

1. Company details

Name of entity:	Pureprofile Ltd
ABN:	37 167 522 901
Reporting period:	For the half-year ended 31 December 2021
Previous period:	For the half-year ended 31 December 2020

2. Results for announcement to the market

			\$
Revenues from ordinary activities	up	44.3% to	20,844,946
EBITDA (excluding significant items)	up	53.4% to	2,484,659
Operating profit/(loss) before tax	up	258.8% to	676,576
Profit/(loss) from ordinary activities after tax attributable to the owners of Pureprofile Ltd	down	110.8% to	(523,181)
Profit/(loss) for the half-year attributable to the owners of Pureprofile Ltd	down	110.8% to	(523,181)

Dividends

There were no dividends paid, recommended or declared during the current financial period.

Comments

The statutory loss for the group after providing for income tax amounted to \$523,181 (31 December 2020: profit of \$4,823,941).

Operating profit before tax for the financial half-year amounted to \$676,576 (31 December 2020: loss of \$425,950). Operating profit or loss before tax is calculated as statutory profit or loss excluding income tax and separately reported items. The separately reported items include items that in the Directors' judgement are one-off or need to be disclosed separately by virtue of their size or incidence.

Earnings before interest, tax, depreciation, amortisation and significant items ('EBITDA excluding significant items') for the financial half-year amounted to a profit of \$2,484,659 (31 December 2020: profit of \$1,619,273).

EBITDA excluding significant items and operating profit before tax are financial measures which are not prescribed by Australian Accounting Standards ('AAS') and represent the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider EBITDA and operating profit before tax to be two of the core earnings measures of the group.

The following table summarises key reconciling items between statutory (loss)/profit after income tax, operating profit/(loss) before tax and EBITDA excluding significant items:

	Consolidated 31 Dec 2021 \$	31 Dec 2020 \$
(Loss)/profit after income tax	(523,181)	4,823,941
Less:		
Interest	-	(727)
Gain from loan forgiveness	-	(8,416,780)
Add back:		
Finance costs	131,661	2,362,785
Restructuring, acquisition and capital raising costs	-	794,142
Share-based payment expense	1,037,618	-
Income tax expense	30,478	10,689
Operating profit/(loss) before tax	676,576	(425,950)
Add back:		
Depreciation and amortisation expense	1,711,146	1,941,093
Interest expense (lease)	96,937	104,130
EBITDA (excluding significant items)	2,484,659	1,619,273
	Consolidated 31 Dec 2021 \$	31 Dec 2020 \$
Separately reported items		
Finance costs	131,661	2,362,785
Interest	-	(727)
Restructuring, acquisition and capital raising costs	-	794,142
Share-based payment expense	1,037,618	-
Gain from loan forgiveness	-	(8,416,780)
Total separately reported items	1,169,279	(5,260,580)

Refer to the Directors' report for further commentary on the group's results for the reporting period.

3. Net tangible assets

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	(0.27)	(0.39)

As at 31 December 2021, the net tangible assets per ordinary security presented above is exclusive of right-of-use assets and inclusive of lease liabilities.

4. Control gained over entities

Not applicable.

5. Loss of control over entities

Not applicable.

6. Dividend reinvestment plans

Not applicable.

7. Details of associates and joint venture entities

Not applicable.

8. Foreign entities

Details of origin of accounting standards used in compiling the report:

Not applicable.

9. Audit qualification or review

Details of audit/review dispute or qualification (if any):

The financial statements were subject to a review by the auditors and the review report is attached as part of the Interim Report.

10. Attachments

Details of attachments (if any):

The Interim Report of Pureprofile Ltd for the half-year ended 31 December 2021 is attached.

11. Signed

As authorised by the Board of Directors

Signed 

Date: 24 February 2022

Andrew Edwards
Non-Executive Chairman
Sydney

Pureprofile Ltd

ABN 37 167 522 901

Interim Report - 31 December 2021

Pureprofile Ltd
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31 December 2021

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General information

The financial statements cover Pureprofile Ltd as a group consisting of Pureprofile Ltd and the entities it controlled at the end of, or during, the half-year. The financial statements are presented in Australian dollars, which is Pureprofile Ltd's functional and presentation currency.

Pureprofile Ltd is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business are:

Registered office

Level 5, 126 Phillip Street
Sydney
NSW 2000
Australia

Principal place of business

263 Riley Street
Surry Hills
NSW 2010
Australia

A description of the nature of the group's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 24 February 2022.

The directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'group') consisting of Pureprofile Ltd (referred to hereafter as the 'company' or 'parent entity') and the entities it controlled at the end of, or during, the half-year ended 31 December 2021.

Directors

The following persons were directors of Pureprofile Ltd during the whole of the financial half-year and up to the date of this report, unless otherwise stated:

Andrew Edwards - Non-Executive Chairman
Sue Klose - Non-Executive Director
Martin Filz - Chief Executive Officer and Managing Director
Tim Hannon - Non-Executive Director (appointed on 1 January 2022)

Principal activities

During the financial period the principal continuing activities of the group consisted of the provision of profile marketing and insights technology services.

Dividends

There were no dividends paid, recommended or declared during the current or previous financial half-year.

