



Pureprofile 

2021

AGM Investor Presentation

Presented by Andrew Edwards, Chairman
Martin Filz, CEO, Melinda Sheppard, CFO



Disclaimer

This document has been prepared by Pureprofile Limited (Pureprofile) and comprises written materials/slides for a presentation concerning Pureprofile. This is not a prospectus, disclosure document or offering document.

This document is for information purposes only and does not constitute or form part of any offer or invitation to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision.

Certain statements in this presentation are forward looking statements. You can identify these statements by the fact that they use words such as “anticipate”, “estimate”, “expect”, “project”, “intend”, “plan”, “believe”, “target”, “may”, “assume” and words of similar import. These forward looking statements speak only as at the date of this presentation. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements.

No representation, warranty or assurance (express or implied) is given or made by Pureprofile that the forward looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, each of Pureprofile, its related companies and their respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom.

Subject to any continuing obligation under applicable law or any relevant listing rules of the ASX, Pureprofile disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in these materials to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of Pureprofile since the date of this presentation.

Non-IFRS Performance measures

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

SECTION ONE:

The Journey

57%

of Aussies feel
emotionally
positive about
Christmas this
year





The Journey



People

- Appointed new members of executive team
- New expertise - sales and operations
- Introduced new ways of working - remote working, zoom free hours, training
- Implemented Employee Share Scheme
- Defined ESG roadmap and framework
- Rolled out global learning and development program



Clients

- Listened to needs
- Proactive service
- Delivered clear ROI
- Focussed on delivering quality, speed, innovation
- Increased Account Management team
- Increased Ops/Support team





Partners

- Made working with Pureprofile easy
- Delivered clear ROI
- Dedicated people in Aus and UK focus
- Defined clear offering for partners
 - Technology
 - Branding
 - Support



Panel

- Invested in global panel growth
- Restructured the panel team, bringing in new leaders
- Launched new countries
- Introduced new engagement, quality checks, processes



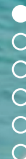
Pure.amplify

- Rebrand
- Restructure
- Launch in UK
- 3 distinctive revenue streams
 - End clients
 - Media agencies
 - Publisher outsourced sales



Global

- Aligned processes
- Delivered localised technology
- Opened new offices in Singapore & Mainland Europe
- Increased support and sales people
 - Marketing UK
 - Ops Singapore + Europe + UK
 - Sales in each country





- Global structure - global leader
- Global process
- New systems
- Adapted processes
- Upskilled team
 - Training
 - Mentoring
 - New talent



- Disciplined approach to technology investment prioritised on business impact
- Established new team "Product, data and innovation" - new leader and new capability
- Audited all tech - change to buy, build, partner vs build all
- Launched new internal systems
- Focused on eliminating tech waste



- Reviewed privacy policies, terms of service, trade permits and trademarks
- Reviewed legal contract templates
- Updated Corporate Governance Policy - anti bribery and corruption, risk management, whistleblower, security trading policy
- Global procurement



- Engaged IR Department in April
- Regular investor roadshows
- Increased analyst, investor, broker awareness
- Brought new investors to top 20
- Focussed on defining company messaging and opportunity in market

