

A photograph of two women laughing joyfully outdoors. The woman on the left is Black and wearing a denim shirt, while the woman on the right is white and wearing a white tank top. They are both smiling broadly and looking towards each other. The background is a blurred green landscape with a wooden railing.

Pureprofile 

# FY22

## H1

# Investor Presentation

Presented by Martin Filz, CEO,  
Melinda Sheppard, CFO



February 2022



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SECTION ONE:

# Pureprofile Today

82%

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



# 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

Over 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

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#### 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

Malaysia

- 
-  2022

Australia

- 
- 
- 

New Zealand

- 

## Where we are located

Offices in 8 countries    \$31.6m in revenue from repeat clients (past 12 months)

767 clients globally

186 staff globally    \$5.8m in annuity revenue (past 12 months)





SECTION TWO:

# Looking forward

**50%**

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



# Our growth plan

We expect the FY22-FY24 period of our growth plan will continue to be an investment phase.

Through this period we will keep investing in our sales capability, panels, technologies and platforms to enable us to scale further and to make the most of the opportunities we see in existing and new regions.

We will, however remain focused on retaining the right balance between investment and improving our operating margin. This will allow us to keep growing our operating cash flow.





# Strategic priorities to support our growth plan

<b>Expansion of our global business</b>	<ul style="list-style-type: none"><li>• Further global expansion into new markets across South East Asia and Europe</li><li>• Further expand our partnership program with new publishers, financial institutions and loyalty programs in multiple countries</li><li>• 50% of total revenue from markets outside of Australia</li></ul>	
<b>People</b>	<ul style="list-style-type: none"><li>• Continue to recruit industry leaders across the globe</li><li>• Enhance our employee benefits and salary packages to remain an employer of choice</li><li>• Support employee growth and development through tailored online learning programs and by providing pathways for career progression</li></ul>	
<b>Investment in technology, solutions and platforms</b>	<ul style="list-style-type: none"><li>• Develop industry leading technologies to make client goals easier to achieve</li><li>• Continue to look for opportunities to increase automation and improve processes in order to meet the evolving needs of our clients</li><li>• Improve our operational efficiency and increase project profitability</li></ul>	
<b>Clients</b>	<ul style="list-style-type: none"><li>• Continue to work with industry leading brands</li><li>• Offer a consultative solution oriented client service</li><li>• Continue to deliver a client-first experience</li></ul>	
<b>Acquisitions</b>	<ul style="list-style-type: none"><li>• Develop M&amp;A strategy and criteria for potential targets that can help accelerate growth and expand access to new panellists</li></ul>	



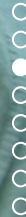


SECTION THREE:

# 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



# Culture is king!

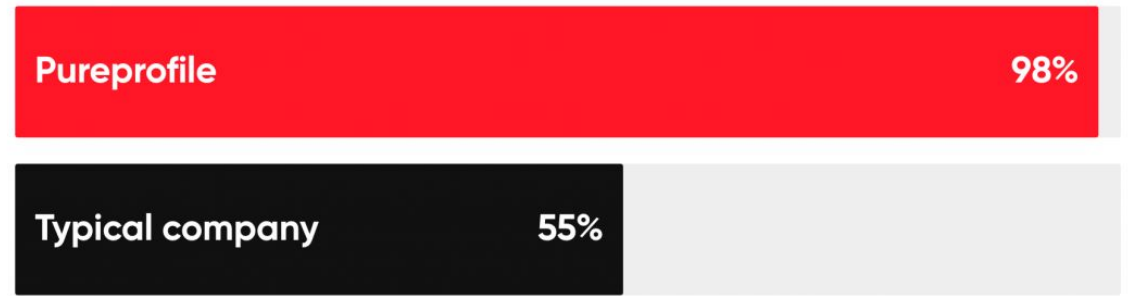
It's official! Thanks to our amazing Aussie team, we are proud to have earned Great Place to Work certification. When your people are amazing the results speak for themselves



## Company culture at Pureprofile

The employee experience at Pureprofile, compared to a typical Australia-based company

98% of employees at Pureprofile say it is a great place to work compared to 55% of employees at a typical Australia-based company



Source: Great Place to Work® 2019 Australia National Employee Engagement Study

- 100%** When you join the company, you are made to feel welcome
- 100%** I am able to take time off from work when I think it's necessary
- 100%** People celebrate special events here
- 100%** Our executives embody the best characteristics of our company
- 100%** Management is approachable and easy to talk to





# Comprehensive Employee benefits

To ensure we remain an employer of choice and a *Great Place to Work*, we have further enhanced our employee benefits program.