Review of operations

The statutory loss for the group after providing for income tax amounted to \$523,181 (31 December 2020: profit of \$4,823,941).

Operating profit before tax for the financial half-year amounted to \$676,576 (31 December 2020: loss of \$425,950). Operating profit or loss before tax is calculated as statutory profit or loss excluding income tax and separately reported items. The separately reported items include items that in the Directors' judgement are one-off or need to be disclosed separately by virtue of their size or incidence.

Earnings before interest, tax, depreciation, amortisation and significant items ('EBITDA excluding significant items') for the financial half-year amounted to a profit of \$2,484,659 (31 December 2020: profit of \$1,619,273).

EBITDA excluding significant items and operating profit before tax are financial measures which are not prescribed by Australian Accounting Standards ('AAS') and represent the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider EBITDA and operating profit before tax to be two of the core earnings measures of the group.

The following table summarises key reconciling items between statutory (loss)/profit after income tax, operating profit/(loss) before tax and EBITDA excluding significant items:

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Gain from loan forgiveness	-	(8,416,780)
Total separately reported items	1,169,279	(5,260,580)

Revenue from ordinary activities of \$20,844,946 was up 44.3% on prior comparable period ('pcp').

During first half of financial year 2022 ('H1 FY22'), the group implemented a clear corporate strategy focused on 3 key areas:

- **Global business** - Focus on building a stronger global business, global panel and adding complementary data sources through strategic partnerships.
- **More data, more insights** - Leverage Pureprofile proprietary data via its Data & Insights and Pure.amplify divisions.
- **Technology** - Accelerate our technology solutions focusing on client facing solutions, Internal efficiency and SaaS solutions including Audience Builder, Audience Intelligence and Insights Builder.

At the end of the December 2021, the group delivered a number of initiatives against its corporate strategy including:

Global business growth

- Markets outside of Australia had revenue growth of 51% on pcp.
- The Data & Insights business division in EMEA grew 53% on pcp.
- New panellists in regions outside of Australia grew 59% over the last 12 months. This growth in new panellists gives Pureprofile the ability to provide more insights to new and existing clients, grow revenue, and improve margins.
- Operating in 7 countries and delivering insights from over 90 countries during the half.
- 80% of new headcount hired in H1 FY22 was from regions outside of Australia.

More data, more insights & partnerships

- Our Flybuys partnership continues to build each month. Pureprofile Perks individual members complete 2,500 surveys or 1.7 surveys every minute.
- New partners signed in Q2 FY22 include theAsianparent (11 countries) and iGoDirect (Australia).
- Discussions progressing with potential new international partners.
- Pureprofile was recognised as a 2021 AIR agency winner by Forsta in its fourth annual Achievement in Insight and Research ('AIR') Awards for designing and implementing innovation, and breaking new ground in the merging of Market Research, Insight and Voice of the Customer.

Technology solutions

- Pureprofile's SaaS solution, Audience Intelligence was recognised as an ABA100 Winner for SaaS Innovation in The Australian Business Awards 2021.
- Development and testing of our Audience Intelligence product for the retail and fast Quick Service Restaurant food industries was completed during Q1 and was launched October 2021. A number of trials with clients in the Retail and Quick Service Restaurant verticals underway.
- The Report Builder tool went live for all Audience Intelligence dashboards. The fully integrated Report Builder tool allows users to extract custom reports that can rapidly address specific business pain points and questions.
- The Audience Intelligence team has grown with the appointment of Sauli Happonen who joined the Pureprofile team as Senior Account Director, Platform.
- Audience Builder - partnerships signed in Q2 FY22 include theAsianparent (11 countries) and iGoDirect (Australia).
- Internal efficiency - continual improvement with new systems including global project management system, new feasibility tool and enhanced reporting for panel management team. Delivering improved speed, client quality and efficiency.
- The addition of data security solution, CleanID to our operations, following the completion of a successful pilot. Developed by OpinionRoute, CleanID is a best-in-class fraud and duplication detection system built to analyse and identify device level attributes to eliminate known data threats in real time.

The group experienced strong global growth in the core Data & Insights operating segment (which includes SaaS platform) of 44% on pcp. The Data & Insights division (excluding the SaaS Platform division) delivered growth of 33% on pcp.

EBITDA (excluding significant items) was \$2,484,658 which was up 53% on pcp due to the strong EBITDA growth in the Data & Insights operating segment coupled with reduced expenses from other segments.

Net cash from operating activities was \$1,884,180 which was 558% up on pcp due to the continuing revenue growth and the proactive debt collection process. The group has seen six consecutive quarters of growth in cash receipts which has positively impacted the operating cash flow.

Significant changes in the state of affairs

There were no significant changes in the state of affairs of the group during the financial half-year.

Matters subsequent to the end of the financial half-year

The consequences of the Coronavirus (COVID-19) pandemic are continuing to be felt around the world, and its impact on the group, if any, has been reflected in its published results to date. It is not possible at this time to state that the pandemic will not subsequently impact the group's operations going forward. The group now has experience in the swift implementation of business continuation processes should future lockdowns of the population occur, and these processes continue to evolve to minimise any operational disruption. Management continues to monitor the situation both locally and internationally.