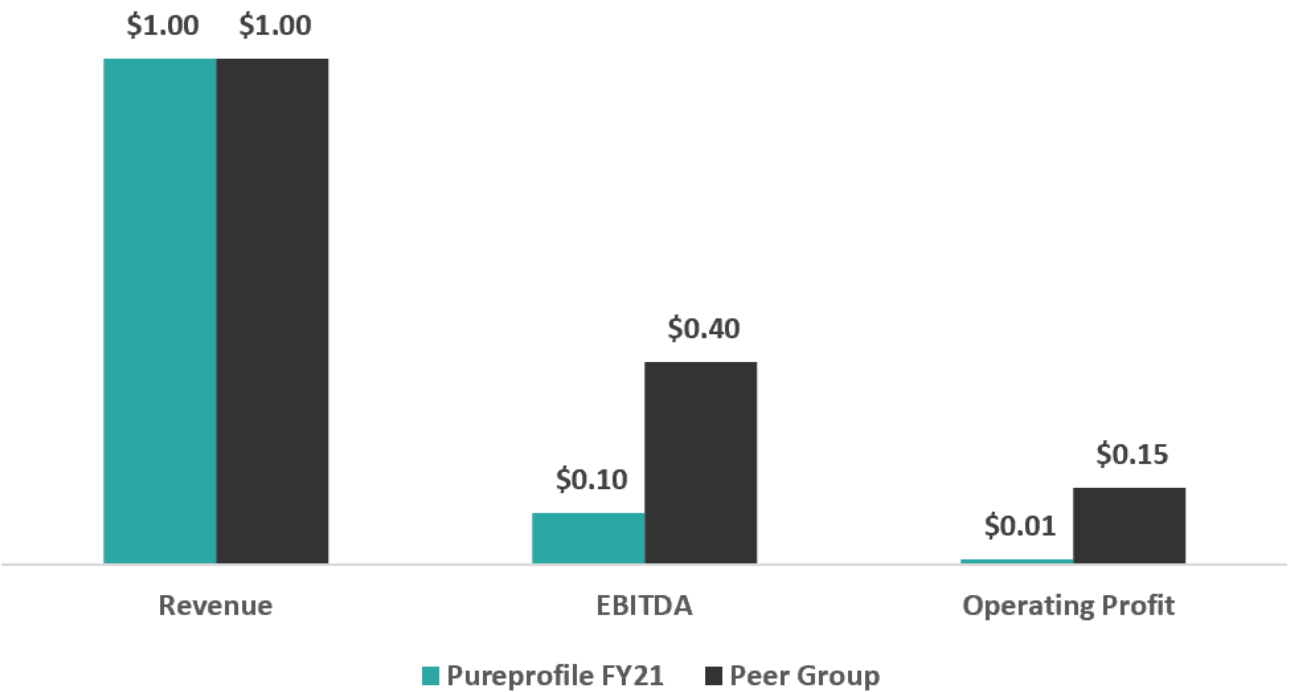
FY24 aspiration

Ongoing key initiatives move us closer towards our FY24 aspirational goal to align to our peer group financial margins

We will continue to see our EBITDA and operating profit or operating free cash consistently outpacing our revenue growth

Our teams will be aligned and committed to continuous operational improvement driving margin growth

Our aspirational margin aligns to our peer group



SECTION TWO:

The Opportunity

50%

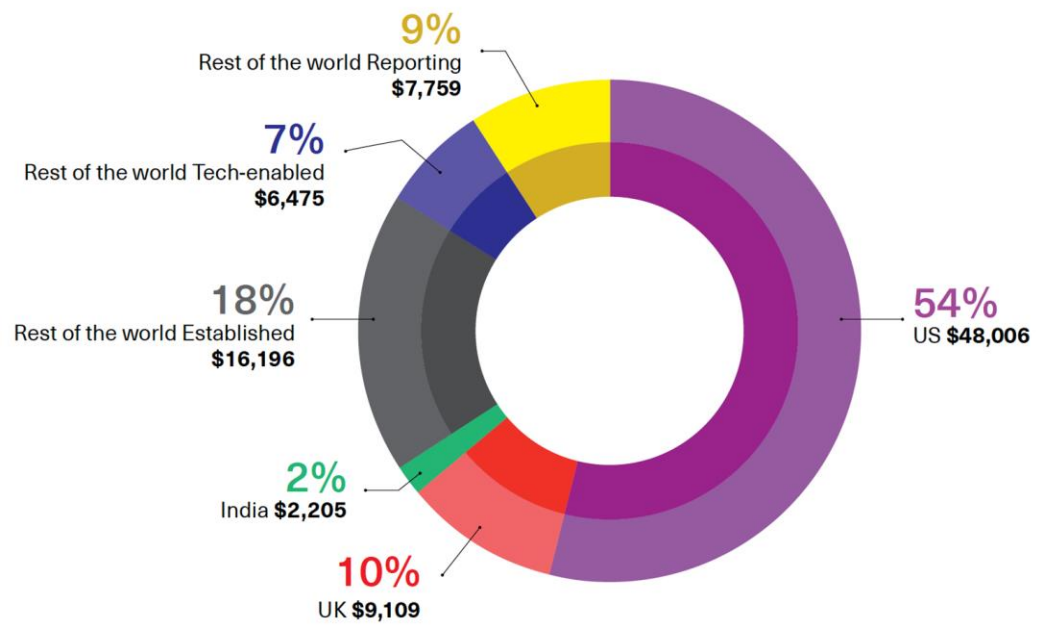
of Brits believe their country is not doing enough to address climate change



