments

Record cash receipts in Q1 FY22 positively impacting operating cashflow



NB; Cash receipts are receipts from clients and cash outflows are payments made for operating expenses per the Appendix 4C. Any government payments such as Jobkeeper are excluded from this chart.

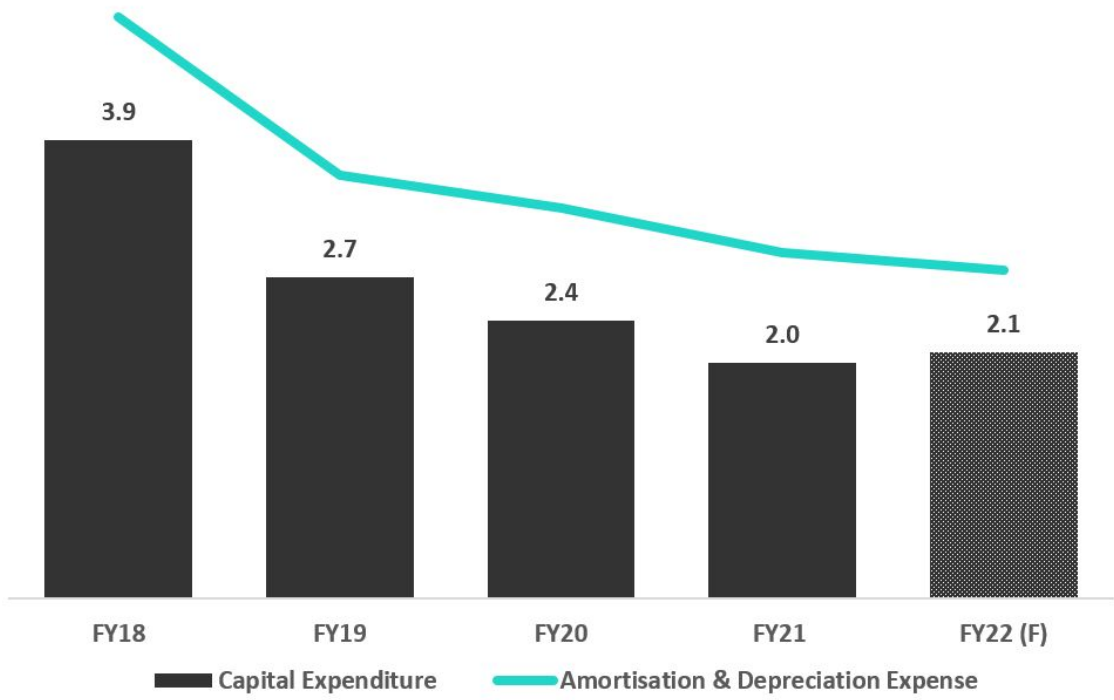
A disciplined approach to investment in Capital Expenditure

Investment focus for Q1 aligned to our corporate growth strategy with development focused on SaaS solutions and global growth

Development and testing of the retail and fast food verticals for our Audience Intelligence solution and report builder capability completed

Development of our European panels continued with our membership application developed, testing underway and launch scheduled for Q2

Capital Expenditure \$M



NB: Excluding right of use assets and depreciation of leases

SECTION FOUR:

Operating Highlights

25%

of Aussies have missed going to pubs and clubs during lockdowns



Operational Key Performance Indicators - Q1 FY22

\$2.5m

in revenue from 124 **new clients** outside Australia (past 12 months)

298%

QoQ revenue growth from **SaaS clients**

72%

QoQ increase in **completed surveys** = **more revenue**

49%

QoQ increase in project **volume**

\$29.4m

in revenue coming from **repeat clients** (past 12 months)

4 years

average tenure of clients

41%

YoY increase in **active clients** outside Australia (past 12 months)

\$5.6m

of Data & Insights revenue is **annuity revenue** (past 12 months)

98 million - up 182%

Ads delivered by **Pure.Amplify QoQ** = **more revenue**

102%

Growth in **panellists** from outside Australia (past 12 months)

81 Net Promoter Score which places Pureprofile panellists in the top quartile of organisations for client loyalty



Some new organisations that used our insights or Pure.amplify services in Q1 FY22

ANZ



UK



EUROPE



SINGAPORE



SECTION FIVE:

Solutions Highlights

63%

of Singaporeans are
keen to try out a
new sport



Software as a Service (SaaS) is a cloud-based software delivery model, in which software is licensed on a subscription basis

Our SaaS solutions are:

- **Audience Intelligence**
- **Community Builder**
- **Insights Builder**



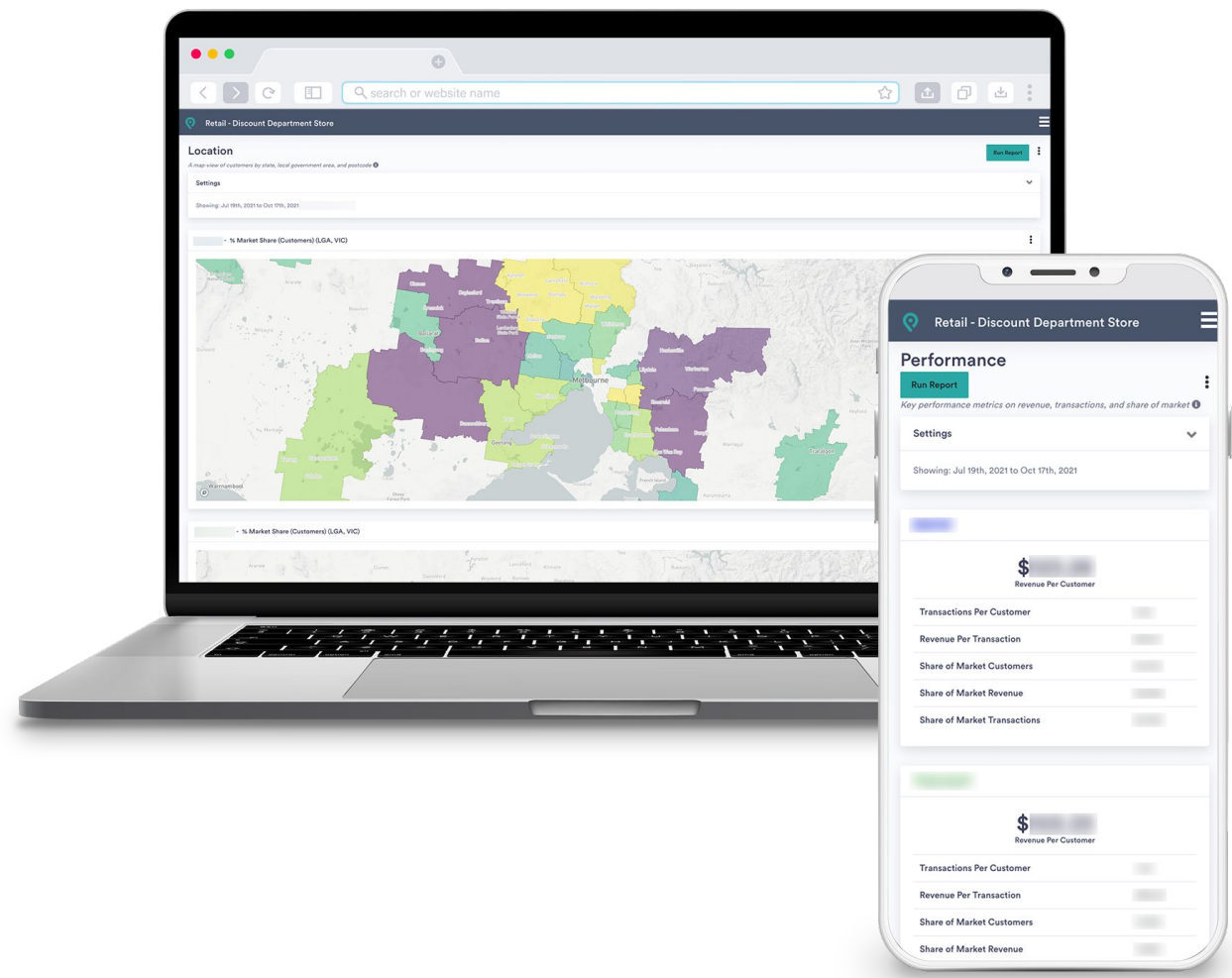
Audience Intelligence

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 Q1 FY22 Update



Unique SaaS solution

Our one-of-a-kind SaaS solution has been recognised as an ABA100 Winner for SaaS Innovation in The Australian Business Awards 2021