These benefits have been gratefully received by our engaged workforce.



**Increased parental leave**  
for primary and secondary carers (according to tenure)



**Annual life days**  
additional personal leave or 'me days'



**Bonus annual leave**  
for each year of service (capped at 5 days)



**Annual wellness allowance**  
to spend on health & wellbeing services



**Birthday leave**  
additional day of paid leave to take during the employee's birthday week



**Annual charity leave day**  
opportunity to volunteer at a charitable organisation of the employee's choice



**Mental health initiatives**  
periodic workshops to encourage meditation, yoga and other beneficial activities



**Exercise hour**  
paid period every week where employees are able to undertake a fitness activity



**Bonus Christmas leave**  
paid annual leave days between Christmas and New Year's Day



**Meeting free times**  
no internal meetings on Wednesdays and 11am - 1pm daily



**Free annual flu vaccines**  
to ensure employees are protected against seasonal illness



**Rewards program**  
4 employees are recognised for exceptional work each month and awarded a gift voucher



**Referral bonus**  
cash payout is awarded to employees who refer a successful candidate for a role



**Employee Assistance Program (EAP)**  
free confidential counselling services



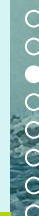
**Company share options**  
available to employees after their probationary period ends



**Educational financial assistance program**  
for approved job-related study



**Globetrotters program**  
flexibility to work from anywhere in the world for up to 3 months a year



SECTION FOUR:

# Financial Highlights

**75%**

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





# Momentum continues into H2

\$2.6m revenue in Jan FY22 which was 38% up on pcp due to strong growth across all divisions

January revenue growth was consistent with YTD growth rates experienced during H1

We remain on track for achieving the top end of our EBITDA guidance of \$4-4.4m

Results	Jan FY22	vs Jan FY21
Revenue	\$2.6m	38% ▲

Business Unit Revenues	Jan FY22	vs Jan FY21
Data & Insights APAC	\$1.3m	35% ▲
Data & Insights UK/EU	\$0.8m	45% ▲
SaaS Platform	\$0.2m	278% ▲
Pure.amplify Media	\$0.4m	3% ▲

NB: 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	\$1.9m	558% ▲

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.