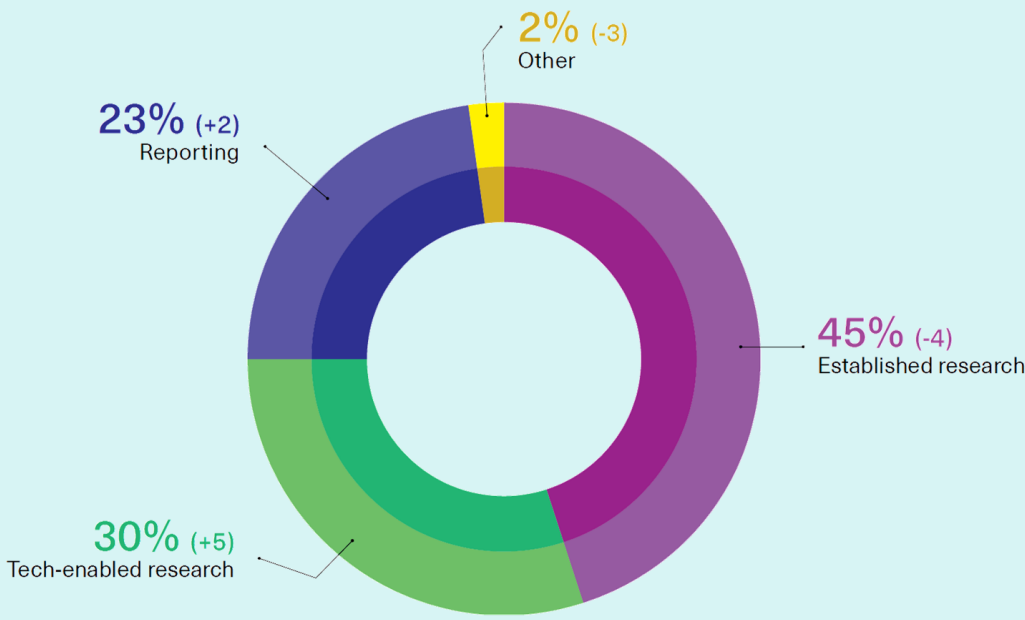
The D&I opportunity

Size of market

Five largest markets - expanded industry
Turnover figures in US\$ million



Spend by established / technology-enabled research



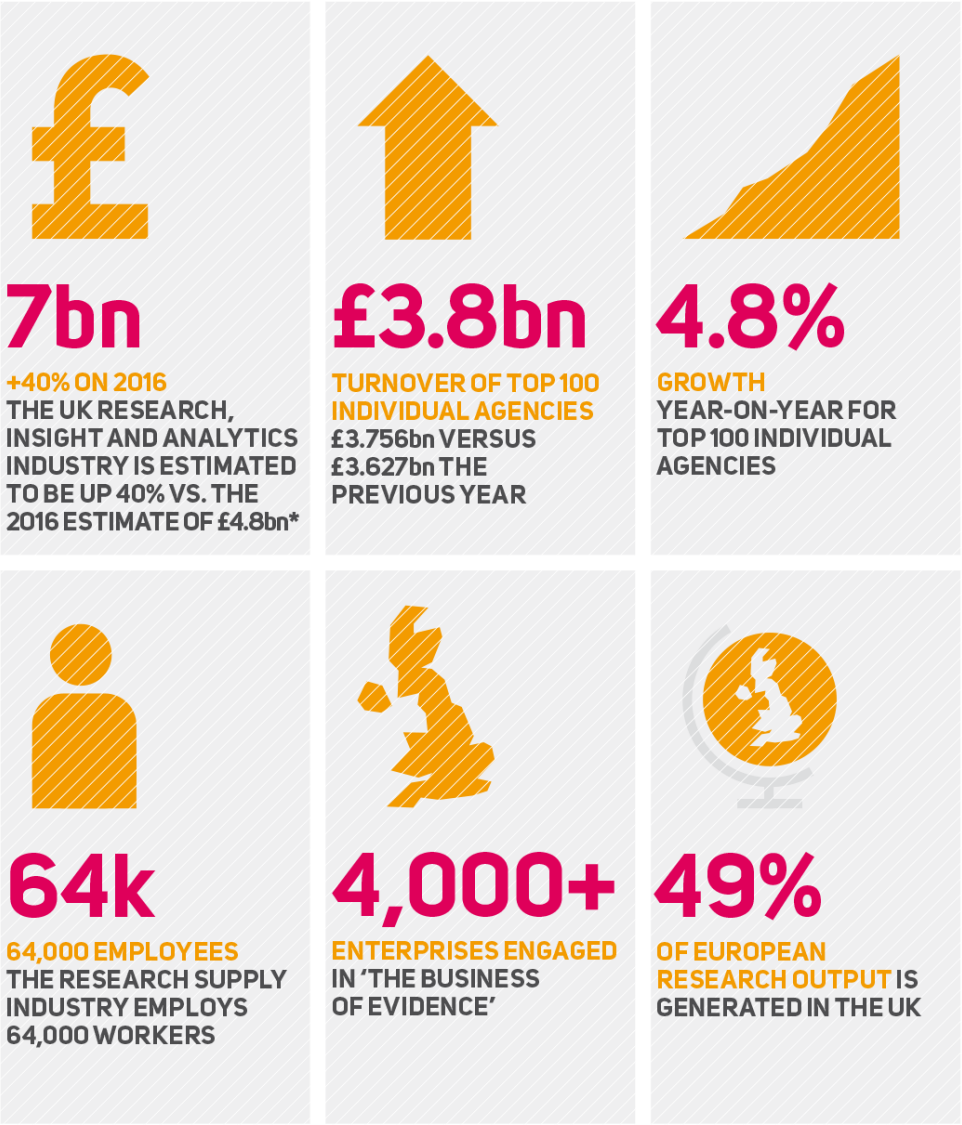
The D&I opportunity

Size of market

Countries ranked by market size

COUNTRY	Turnover in US\$ million				
	2016	2017	2018	2019	2020
1 (=) USA	19,487	40,672	43,573	46,245	48,006
2 (=) United Kingdom	6,642	6,498	6,783	9,355	9,109
3 (1) China	1,858	2,071	2,358	2,780	2,880
4 (12) India	294	328	334	2,233	2,205
5 (=) France	2,334	2,362	2,475	2,424	2,123
6 (-3) Germany	2,767	2,766	2,788	2,302	2,111
7 (-1) Japan	1,891	1,876	1,945	2,082	2,035
8 (-1) Australia	791	929	877	818	753
9 (=) Canada	345	344	637	621	606
10 (-2) Italy	596	622	685	640	586
11 (-1) Spain	550	571	606	584	555
12 (-1) South Korea	464	483	510	500	507
13 (=) Netherlands	442	474	508	443	399
14 (1) Sweden	357	373	364	390	391
15 (-3) Brazil	513	584	527	476	345
16 (1) Russia	269	334	340	339	310
17 (-3) Mexico	391	411	382	399	305
18 (=) GCC	240	240	245	246	236
19 (3) Singapore	158	163	171	191	179
20 (-1) South Africa	190	221	237	202	175

UK research industry highlights



The opportunity



Industry trends

- Privacy driving move towards 1st party data
- Apple tracking, Google cookieless digital world
- Publishers need to generate their own 1st party data
- Advertisers and Agencies will need to plan using 1st party data
- Pureprofile does both
 - D&I
 - Pure.amplify



Market activity

- Cint buys Lucid
- Lucid - \$70m rev, \$7m profit, Price \$1.1b (USD)
- Cint buys gapfish
- Gapfish - €8m rev, €1.3m profit, Price €28m



Peer group examples

- YouGov - Full year 169m GBP rev, 19m profit, 18% growth, MC 1.46b GBP
- Cint - qtr 5.48m AUD, 638k net income, MC, 2.8b AU

