

Pureprofile 

FY22

Q2

Investor Presentation

Presented by Martin Filz, CEO,
Melinda Sheppard, CFO



January 2022

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82%

of Aussies are
expecting 2022 to
be a better year
than 2021

SECTION ONE:

Pureprofile Today



Our business

Providing consumer insights to help businesses make informed decisions



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



Clear corporate growth strategy

Focus on building a stronger **global business, global panel** and adding **complementary data sources** through strategic partnerships

Accelerate our **technology solutions**

- Client facing solutions
- Internal efficiency
- SaaS

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Media Advertising



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



USA

- 
- 

UK

- 
- 
-  2022



Mainland Europe

- 
-  2022

India

- 
- 

Singapore

- 
- 
-  2022

Australia

- 
- 
- 

New Zealand

- 

Where we are located

Offices in 7 countries	\$31.6m in revenue from repeat clients (past 12 months)
767 clients globally	
179 staff globally	\$5.8m in annuity revenue (past 12 months)



SECTION TWO:

People & Culture

62%

of Kiwis look for flexibility in their working hours when considering a new job



Our people & culture



Benefits

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



Gender Diversity:

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



Nationality & Ethnicity:

- 21 nationalities across the group
- 51 ethnic backgrounds across the group



Age Diversity:

- 26% Under 30 years
- 53% 30 – 40 years
- 21% Over 40 years



Employee Satisfaction:

- 83% in line with prior year pulse check-in



Employee Equity Plan:

- Implemented in March 2021



SECTION THREE:

Financial Highlights

75%
of Singaporeans
spent more than
S\$300 on Christmas
gifts in 2021



Q2 continues to deliver growth

\$10.6m revenue, up 31% on pcp with growth across all regions and business units

\$1.4m EBITDA, up 82% on pcp due to strong revenue growth

383% growth in SaaS platform revenue on pcp

Quarterly positive net operating cash flow of \$0.9m up from an outflow of (\$0.3m) on pcp

Results	Q2 FY22	vs Q2 FY21
Revenue	\$10.6m	31% ▲
EBITDA	\$1.4m	82% ▲
Net Operating Cash Flow	\$0.9m	386% ▲

Business Unit Revenues	Q2 FY22	vs Q2 FY21
Data & Insights APAC	\$5.3m	14% ▲
Data & Insights UK/EU	\$2.6m	48% ▲
SaaS Platform	\$1.0m	383% ▲
Pure.amplify Media	\$1.7m	16% ▲

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



Record revenue and EBITDA for the half

\$20.8m revenue up 44% on pcp with growth across all regions and business units

\$2.5m EBITDA up 53% on pcp due to strong revenue growth. Normalised EBITDA was 147% up on pcp (excluding Jobkeeper and associated COVID savings in FY21)

339% growth in SaaS platform revenue on pcp

Closing cash at bank was \$4.7m up 52% on pcp (31st December 2020 was \$3.1m)

Results	H1 FY22	vs H1 FY21
Revenue	\$20.8m	44% ▲
EBITDA	\$2.5m	53% ▲
Net Operating Cash Flow	\$1.6m	829% ▲

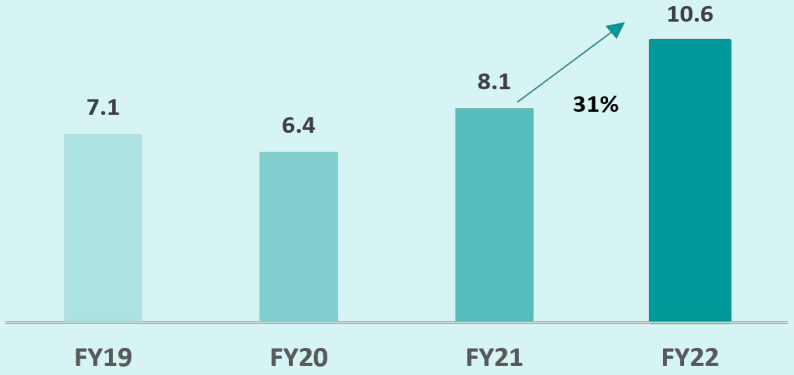
Business Unit Revenues	H1 FY22	vs H1 FY21
Data & Insights APAC	\$10.3m	24% ▲
Data & Insights UK/EU	\$5.1m	53% ▲
SaaS Platform	\$2.0m	339% ▲
Pure.amplify Media	\$3.5m	46% ▲