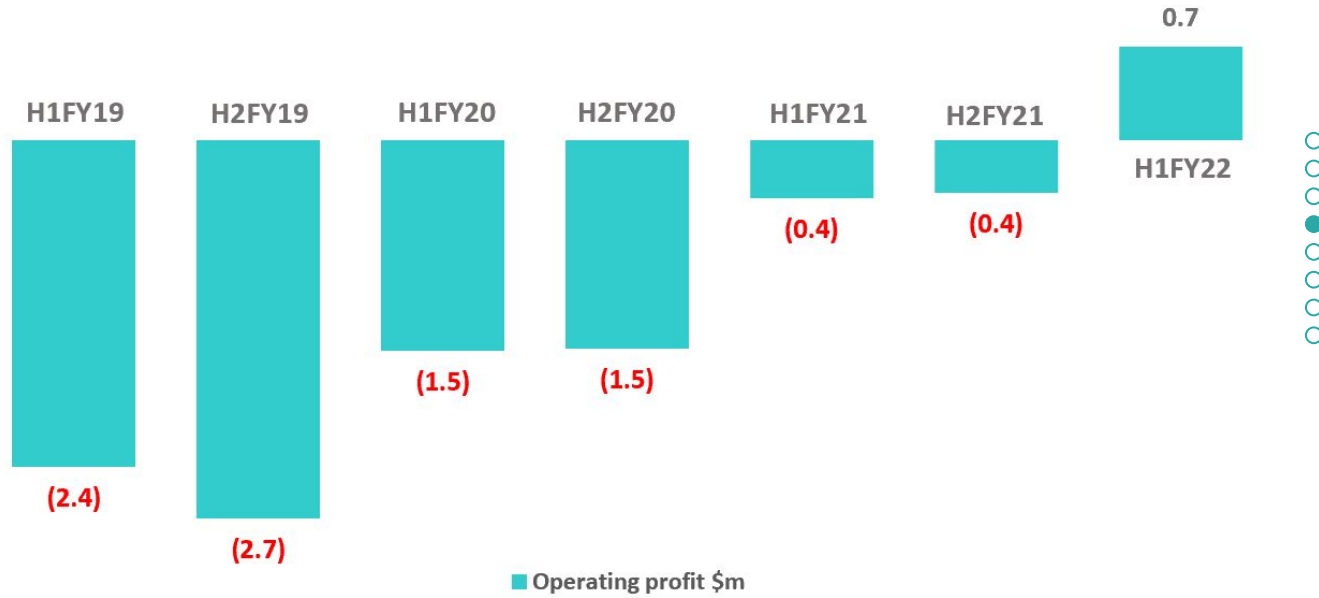
# Operating profit trends

Pureprofile delivered an Operating profit for the first time in its 22 year history in half 1

Operating profit/(loss) before tax for the FY22 financial half-year was a profit of \$0.7m compared to operating losses in prior periods

Our focus on operational efficiencies has resulted in a continued improvement in Operating profit

Operating Profit before tax \$m



# Operating profit reconciliation for H1

Operating profit before tax for the financial half-year was \$0.7m which was up 259% on pcp

Operating profit/(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

Period Ending	31 December 2021	31 December 2020
Operating profit/(loss) before tax	\$0.7m	(\$0.4m)
<i>Add back:</i>		
Interest	\$0.0m	\$0.0m
Gain from loan forgiveness	\$0.0m	\$8.4m
<i>Less:</i>		
Finance Costs	(\$0.1m)	(\$2.4m)
Restructuring, acquisition and capital raising costs	\$0.0m	(\$0.8m)
Share-based payment expense	(\$1.0m)	\$0.0m
Income tax expense	(\$0.0m)	(\$0.0m)
Profit/(Loss) after income tax	(\$0.5m)	\$4.8m

NB: Operating profit or less before tax is calculated as statutory profit or loss excluding income tax and separately reported items.



# Balance Sheet

Closing cash balance of \$4,7m up on 30 June 2021 by \$1.1m due strong operating cash flow

Growth in trade payables and receivables in line with strong revenue growth

Net Asset position continues to grow due to improved trading post the recapitalisation

Period Ending	31 December 2021	30 June 2021
Cash and cash equivalents	\$4.7m	\$3.6m
Trade and other receivables	\$7.0m	\$5.7m
Other assets	\$1.8m	\$1.7m
<b>Total Current Assets</b>	<b>\$13.5m</b>	<b>\$11.1m</b>
Right of use assets	\$1.8m	\$1.9m
Intangibles & PPE	\$6.1m	\$6.4m
<b>Total Non-Current Assets</b>	<b>\$7.9m</b>	<b>\$8.3m</b>
<b>Total Assets</b>	<b>\$21.4m</b>	<b>\$19.3m</b>
Trade and other payables	\$7.8m	\$7.2m
Provisions & other liabilities	\$3.8m	\$3.6m
<b>Total Current Liabilities</b>	<b>\$11.6m</b>	<b>\$10.8m</b>
Borrowings	\$3.0m	\$3.0m
Other liabilities	\$2.0m	\$1.9m
<b>Total Non-Current Liabilities</b>	<b>\$5.0m</b>	<b>\$4.9m</b>
<b>Total Liabilities</b>	<b>\$16.6m</b>	<b>\$15.7m</b>
<b>Net Current Assets</b>	<b>\$1.9m</b>	<b>\$0.3m</b>
<b>Net Assets</b>	<b>\$4.8m</b>	<b>\$3.7m</b>



# Cashflow

Operating cash flows improved by \$1.6m due to stronger EBITDA and growth in cash receipts

\$0.5m net proceeds from shares issued on exercise of share options

Repayment of lease liabilities reduced in H1FY22 due to savings in occupancy expenses