No other matter or circumstance has arisen since 31 December 2021 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

Likely developments and expected results of operations

The group will continue delivering best-in-class research and digital advertising solutions via our three core divisions. The group's key initiatives for H2 FY22 include:

- **Developing new partnerships** - Complete the roll-out of the Asianparent and iGoDirect partnerships. We are also aiming to close additional partnerships outside of Australia. Our objective is to begin delivering success for new partnerships and add to existing global audiences, which 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. Our objective is to 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. Our objective is to invest in further sales capability in H2 FY22, attracting new clients and revenue in these regions
- **Global operations** - Extensive globalisation of the group has been undertaken over the last 18 months. Standardising systems, process and technology to ensure clients, partners and team members have a consistent approach across the globe and offices. This will enable us to quickly and efficiently roll-out new global offices as required.

We will focus on the execution of our corporate strategy and investment to drive earnings growth and positive cash flows from operating activities.

Rounding of amounts

The Company is of a kind referred to in Corporations Instrument 2016/191, issued by the Australian Securities and Investments Commission, relating to 'rounding-off'. Amounts in this report have been rounded off in accordance with that Corporations Instrument to the nearest dollar.

Auditor's independence declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

This report is made in accordance with a resolution of directors, pursuant to section 306(3)(a) of the Corporations Act 2001.

On behalf of the directors



Andrew Edwards
Non-Executive Chairman

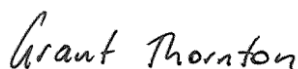
24 February 2022
Sydney

Auditor's Independence Declaration

To the Directors of Pureprofile Limited

In accordance with the requirements of section 307C of the *Corporations Act 2001*, as lead auditor for the review of Pureprofile Limited for the half-year ended 31 December 2021, I declare that, to the best of my knowledge and belief, there have been:

- a no contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the review; and
- b no contraventions of any applicable code of professional conduct in relation to the review.



Grant Thornton Audit Pty Ltd
Chartered Accountants



S M Coulton
Partner – Audit & Assurance

Sydney, 24 February 2022

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Pureprofile Ltd
Statement of profit or loss and other comprehensive income
For the half-year ended 31 December 2021

		Consolidated	
	Note	31 Dec 2021	31 Dec 2020
		\$	\$
Revenue	3	20,844,946	14,440,614
Other income	4	266,801	9,024,876
Interest revenue calculated using the effective interest method		-	727
Expenses			
Direct cost of sales		(9,995,951)	(6,698,911)
Employee benefits expense		(6,201,697)	(4,803,329)
Foreign exchange loss		-	(81,195)
Depreciation and amortisation expense		(1,711,146)	(1,941,093)
Technology, engineering and licence fees		(1,422,941)	(1,078,775)
Share-based payment expense	16	(1,037,618)	-
Restructuring, acquisition and capital raising costs		-	(794,142)
Occupancy costs		(57,412)	(17,885)
Other expenses		(949,087)	(749,342)
Finance costs		(228,598)	(2,466,915)
(Loss)/profit before income tax expense		(492,703)	4,834,630
Income tax expense		(30,478)	(10,689)
(Loss)/profit after income tax expense for the half-year attributable to the owners of Pureprofile Ltd		(523,181)	4,823,941
Other comprehensive income			
<i>Items that may be reclassified subsequently to profit or loss</i>			
Foreign currency translation		3,554	43,344
Other comprehensive income for the half-year, net of tax		3,554	43,344
Total comprehensive income for the half-year attributable to the owners of Pureprofile Ltd		(519,627)	4,867,285
		Cents	Cents
Basic earnings per share	15	(0.05)	1.80
Diluted earnings per share	15	(0.05)	1.80

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of financial position
As at 31 December 2021

		Note	Consolidated 31 Dec 2021 \$	30 Jun 2021 \$
Assets				
Current assets				
Cash and cash equivalents			4,671,032	3,621,675
Trade and other receivables			7,029,338	5,700,828
Contract assets			910,285	689,083
Prepayments			904,746	1,056,642
Total current assets			<u>13,515,401</u>	<u>11,068,228</u>
Non-current assets				
Property, plant and equipment			116,182	147,611
Right-of-use assets			1,805,077	1,945,484
Intangibles		5	<u>5,936,656</u>	<u>6,237,541</u>
Total non-current assets			<u>7,857,915</u>	<u>8,330,636</u>
Total assets			<u>21,373,316</u>	<u>19,398,864</u>
Liabilities				
Current liabilities				
Trade and other payables			7,770,036	7,172,052
Contract liabilities			1,029,306	733,321
Lease liabilities		6	<u>267,534</u>	<u>362,007</u>
Income tax			63,430	66,584
Provisions			<u>2,439,921</u>	<u>2,453,258</u>
Total current liabilities			<u>11,570,227</u>	<u>10,787,222</u>
Non-current liabilities				
Borrowings		7	3,000,000	3,000,000
Lease liabilities		8	1,843,591	1,750,327
Provisions			<u>141,551</u>	<u>112,859</u>
Total non-current liabilities			<u>4,985,142</u>	<u>4,863,186</u>
Total liabilities			<u>16,555,369</u>	<u>15,650,408</u>
Net assets			<u>4,817,947</u>	<u>3,748,456</u>
Equity				
Issued capital		9	60,426,781	59,892,781
Reserves		10	2,540,978	1,482,306
Accumulated losses			<u>(58,149,812)</u>	<u>(57,626,631)</u>
Total equity			<u>4,817,947</u>	<u>3,748,456</u>