Acquisition Values	Investment Values	Acquisition Deal Volume	Investment Deal Volume	Period
\$5,187,600,000	\$84,200,000	17	4	Q4
\$14,178,600,000	\$3,375,600,000	47	15	Q3
\$2,164,200,000	\$0	24	0	Q2
\$1,365,000,000	\$8,200,000	33	2	Q1
\$22,895,400,000	\$3,468,000,000	121	21	

Source: GreenBook



SECTION THREE:

Pureprofile Today

62%

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



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



USA



UK



2021 2021

Mainland Europe



2021 2021

India



Singapore

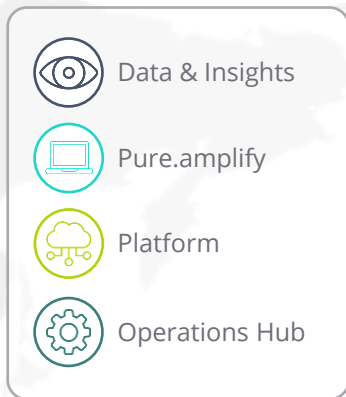






2021

Australia



New Zealand



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

Where we are located

Offices in 7 countries

720 clients globally

165 staff globally

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

\$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 FOUR:

Financial Highlights

1/3

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



Full year FY21 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 \$2.4m up from \$1.4m for FY20

Results	FY21	vs FY20
Revenue	\$30.0m	24% ▲
EBITDA	\$3.1m	124% ▲
Operating Cash Flow	\$2.4m	65% ▲

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



A strong start to Q1 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

FY22 Outlook

\$3.5m revenue up 40% on pcp for October 2021 with growth across all regions and business units

84% growth in revenue outside of Australia for October 2021

324% growth in SaaS platform revenue for October 2021

FY22 Full year EBITDA guidance \$4.0-4.4m

Results	Oct FY22	vs Oct FY21
Revenue	\$3.5m	40% ▲

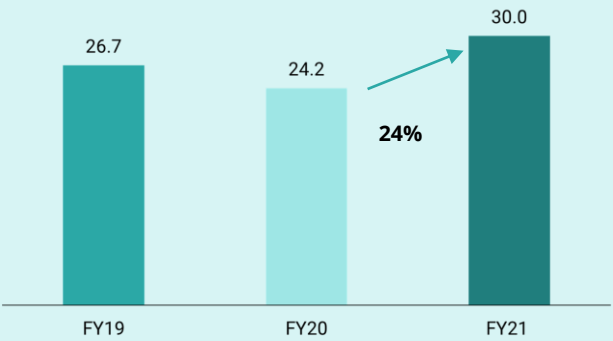
Business Unit Revenues	Oct FY22	vs Oct FY21
Data & Insights APAC	\$1.8m	18% ▲
Data & Insights UK/EU	\$0.9m	81% ▲
SaaS Platform	\$0.3m	324% ▲
Pure.amplify Media AU	\$0.3m	17% ▲
Pure.amplify Media UK	\$0.2m	21% ▲