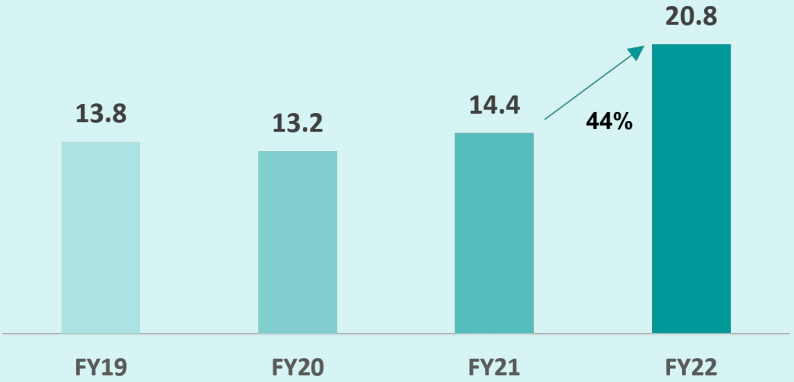
Period ending 31st December	FY22	FY21
Receipts from customers	\$21.2m	\$13.4m
Payments to suppliers and employees	(\$19.1m)	(\$13.5m)
Interest and other financing	(\$0.1m)	(\$0.0m)
Other	\$0.0m	\$0.4m
<b>Operating cash flows</b>	<b>\$1.9m</b>	<b>\$0.3m</b>
Payments for intangibles	(\$1.1m)	(\$0.9m)
<b>Investing cash flows</b>	<b>(\$1.1m)</b>	<b>(\$0.9m)</b>
Proceeds from issue of shares	\$0.5m	\$13.4m
Share issue transaction cost	\$0.0m	(\$1.1m)
Proceeds of borrowings	\$0.0m	\$0.0m
Repayment of borrowings	\$0.0m	(\$9.9m)
Repayment of lease liabilities	(\$0.3m)	(\$0.5m)
<b>Financing cash flows</b>	<b>\$0.2m</b>	<b>\$1.9m</b>
<b>Total cash flows</b>	<b>\$1.0m</b>	<b>\$1.3m</b>
Opening cash balance	\$3.6m	\$1.8m
<b>Closing cash balance</b>	<b>\$4.7m</b>	<b>\$3.1m</b>