The above statement of financial position should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of changes in equity
For the half-year ended 31 December 2021

Consolidated	Issued capital \$	Reserves \$	Accumulated losses \$	Total equity \$
Balance at 1 July 2020	41,461,502	237,659	(60,437,787)	(18,738,626)
Profit after income tax expense for the half-year	-	-	4,823,941	4,823,941
Other comprehensive income for the half-year, net of tax	-	43,344	-	43,344
Total comprehensive income for the half-year	-	43,344	4,823,941	4,867,285
<i>Transactions with owners in their capacity as owners:</i>				
Contributions of equity, net of transaction costs	18,456,313	-	-	18,456,313
Share-based payments	-	61,247	-	61,247
Balance at 31 December 2020	<u>59,917,815</u>	<u>342,250</u>	<u>(55,613,846)</u>	<u>4,646,219</u>

Consolidated	Issued capital \$	Reserves \$	Accumulated losses \$	Total equity \$
Balance at 1 July 2021	59,892,781	1,482,306	(57,626,631)	3,748,456
Profit/(loss) after income tax expense for the half-year	-	-	(523,181)	(523,181)
Other comprehensive income for the half-year, net of tax	-	3,554	-	3,554
Total comprehensive income for the half-year	-	3,554	(523,181)	(519,627)
<i>Transactions with owners in their capacity as owners:</i>				
Share-based payments (note 10)	-	1,037,618	-	1,037,618
Consultancy fee paid as share rights (note 10)	-	17,500	-	17,500
Share options and rights exercised (note 9, 16)	534,000	-	-	534,000
Balance at 31 December 2021	<u>60,426,781</u>	<u>2,540,978</u>	<u>(58,149,812)</u>	<u>4,817,947</u>

The above statement of changes in equity should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of cash flows
For the half-year ended 31 December 2021

		Consolidated	
	Note	31 Dec 2021	31 Dec 2020
		\$	\$
Cash flows from operating activities			
Receipts from customers (inclusive of GST)		21,155,704	13,364,129
Payments to suppliers and employees (inclusive of GST)		<u>(19,098,436)</u>	<u>(13,522,707)</u>
		2,057,268	(158,578)
Receipts from Government grant		-	478,500
Interest received		-	727
Interest, restructuring and other finance costs paid		(131,661)	(34,220)
Income taxes paid		<u>(41,427)</u>	<u>(9)</u>
Net cash from operating activities		<u>1,884,180</u>	<u>286,420</u>
Cash flows from investing activities			
Payments for property, plant and equipment		(7,340)	(20,627)
Payments for intangibles	5	(1,076,518)	(907,823)
Proceeds from disposal of property, plant and equipment		<u>2,300</u>	<u>7,201</u>
Net cash used in investing activities		<u>(1,081,558)</u>	<u>(921,249)</u>
Cash flows from financing activities			
Proceeds from issue of shares		534,000	13,396,878
Share issue transaction costs		-	(1,080,749)
Repayment of borrowings		-	(9,896,878)
Repayment of lease liabilities		<u>(302,114)</u>	<u>(501,069)</u>
Net cash from financing activities		<u>231,886</u>	<u>1,918,182</u>
Net increase in cash and cash equivalents		1,034,508	1,283,353
Cash and cash equivalents at the beginning of the financial half-year		3,621,675	1,768,401
Effects of exchange rate changes on cash and cash equivalents		<u>14,849</u>	<u>64,715</u>
Cash and cash equivalents at the end of the financial half-year		<u><u>4,671,032</u></u>	<u><u>3,116,469</u></u>

The above statement of cash flows should be read in conjunction with the accompanying notes

Note 1. Significant accounting policies

These general purpose financial statements for the interim half-year reporting period ended 31 December 2021 have been prepared in accordance with Australian Accounting Standard AASB 134 'Interim Financial Reporting' and the Corporations Act 2001, as appropriate for for-profit oriented entities. Compliance with AASB 134 ensures compliance with International Financial Reporting Standard IAS 34 'Interim Financial Reporting'.

These general purpose financial statements do not include all the notes of the type normally included in annual financial statements. Accordingly, these financial statements are to be read in conjunction with the annual report for the year ended 30 June 2021 and any public announcements made by the company during the interim reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001.

The principal accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, except for the policies stated below.

New or amended Accounting Standards and Interpretations adopted

The group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Note 2. Operating segments

Identification of reportable operating segments

The Group is organised into three operating segments:

- Data & Insights;
- Pure.amplify Media AU (formerly Media); and
- Pure.amplify Media UK (formerly Performance)

These operating segments are based on the internal reports that are reviewed and used by the Board of Directors (who are identified as the Chief Operating Decision Makers ('CODM')) in assessing performance and in determining the allocation of resources. There is no aggregation of operating segments.