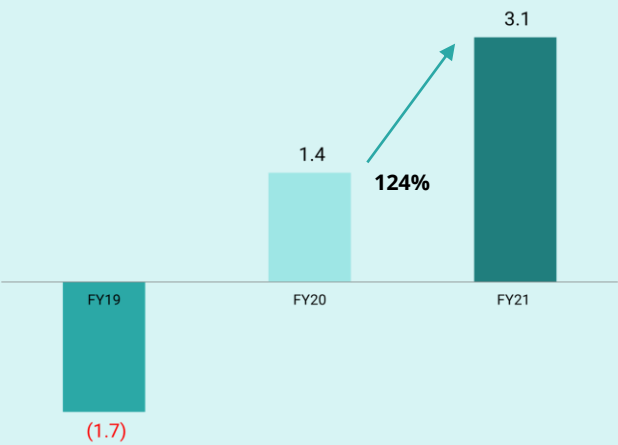
NB: EBITDA excludes significant items including share based payments.
All numbers in this slide are preliminary and unaudited

FY21 Financial Trends

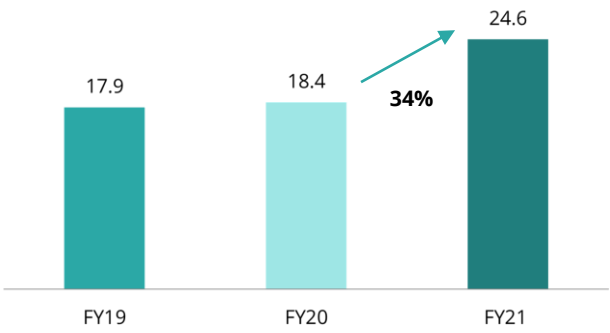
Revenue \$M



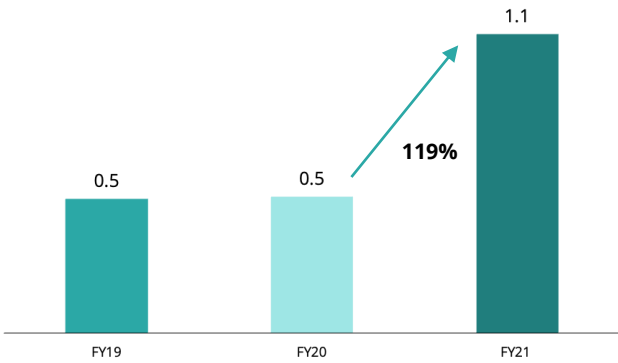
EBITDA \$M



Data & Insights Revenue \$M



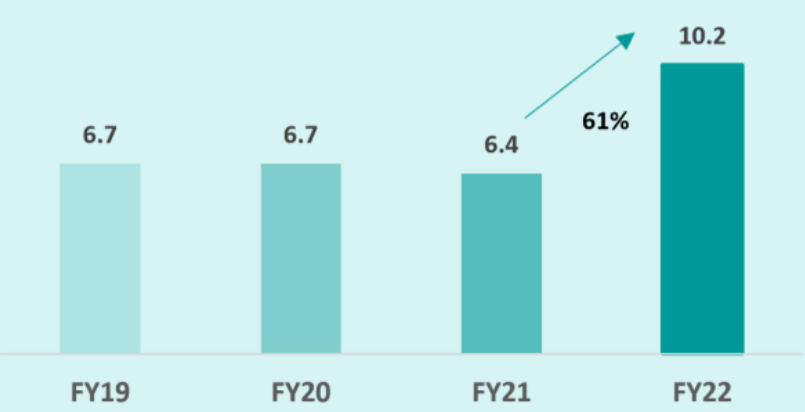
SaaS Revenue \$M



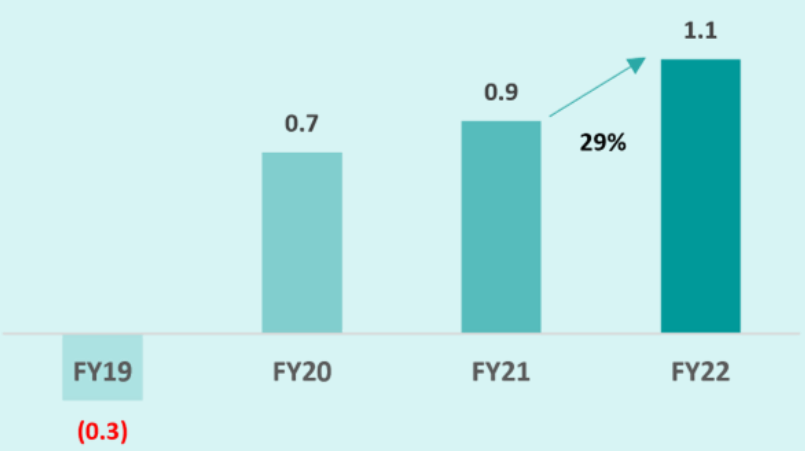
NB: EBITDA excludes significant items including share based payments