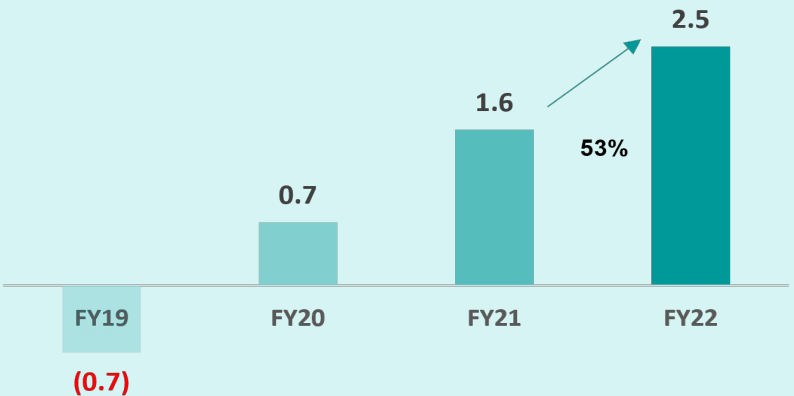


# Half 1 Financial Trends

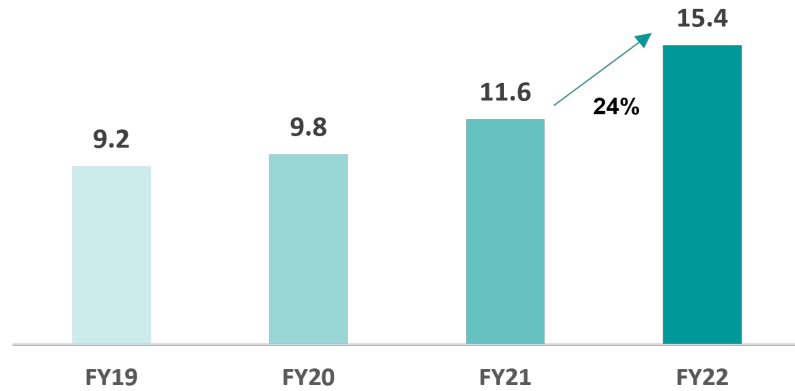
### Revenue \$m



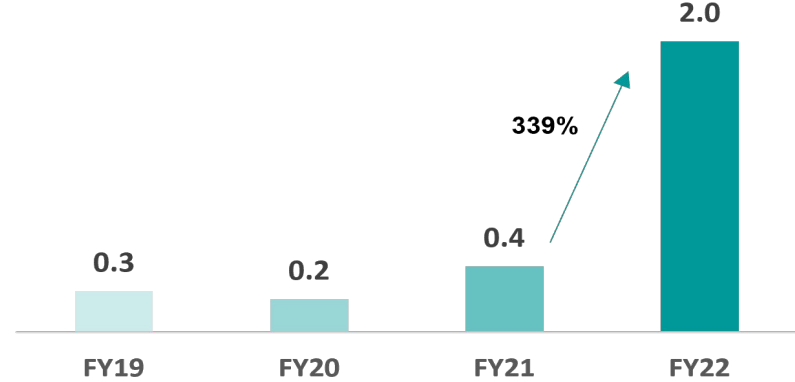
### EBITDA \$M



### Data & Insights Revenue \$m



### SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments

SECTION FIVE:

# Operating Highlights

**63%**

of Brits get their climate change news from TV broadcasts





# Operational Key Performance Indicators - H1 FY22

**51%**

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

**339%**

HoH revenue growth from **SaaS clients**

**50%**

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

**38%**

HoH 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)

**201 million**

Ads delivered by **Pure.amplify** up **74%**  
**HoH = 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
			
			
			
			
			



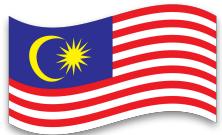


## Business Awards

**We are thrilled** to be 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.



# Operating highlights



## Cementing our presence in Asia - new offices in Malaysia

In February 2022 we announced the opening of Pureprofile’s Malaysian office, our 8th global hub. Capitalising on Malaysia’s booming \$110 million market research industry - which grew by 10% in 2021 alone<sup>1</sup>



## Implementation of CleanID - for better security and pristine data

CleanID is a best-in-class fraud and duplication detection system designed to eliminate known data threats in real time. Spearheaded by Pureprofile’s Quality Assurance committee, this tech integration supports our 20-year commitment to exceptional data quality

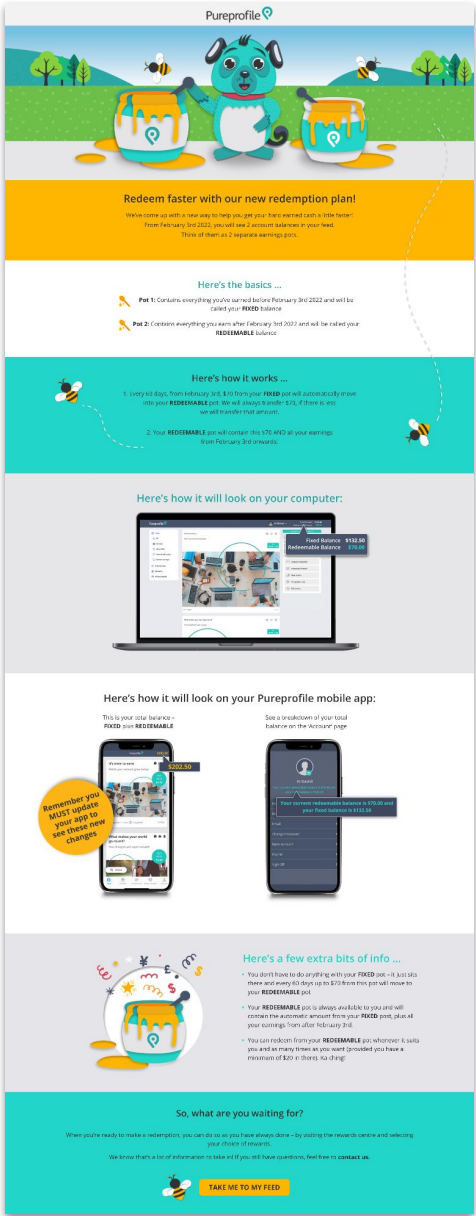
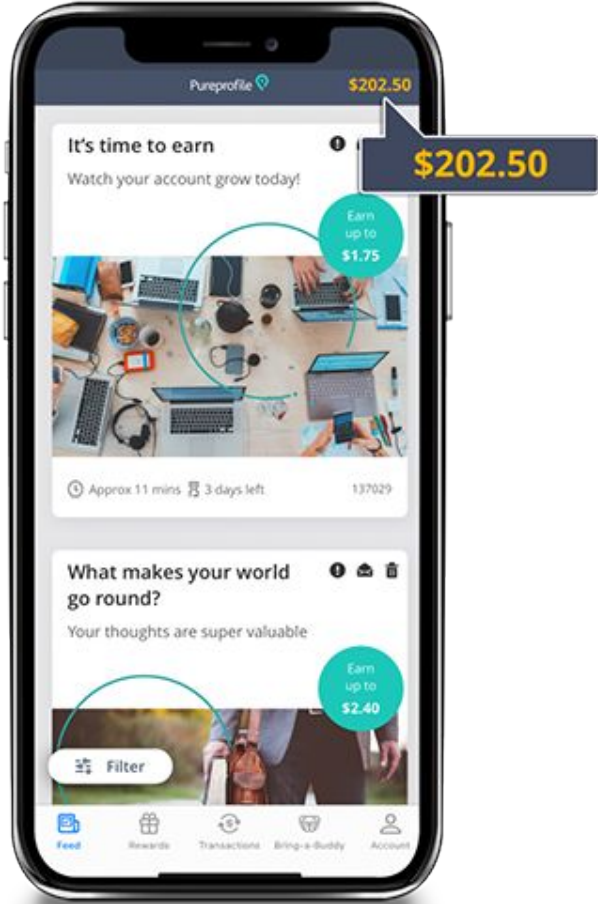