Other segments represent the corporate headquarters of the group.

The CODM reviews EBITDA (earnings before interest, tax, depreciation and amortisation). The accounting policies adopted for internal reporting to the CODM are consistent with those adopted in the financial statements.

Types of products and services

The principal products and services are as follows:

Data & Insights	Conducting market research and accessing insights and campaigns through our proprietary self-service platform
Pure.amplify Media AU	Buying and selling online advertising inventory on behalf of advertisers and publishers
Pure.amplify Media UK	Generates leads for clients through its consumer database and proprietary and partner digital assets

During financial year 2021, the media and performance operating segments were rebranded under Pure.amplify division. The media operating segment is now known as Pure.amplify Media AU and the performance operating segment is now known as Pure.amplify Media UK.

Note 2. Operating segments (continued)

Operating segment information

	Data & Insights \$	Pure.amplify Media AU \$	Pure.amplify Media UK \$	Other segments \$	Total \$
Consolidated - 31 Dec 2021					
Revenue					
Sales to external customers	17,398,533	2,649,165	797,248	-	20,844,946
Interest	-	-	-	-	-
Total revenue	17,398,533	2,649,165	797,248	-	20,844,946
EBITDA (excluding significant items)	5,676,832	440,034	(25,888)	(3,606,319)	2,484,659
Depreciation and amortisation	(1,377,403)	-	-	(333,743)	(1,711,146)
Share based payments	-	-	-	(1,037,618)	(1,037,618)
Interest expense on leases	-	-	-	(96,937)	(96,937)
Finance costs	-	-	-	(131,661)	(131,661)
(Loss)/profit before income tax expense	4,299,429	440,034	(25,888)	(5,206,278)	(492,703)
Income tax expense					(30,478)
Profit/(loss) after income tax expense					(523,181)
Consolidated - 31 Dec 2020					
Revenue					
Sales to external customers	12,079,542	1,644,994	716,078	-	14,440,614
Interest	-	-	-	727	727
Total revenue	12,079,542	1,644,994	716,078	727	14,441,341
EBITDA (excluding significant items)	4,144,470	174,833	(3,474)	(2,696,556)	1,619,273
Depreciation and amortisation	(1,487,957)	-	-	(453,136)	(1,941,093)
Gain on loan forgiveness	-	-	-	8,416,780	8,416,780
Restructuring, acquisition and capital raising costs	-	-	-	(794,142)	(794,142)
Interest	-	-	-	727	727
Interest expense on leases	-	-	-	(104,130)	(104,130)
Finance costs	-	-	-	(2,362,785)	(2,362,785)
(Loss)/profit before income tax expense	2,656,513	174,833	(3,474)	2,006,758	4,834,630
Income tax expense					(10,689)
Profit after income tax expense					4,823,941

All assets and liabilities, including taxes are not allocated to the operating segments as they are managed on an overall group basis.

Revenue by geographical area

The group has operations in 7 countries working with clients based in 3 (2020: 3) regions. The sales revenue based on each client region is as follows:

	Consolidated 31 Dec 2021 \$	31 Dec 2020 \$
Australasia	14,474,156	10,318,944
Europe	4,645,849	4,037,761
US	1,724,941	83,909
	20,844,946	14,440,614

Note 3. Revenue

	Consolidated	
	31 Dec 2021	31 Dec 2020
	\$	\$
Data & Insights	15,428,224	11,631,179
Data & Insights - SaaS Platform	1,970,309	448,363
Pure.amplify Media AU	2,649,165	1,644,994
Pure.amplify Media UK	797,248	716,078
Revenue	<u>20,844,946</u>	<u>14,440,614</u>

Disaggregation of revenue

Refer to note 2 'Operating segments' for analysis of revenue by major product line and geographical region.

During the financial half-years ended 31 December 2021 and 31 December 2020, all revenue was recognised based on services transferred over time.

Note 4. Other income

	Consolidated	
	31 Dec 2021	31 Dec 2020
	\$	\$
Net foreign exchange gain	5,298	-
Net gain on disposal of intangible assets, property, plant and equipment	2,300	7,201
Gain on loan forgiveness	-	8,416,780
Government grants (COVID-19)	-	364,500
Rental income	244,622	236,395
Miscellaneous	14,581	-
Other income	<u>266,801</u>	<u>9,024,876</u>

Government grants (COVID-19) represents grants received from the Government comprising of JobKeeper support payments. During the Coronavirus (COVID-19) pandemic, the group has received JobKeeper support payments from the Australian Government which are passed on to eligible employees. These have been recognised as government grants in the financial statements and recorded as other income over the periods in which the related employee benefits are recognised as an expense. The group is eligible for JobKeeper support from the government on the condition that employee benefits continue to be paid.