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

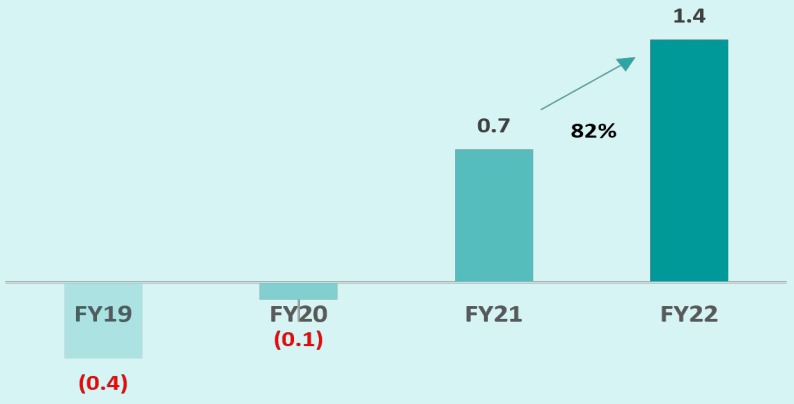


Quarter 2 Financial Trends

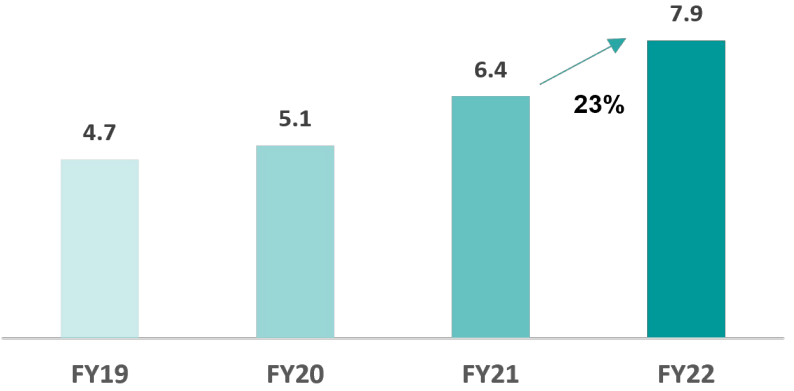
Revenue \$M



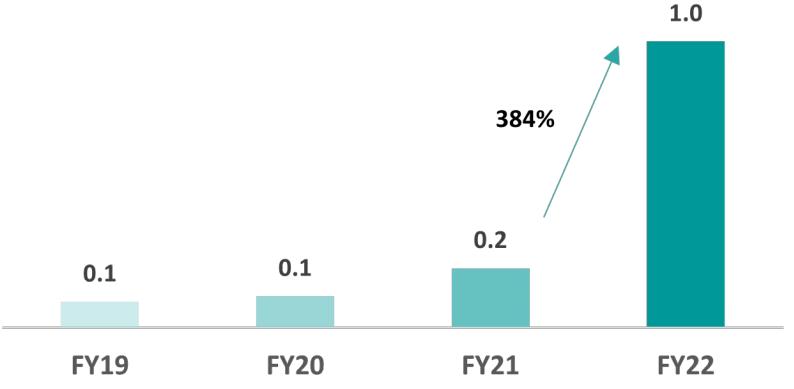
EBITDA \$M



Data & Insights Revenue \$M



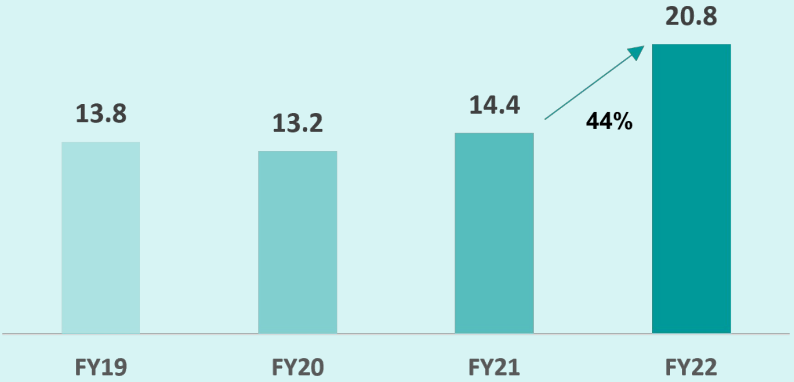
SaaS Revenue \$M



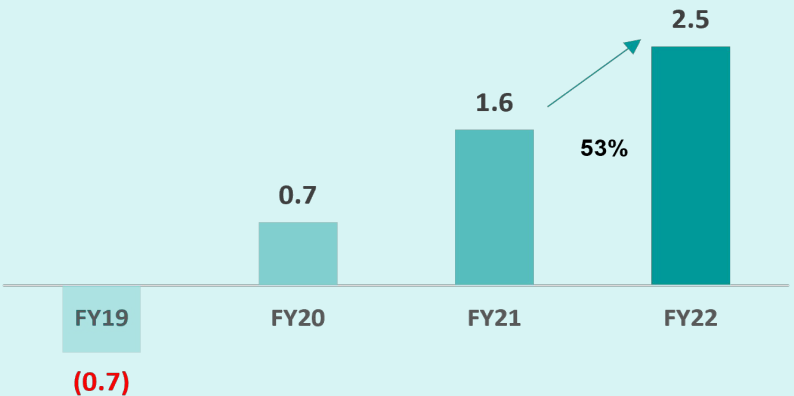
NB: EBITDA excludes significant items including share based payments