Increasing interest from clients

UberEats signed in Q4 FY21 with a number of trials running in the Food Delivery and Retail verticals



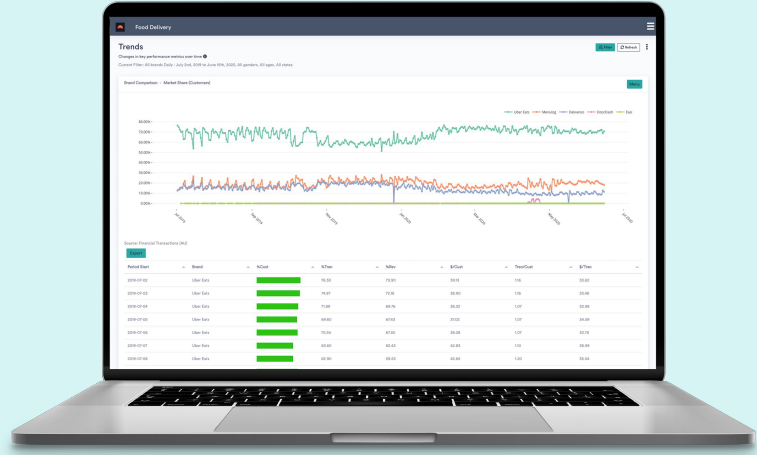
Finalising new SaaS insights

Fast Food and Retail industry solution development and testing completed. Launched October 2021. Report Builder live for all dashboards



SaaS Innovation Award

Audience Intelligence has been recognised as an ABA100 Winner for SaaS Innovation in The Australian Business Awards 2021



RECOGNISING AUSTRALIA'S
**BUSINESS,
INNOVATION
& TECHNOLOGY LEADERS**



Pureprofile and Flybuys joined forces in Q3 FY21 to launch Pureprofile Perks. The partnerships continues to grow across key metrics



Pureprofile Perks

Flybuys members can earn points 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 Q1 FY22 Update



Flybuys members rewards

57m Flybuys points earned in Q1 FY22 with 200 Flybuys members joining the Pureprofile Perks community everyday



An active Flybuys community

A very active community with 1.7 completed surveys every minute or 2,500 every day by members



New opportunities for our clients

170,000 surveys completed by Pureprofile Perks panellists in Q1 FY22



SECTION SIX:

Client Case Studies

9 in 10

Aussie online shoppers are signed up to at least 1 shopper reward program



BUSINESS AUSTRALIA

Pureprofile Data & Insights Case Study

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

85m

Flybuys points earned since launch

260,000+

surveys completed by Pureprofile Perks panellists since launch

A Flybuys member has joined Pureprofile Perks every 300 seconds in the first 3 months

The solution



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 SEVEN:

Corporate Strategy

64%

of Kiwis and Americans have knowingly driven beyond the speed limit



Our progress on our corporate strategy

Strategic Pillar	Strategy	Q1 FY22 Progress
Global business	Focus on building a stronger global business, global panel and add complementary data sources through strategic partnerships	102% growth in panellists outside of Australia over the past 12 months \$721k in new clients revenue from regions outside of Australia for the quarter 59% growth in total revenue from regions outside Australia on pcp
More data, more insights	Leverage Pureprofile proprietary data <ul style="list-style-type: none">- Data & Insights- Media Advertising	Existing partnerships data volume increased by 42% from Q4 FY21 Ongoing international partnership discussions in progress
Self-service	Accelerate our SaaS self-service solutions <ul style="list-style-type: none">- Audience Intelligence- Insights Builder	Fast Food and Retail industry solution development and testing completed. Launched October 2021 Report Builder live for all dashboards



Key initiatives H1 FY22



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



Global business growth

Expand our opportunities outside of Australia by supporting our growing businesses in the UK, Europe and Southeast Asia

Objective: Investment in further sales capability and in new global panels in H1 FY22, attracting new clients and revenue in these regions, improved operational efficiencies and driving both revenue and profitability



Summary



Strong growth



Cash flow positive



Exciting solutions



Highly engaged employees



Loyal and satisfied clients



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This presentation has been
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