Q1 Financial Trends

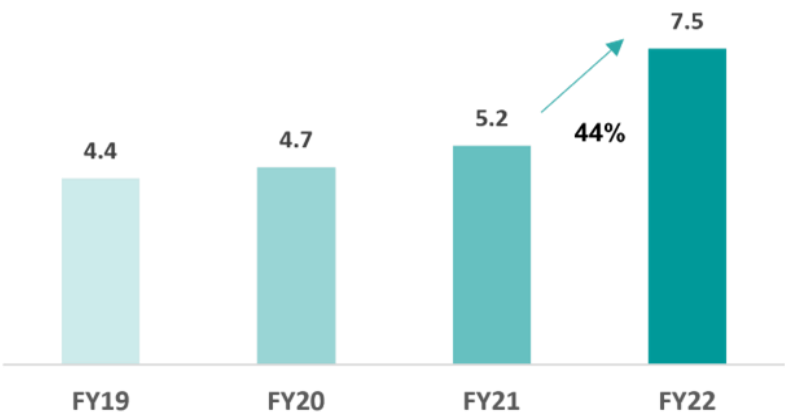
Revenue \$M



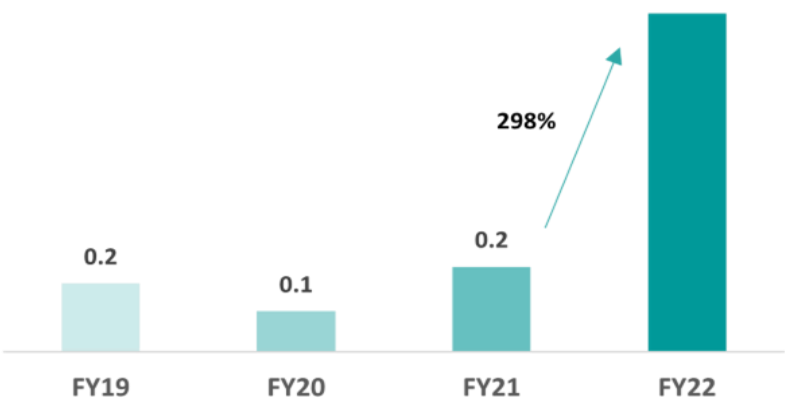
EBITDA \$M



Data & Insights Revenue \$M

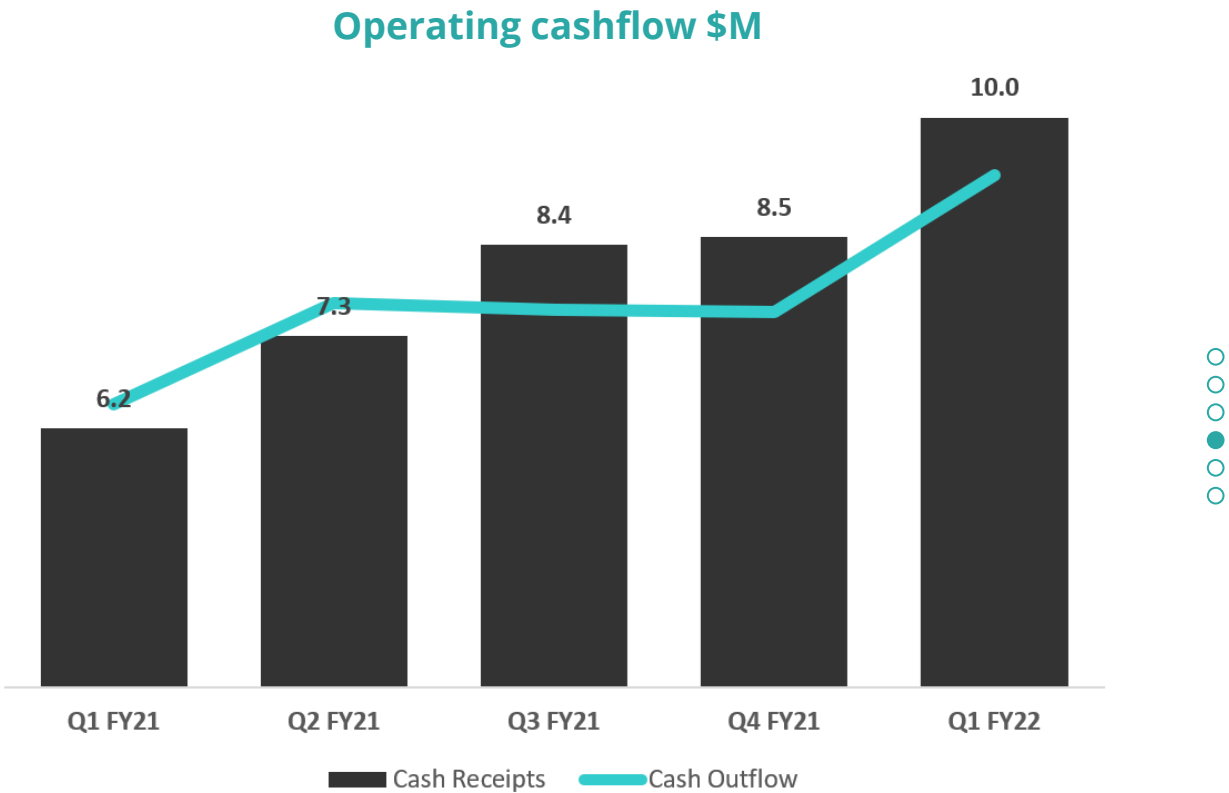


SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments

Continued momentum in cash receipts positively impacting operating cashflow



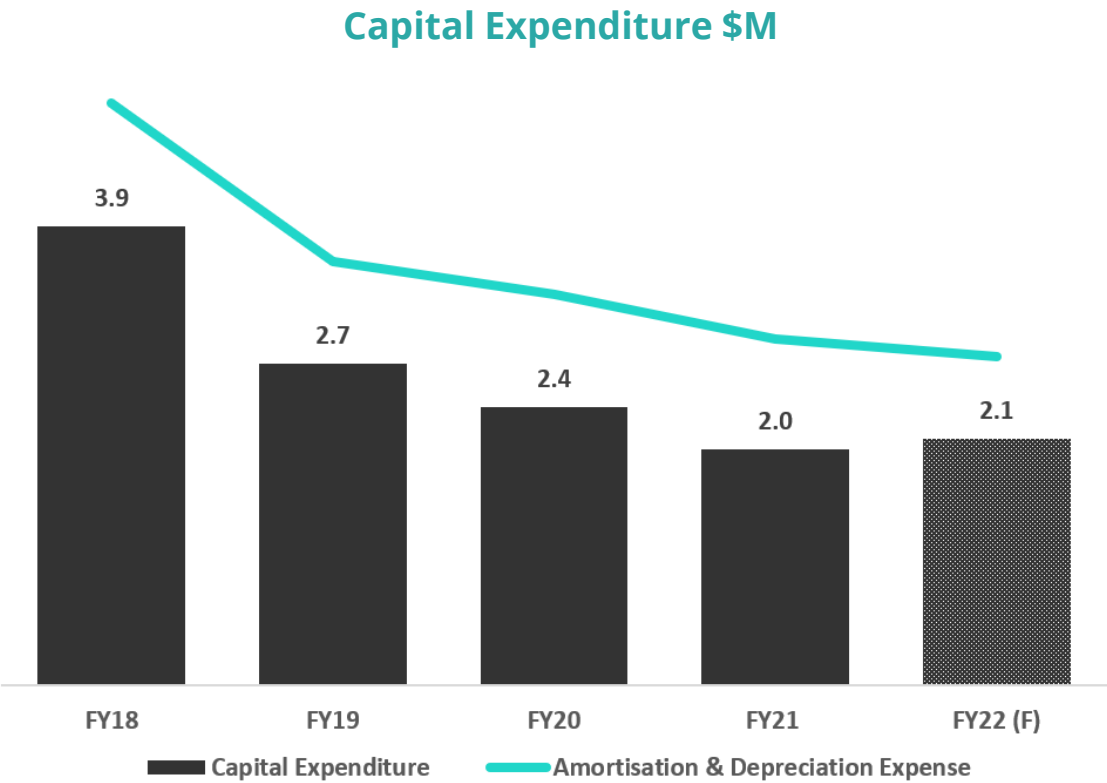
NB; Cash receipts are receipts from clients and cash outflows are payments made for operating expenses per the Appendix 4C. Any government payments such as Jobkeeper are excluded from this chart.

A disciplined approach to investment in Capital Expenditure

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

Investment focus for FY22 aligned to our corporate growth strategy with development focused on SaaS solutions and global growth including new panels

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



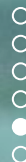
NB: Excluding right of use assets and depreciation of leases

SECTION FIVE:

Operating Highlights

25%

of Aussies have missed going to pubs and clubs during lockdowns



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

ANZ	UK	EUROPE	SINGAPORE
			
			
			
			
			

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**

86%

employee satisfaction up 14% on prior year

\$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)

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

SECTION SIX:

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 pcg
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 FY22



Develop 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. 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 to grow both revenue and profitability



Corporate

Finalise our 3 year strategy and plan. Review acquisitions that can accelerate our corporate strategy. Continue to attract new institutional investors to complement our existing shareholders

Objective: Deliver long term sustainable returns to our shareholders and grow our market capitalisation