Half 1 Financial Trends

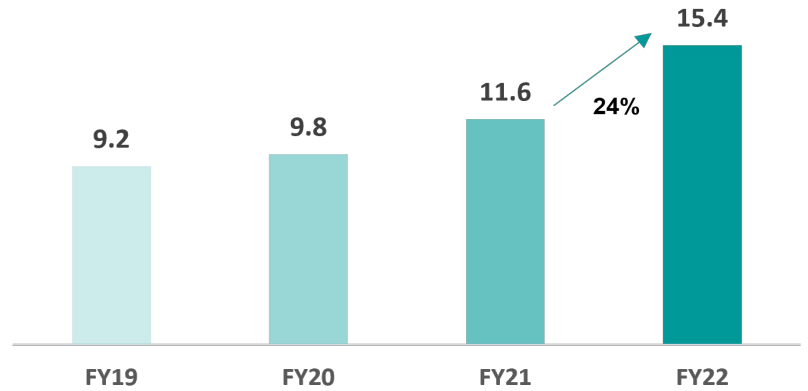
Revenue \$M



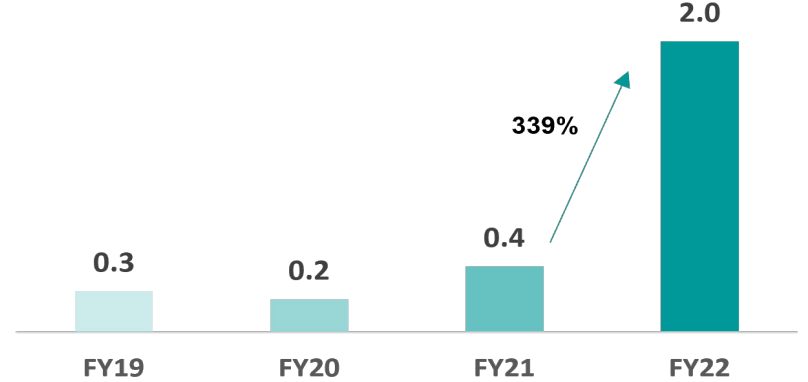
EBITDA \$M



Data & Insights Revenue \$M



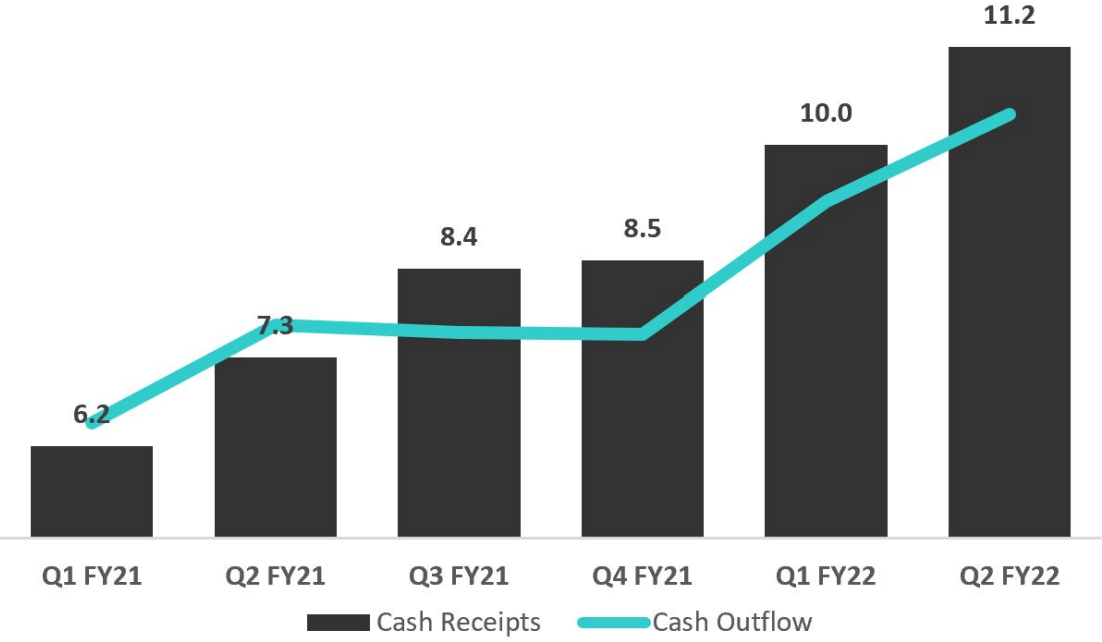
SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments

Six consecutive quarters of growth in cash receipts positively impacting operating cash flow

Operating cash flow \$M



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 receipts are excluded from this chart.

SECTION FOUR:

Operating Highlights

63%

of Brits get their climate change news from TV broadcasts



Operational Key Performance Indicators - Q2 FY22

45%

QoQ increase in revenue from regions outside of Australia from over 100+ **new clients**

383%

QoQ revenue growth from **SaaS clients**

32%

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

26%

QoQ increase in project **volume**

\$31.6m

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

4 years

average tenure of clients

35%

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

\$5.8m

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

104 million - up 29% QoQ

Ads delivered by **Pure.amplify** = **more revenue**

59%

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

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



Some new organisations that used our insights or Pure.amplify services in H1 FY22

ANZ	UK	EUROPE	SINGAPORE
			
			
			
			
			



SECTION FIVE:

Solutions Highlights

8%

of Americans
quit their job in
December 2021 to
look for something
less stressful



Audience Builder

A SaaS solution for brands to increase loyalty, develop insights & generate revenue

Collect & centralise customer data

An end-to-end SaaS solution for brands to generate, analyse and distribute customer insights