Note 5. Non-current assets - intangibles

	Consolidated	
	31 Dec 2021	30 Jun 2021
	\$	\$
Goodwill - at cost	15,503,285	15,503,285
Less: Impairment	<u>(15,503,285)</u>	<u>(15,503,285)</u>
	-	-
Software - at cost	27,895,922	26,819,404
Less: Accumulated amortisation	(18,062,271)	(16,873,956)
Less: Impairment	<u>(4,598,724)</u>	<u>(4,598,724)</u>
	5,234,927	5,346,724
Customer contracts and partner network arrangement - at cost	3,622,000	3,622,000
Less: Accumulated amortisation	(1,168,990)	(1,168,990)
Less: Impairment	<u>(2,453,010)</u>	<u>(2,453,010)</u>
	-	-
Membership base - at cost	2,694,410	2,694,410
Less: Accumulated amortisation	<u>(1,992,681)</u>	<u>(1,803,593)</u>
	701,729	890,817
	<u>5,936,656</u>	<u>6,237,541</u>

Reconciliations

Reconciliations of the written down values at the beginning and end of the current financial half-year are set out below:

	Software	Membership	Total
	\$	base	\$
Consolidated			
Balance at 1 July 2021	5,346,724	890,817	6,237,541
Additions	1,076,518	-	1,076,518
Amortisation expense	<u>(1,188,315)</u>	<u>(189,088)</u>	<u>(1,377,403)</u>
Balance at 31 December 2021	<u>5,234,927</u>	<u>701,729</u>	<u>5,936,656</u>

Note 6. Current liabilities - lease liabilities

	Consolidated	
	31 Dec 2021	30 Jun 2021
	\$	\$
Lease liability	<u>267,534</u>	<u>362,007</u>

Note 7. Non-current liabilities - borrowings

	Consolidated	
	31 Dec 2021	30 Jun 2021
	\$	\$
Loans	<u>3,000,000</u>	<u>3,000,000</u>

The debt facility between the group and its existing lender, Lucerne, is \$3,000,000, which is effective from 29 December 2020. Interest is fixed and payable at 8.5% per annum and is payable quarterly on the last day of the quarter. The facility expires on 29 December 2023. The new facility does not contain business performance covenants. The loan is secured over the assets of the group. As at 31 December 2021, the new facility has been fully drawn.

Note 7. Non-current liabilities - borrowings (continued)

On 1 October 2021, the respective rights and obligations under each of the facility agreement and the general security deeds were novated to Altor Capital Management Pty Ltd.

Financing arrangements

Unrestricted access was available at the reporting date to the following lines of credit:

	Consolidated 31 Dec 2021 \$	30 Jun 2021 \$
Total facilities		
Loans	3,000,000	3,000,000
Used at the reporting date		
Loans	3,000,000	3,000,000
Unused at the reporting date		
Loans	-	-

Note 8. Non-current liabilities - lease liabilities

	Consolidated 31 Dec 2021 \$	30 Jun 2021 \$
Lease liability	1,843,591	1,750,327

Note 9. Equity - issued capital

	31 Dec 2021 Shares	30 Jun 2021 Shares	Consolidated 31 Dec 2021 \$	30 Jun 2021 \$
Ordinary shares - fully paid	1,100,106,969	1,057,734,591	60,426,781	59,892,781

Movements in ordinary share capital

Details	Date	Shares	Issue price	\$
Balance	1 July 2021	1,057,734,591		59,892,781
Shares issued on exercise of share rights**	5 July 2021	327,322		-
Shares issued on exercise of share rights**	6 October 2021	146,033		-
Shares issued on exercise of share options	6 October 2021	13,800,000	\$0.030	414,000
Shares issued on exercise of share options*/**	6 October 2021	4,527,701		-
Shares issued on exercise of performance rights*/**	6 October 2021	8,062,500		-
Shares issued on exercise of share options*/**	29 October 2021	9,512,861		-
Shares issued on exercise of share options*/**	18 November 2021	1,995,961		-
Shares issued on exercise of share options	18 November 2021	4,000,000	\$0.030	120,000
Balance	31 December 2021	1,100,106,969		60,426,781

* In accordance with the initial award offering, disposal or trading of ordinary shares is restricted until the expiry of 12 months following the date the shares are issued.

** The exercise price is a notional amount that is not paid in cash. Instead, when the options are exercised, the number of shares issued are reduced by an equivalent number to cover the notional exercise price.

Note 10. Equity - reserves

	Consolidated	
	31 Dec 2021	30 Jun 2021
	\$	\$
Foreign currency reserve	(212,728)	(216,282)
Share-based payments reserve	2,753,706	1,698,588
	<u>2,540,978</u>	<u>1,482,306</u>

Foreign currency reserve

The reserve is used to recognise exchange differences arising from the translation of the financial statements of foreign operations to Australian dollars. It is also used to recognise gains and losses on hedges of the net investments in foreign operations.

Share-based payments reserve

The reserve is used to recognise the value of equity benefits provided to employees and directors as part of their remuneration, and other parties as part of their compensation for services.

Movements in reserves

Movements in each class of reserve during the current financial half-year are set out below:

Consolidated	Foreign currency \$	Share-based payments \$	Total \$
Balance at 1 July 2021	(216,282)	1,698,588	1,482,306
Foreign currency translation	3,554	-	3,554
Share-based payments	-	1,037,618	1,037,618
Consultancy fee paid as share rights	-	17,500	17,500
Balance at 31 December 2021	<u>(212,728)</u>	<u>2,753,706</u>	<u>2,540,978</u>

Note 11. Equity - dividends

There were no dividends paid, recommended or declared during the current or previous financial half-year.