Summary



Strong growth



Cash flow positive



Exciting solutions



Highly engaged employees



Loyal and satisfied clients



Contact

263 Riley Street
Surry Hills NSW 2010
Australia

+61 2 9333 9700
info@pureprofile.com

business.pureprofile.com

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



Martin Filz // Chief Executive Officer
martin@pureprofile.com
0466 356 388



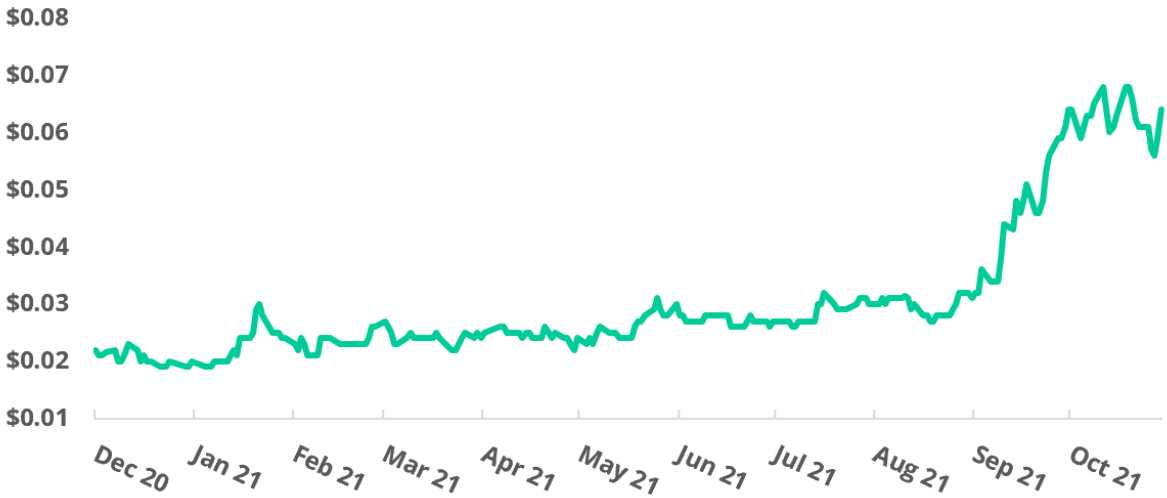
Melinda Sheppard // Chief Operating Officer
melinda@pureprofile.com
0414 821 331



Corporate snapshot

Issued Capital	
Total number of shares on issue	1,094,111,011
Shareholders (as at 31st October 2021)	1,701
Market Capitalisation	
Share price (as at 31st October 2021)	\$0.064
Market Capitalisation	\$70.0m
Substantial Shareholders	
Lucerne Composite Master Fund SP	15.92%
Jencay Capital Pty Limited	8.12%

Pureprofile (ASX:PPL) Share Price



The D&I opportunity

Size of market

Global market research turnover and growth rates per region

REGION		Turnover reported by the countries (US\$m)					
		2016	2017	2018	2019	2020	2021
Europe	EU 15	14,378	14,371	14,972	16,897	15,979	17,281
	New EU member states	597	696	726	704	657	698
	Other Europe	849	885	862	855	796	854
	Total	15,824	15,952	16,559	18,456	17,432	18,833
North America		19,832	41,016	44,210	46,866	48,612	50,155
Asia Pacific		6,442	6,908	7,270	9,683	9,455	10,415
Latin America		1,465	1,584	1,484	1,416	1,067	1,115
Africa		432	473	500	482	384	400
Middle East		399	412	393	392	351	353
World		44,395	66,345	70,416	77,296	77,300	81,271

Asia Pacific turnover 2016-2021 and growth rates 2019-2021

	Turnover (US\$m)					Expected turnover (US\$m)	Absolute growth (%)	Net growth (%)	Expected net growth (%)
	2016	2017	2018	2019	2020	2021	2019/20	2019/20	2020/21
ASIA PACIFIC									
China	1,858	2,071	2,358	2,780	2,880	3,024	5.9	3.4	5.0
India	294	328	334	2,233	2,205	2,536	0.3	-5.5	15.0
Japan	1,891	1,876	1,945	2,082	2,035	2,341	-3.5	-3.5	15.0
Australia	791	929	877	818	753	855	-7.4	-8.2	13.5
South Korea	464	483	510	500	507	522	1.9	1.3	3.0
Singapore	158	163	171	191	179	179	-5.8	-5.6	0.0
Thailand	155	171	183	190	155	171	-20.4	-19.7	10.7
Indonesia	122	131	119	124	109	120	-11.7	-13.5	10.2
Philippines	111	107	114	127	101	111	-24.8	-26.7	10.0
Malaysia	110	122	120	116	100	110	-13.6	-12.6	10.4
Hong Kong	141	147	151	139	98	109	-30.6	-30.8	11.5
Taiwan	90	97	100	96	91	86	-10.0	-9.8	-5.0
Vietnam	87	96	100	99	90	96	-8.8	-11.6	5.8
New Zealand	86	88	86	86	72	75	-13.6	-15.1	5.0