Solidify & grow member community

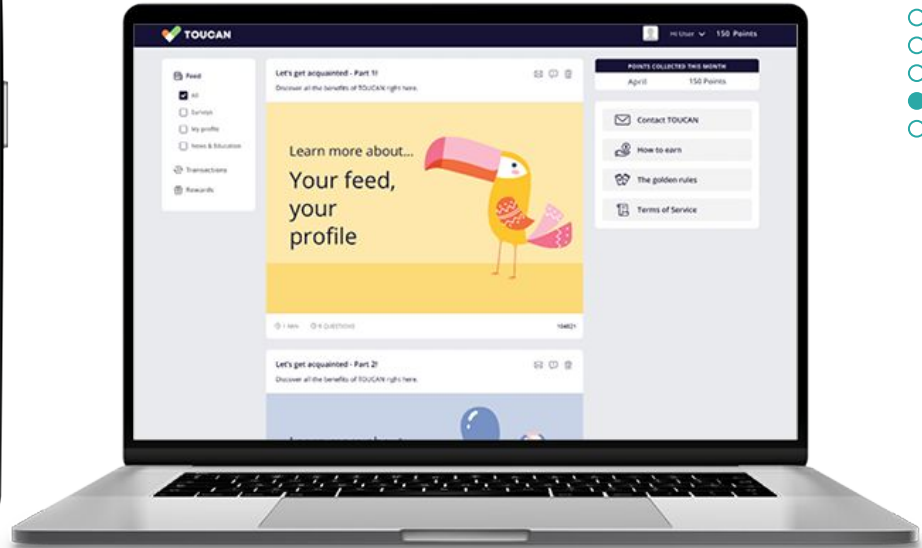
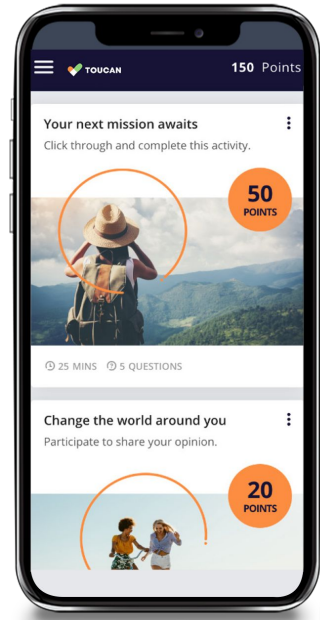
Progressive profiling builds vital knowledge and deepens member connections whilst developing a first-party data asset to guide business decision-making

Audience monetisation

Creating additional, high-yield revenue streams via advertising or research partnerships



News Corp



Audience Builder Q2 FY22 update



Total member rewards

62 million points rewarded to community members in Q2 FY22 from our partnership network



An active partnership network

A very active community with 294k completed partner panel surveys in the Q2 FY22



New signed partners

Added iGoDirect (Australia) and theAsianparent (11 countries) in the quarter

SECTION SIX:

Corporate Strategy

21%

of Aussies purchased technology gifts last Christmas



Our progress on our corporate strategy

Strategic Pillar	Strategy	H1 FY22 Progress
Global business	Focus on building a stronger global business, global panel and add complementary data sources through strategic partnerships	59% growth in panellists outside of Australia over the past 12 months \$1.6m in new client revenue from regions outside of Australia for the half 51% 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 70% from H2 FY21 Ongoing international partnership discussions in progress
SaaS and Technology Solutions	Accelerate our SaaS self-service solutions <ul style="list-style-type: none">- Audience Intelligence- Audience Builder- Insights Builder	Trials with clients in the Retail and QSR verticals for Audience Intelligence Closed contracts with iGoDirect and theAsianparent for Audience Builder



Key initiatives H2 FY22



Developing new partnerships

Complete roll-out of theAsianparent and iGoDirect. Close additional partnerships in UK, US and AU

Objective: Begin delivering success for new partnerships and add to existing global audiences, allows for more insights to be generated for more clients and drives revenue and profitability



Technology launches

We have a number of new solutions being introduced to the business. This will enable additional client revenues from new functionality, a higher survey yield from members with a new incentive plan and improvement to our internal systems

Objective: Deliver revenue opportunities, increased member yield/retention and improved business efficiencies



Global business growth

Focus on expanding our SE Asia and UK businesses, adding resources and business support to meet client demand

Objective: Investment in further sales capability in H2 FY22, attracting new clients and revenue in these regions



Summary



Strong growth



Accelerated EBITDA and Operating cash flow



New Audience Builder partners



Highly engaged employees



Loyal and satisfied clients



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



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Appendix



Corporate snapshot

Issued Capital

Total number of shares on issue	1,100,106,972
Shareholders (as at 31st December 2021)	1,687

Market Capitalisation

Share price (as at 31 December 2021)	\$0.063
Market Capitalisation	\$69.3m
Cash (as at 31 December 2021)	\$4.7m

Substantial Shareholders

Lucerne Composite Master Fund SP	15.65%
Jencay Capital Pty Limited	8.43%

Pureprofile (ASX:PPL) 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.