Note 12. Fair value measurement

Unless otherwise stated, the carrying amounts of financial instruments reflect their fair value. The carrying amounts of trade receivables and trade payables are assumed to approximate their fair values due to their short-term nature. The fair value of financial liabilities is estimated by discounting the remaining contractual maturities at the current market interest rate that is available for similar financial instruments.

Note 13. Contingent liabilities

The group had no contingent liabilities as at 31 December 2021 (30 June 2021: none).

Note 14. Non-cash investing and financing activities

	Consolidated	
	31 Dec 2021	31 Dec 2020
	\$	\$
Additions to the right-of-use assets	136,347	233,413
Shares issued on conversion of loan	-	5,407,292
	<u>136,347</u>	<u>5,640,705</u>

Note 15. Earnings per share

	Consolidated 31 Dec 2021 \$	31 Dec 2020 \$
(Loss)/profit after income tax attributable to the owners of Pureprofile Ltd	(523,181)	4,823,941
	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	1,075,114,177	267,597,324
Weighted average number of ordinary shares used in calculating diluted earnings per share	1,075,114,177	267,597,324
	Consolidated 31 Dec 2021 Cents	31 Dec 2020 Cents
Basic earnings per share	(0.05)	1.80
Diluted earnings per share	(0.05)	1.80

Options and rights have been excluded from the calculation of diluted earnings per share as they were considered anti-dilutive.

Note 16. Share-based payments

Share-based payments expense for the financial half-year was \$1,037,618 (31 December 2020: \$nil).

Share options granted during the financial half-year ended 31 December 2021

On 16 September 2021, 25,437,720 unlisted options were granted to M. Sheppard, a key management personnel of the company. The award was issued as two tranches. Tranche 1 - Short Term Incentives ('STI') options for 16,958,480 will vest in two tranches: 8,479,240 options will vest on the 12 months anniversary of the grant date (16 September 2022) and 8,479,240 options will vest on the 24 months anniversary of the grant date (16 September 2023). Tranche 2 - Long Term Incentives ('LTI') options for 8,479,240 will vest in three tranches: 2,826,413 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2022 (1 September 2022), 2,826,413 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2023 (1 September 2023) and 2,826,413 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2024 (1 September 2024). The contractual life of each option is five years.

On 17 September 2021, 41,433,030 unlisted options were granted to executive team members. The award was issued as two tranches. Tranche 1 - STI options for 20,716,515 will vest in two tranches: 10,358,258 options will vest on the 12 months anniversary of the grant date (17 September 2022) and 10,358,258 options will vest on the 24 months anniversary of the grant date (17 September 2023). Tranche 2 - LTI options for 20,716,515 will vest in three tranches: 6,905,505 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2022 (1 September 2022), 6,905,505 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2023 (1 September 2023) and 6,905,505 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2024 (1 September 2024). The contractual life of each option is five years.

Share rights granted during the financial half-year ended 31 December 2021

On 1 October 2022, 285,442 share rights were granted to Albert Hitchcock, a board associate. The share rights are exercisable at nil value. 142,721 share rights will vest on 31 December 2021 and 142,721 share rights will vest on 31 March 2022. The contractual life of each share right is five years.

Note 16. Share-based payments (continued)

Performance rights granted during the financial half-year ended 31 December 2021

On 26 October 2021, 10,000,000 performance rights were granted to M. Filz, the chief executive officer of the company. The performance rights are exercisable at nil value. The performance rights vest in three tranches: 3,333,333 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2022 (1 September 2022), 3,333,333 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2023 (1 September 2023) and 3,333,334 options will vest on the date following the announcement of the company's annual audited consolidated results for the year ended 30 June 2024 (1 September 2024). The contractual life of each performance right is 5 years.

Share options

Set out below are summaries of options granted by the company:

31 Dec 2021

Grant date	Expiry date	Exercise price	Balance at the start of the half-year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the half-year
19/10/2020	08/12/2022	\$0.030	15,000,000	-	(13,800,000)	-	1,200,000
29/01/2021	01/04/2026	\$0.020	4,930,156	-	-	-	4,930,156
29/01/2021	01/04/2026	\$0.020	2,000,000	-	-	-	2,000,000
29/01/2021	01/04/2026	\$0.020	32,867,707	-	(10,955,902)	-	21,911,805
01/04/2021	01/04/2026	\$0.020	12,626,719	-	(4,208,906)	-	8,417,813
01/04/2021	01/04/2026	\$0.020	34,023,703	-	(8,822,041)	(2,129,167)	23,072,495
24/05/2021	08/12/2022	\$0.030	4,000,000	-	(4,000,000)	-	-
16/09/2021	16/09/2026	\$0.027	-	25,437,720	-	-	25,437,720
17/09/2021	17/09/2026	\$0.027	-	41,433,030	-	-	41,433,030
			105,448,285	66,870,750	(41,786,849)	(2,129,167)	128,403,019

The weighted average remaining contractual life of share options outstanding at the end of the financial half-year was 4.46 years (2020: 1.94 years).

Share rights

Set out below are summaries of share rights granted by the company:

31 Dec 2021

Grant date	Expiry date	Exercise price	Balance at the start of the half-year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the half-year
29/01/2021	01/04/2026	\$0.000	14,000,000	-	-	-	14,000,000
29/01/2021	01/04/2026	\$0.000	1,750,000	-	-	-	1,750,000
01/04/2021	01/04/2026	\$0.000	2,453,740	-	-	-	2,453,740
01/04/2021	01/04/2026	\$0.000	703,942	-	(473,355)	-	230,587
01/10/2021	01/01/2015	\$0.000	-	285,442	-	-	285,442
			18,907,682	285,442	(473,355)	-	18,719,769

The weighted average remaining contractual life of share rights outstanding at the end of the financial half-year was 4.26 years (2020: n/a).

Note 16. Share-based payments (continued)

Performance rights

Set out below are summaries of performance rights granted by the company:

31 Dec 2021

Grant date	Expiry date	Exercise price	Balance at the start of the half-year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the half-year
29/01/2021	01/04/2026	\$0.000	9,875,000	-	(4,937,500)	-	4,937,500
01/04/2021	01/04/2026	\$0.000	6,250,000	-	(3,125,000)	-	3,125,000
26/10/2021	26/10/2026	\$0.000	-	10,000,000	-	-	10,000,000
			16,125,000	10,000,000	(8,062,500)	-	18,062,500

The weighted average remaining contractual life of performance rights outstanding at the end of the financial half-year was 4.57 years (2020: n/a).

For the options granted during the current financial half-year, the valuation model inputs used to determine the fair value at the grant date, are as follows:

Grant date	Expiry date	Share price at grant date	Exercise price	Expected volatility	Dividend yield	Risk-free interest rate	Fair value at grant date
16/09/2021	16/09/2026	\$0.048	\$0.030	74.00%	-	0.66%	\$0.0340
17/09/2021	17/09/2026	\$0.051	\$0.030	75.00%	-	0.66%	\$0.0368

For the share rights granted during the current financial half-year, the valuation model inputs used to determine the fair value at the grant date, are as follows:

Grant date	Expiry date	Share price at grant date	Exercise price	Fair value at grant date
01/10/2021	01/10/2026	\$0.064	\$0.000	\$0.0613

For the performance rights granted during the current financial half-year, the valuation model inputs used to determine the fair value at the grant date, are as follows:

Grant date	Expiry date	Share price at grant date	Exercise price	Fair value at grant date
26/10/2021	26/10/2026	\$0.057	\$0.000	\$0.0600

Note 17. Events after the reporting period

The consequences of the Coronavirus (COVID-19) pandemic are continuing to be felt around the world, and its impact on the group, if any, has been reflected in its published results to date. It is not possible at this time to state that the pandemic will not subsequently impact the group's operations going forward. The group now has experience in the swift implementation of business continuation processes should future lockdowns of the population occur, and these processes continue to evolve to minimise any operational disruption. Management continues to monitor the situation both locally and internationally.

No other matter or circumstance has arisen since 31 December 2021 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

In the directors' opinion:

- the attached financial statements and notes comply with the Corporations Act 2001, Australian Accounting Standard AASB 134 'Interim Financial Reporting', the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the group's financial position as at 31 December 2021 and of its performance for the financial half-year ended on that date; and
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of directors made pursuant to section 303(5)(a) of the Corporations Act 2001.

On behalf of the directors



Andrew Edwards
Non-Executive Chairman

24 February 2022
Sydney

Independent Auditor's Review Report

To the Members of Pureprofile Limited

Report on the review of the half-year financial report

Conclusion

We have reviewed the accompanying half-year financial report of Pureprofile Limited (the Company) and its subsidiaries (the Group), which comprises the consolidated statement of financial position as at 31 December 2021, and the consolidated statement of profit or loss and other comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the half-year ended on that date, a description of accounting policies, other selected explanatory notes, and the directors' declaration.

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the accompanying half-year financial report of Pureprofile Limited does not comply with the Corporations Act 2001 including:

- (a) giving a true and fair view of the Group's financial position as at 31 December 2021 and of its performance for the half-year ended on that date; and
- (b) complying with Accounting Standard AASB 134 Interim Financial Reporting and the Corporations Regulations 2001.

Basis for Conclusion

We conducted our review in accordance with ASRE 2410 Review of a Financial Report Performed by the Independent Auditor of the Entity. Our responsibilities are further described in the Auditor's Responsibilities for the Review of the Financial Report section of our report. We are independent of the Company in accordance with the auditor independence requirements of the Corporations Act 2001 and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (*including Independence Standards*) (the Code) that are relevant to our audit of the annual financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

Directors' responsibility for the half-year financial report

The Directors of the Company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the Directors determine is necessary to enable the preparation of the half-year financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including giving a true and fair view of the Group's financial position as at 31 December 2021 and its performance for the half-year ended on that date, and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.



Grant Thornton Audit Pty Ltd
Chartered Accountants



S M Coulton
Partner – Audit & Assurance

Sydney, 24 February 2022