<sup>1</sup>According to the ESOMAR Global Market Research Report 2021

# Focus on panel member experience



In line with our commitment to continually enhance the panel member experience, new redemption rules for our global panel members have been rolled out - allowing panellists to redeem their rewards more often





# Pureprofile in the news



The world is talking about Pureprofile across a range of media formats including trade press, news publications and TV

**NEWS** 4 FEBRUARY 2022  
**PUREPROFILE ADDS CLEANID TO ENHANCE SECURITY**  
 Colette Doyle

RETAIL WORLD 360 INDUSTRY NEWS NEWS  
**How research technology is shaping the future of retail**  
 By Retail World Editor February 4, 2022

**Leading a Turnaround > Having the Right CFO**

GreenBook > Trends > Market Research Predictions for 2022 (Part Two)  
**Market Research Predictions for 2022**

**AdNews**  
**Pureprofile revenue up 61%**  
 By Chris Pash | 21 October 2021

**Research industry predictions for 2022**  
 December 13, 2021 Opinion 0

**retailbiz**  
**Pureprofile rolls out Audience Intelligence data platform**

view Pureprofile Ltd (ASX:PPL)  
**Pureprofile finds the "why" behind the "what" with data insights offering**

**FEATURE** 8 NOVEMBER 2021  
**GEORGIA PROROK – RESEARCH HERO**

**CHANNELNEWS**  
**COVID WON'T IMPACT CHRISTMAS SPENDING: SURVEY**



**NEWS**  
**Christmas gift spending unaffected by COVID-19 for 62% of Aussies, Pureprofile finds**  
 October 26, 2021 10:09  
 by EMMA SHEPHERD

**mweb**  
**More Growth for Pureprofile**

**Pureprofile (ASX:PPL) shares spike on December quarterly report**  
 ASX News, Communication Services  
 ASX:PPL MCAP \$69.90M  
 Josh Smith  
 Markets Reporter  
 josh@smm.com.au  
 19 January 2022 15:15 (AEST)



# Pureprofile's brand refresh

## An enhanced visual identity

We have recently refreshed our corporate branding across web, social media and our sales & marketing materials.

The intention was to capture the essence of who we are, what we value and what we do best.

Our new company website has been designed to focus on our operational strengths and the unique value we offer our clients.



Delivering more value from the world's information

Global insights. Endless possibilities.

[Read more](#)

WHAT WE DO

We combine first-party data with cutting-edge technology to power your business into the future

  
**Research technology solutions**

With real-time data and unparalleled market insights, our ResTech solutions empower brands to base every decision on real consumer behaviors.

  
**Global consumer panel**

Stay guided when you're lost? Our global research platform gives you direct access to millions of consumers, at the touch of a button.



**Powerful digital media by Pure.amplify**

Empower your reach and engage a audience with personalized and relevant content. We build you an advertising strategy based on real people, not by real people.

[Learn more](#)



WHY PUREPROFILE

Humans aren't one dimensional, they're complex

We take the key to understanding the depth of human behavior, empowering brands to truly connect with consumers.

[Learn more](#)





SECTION SIX:

# 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

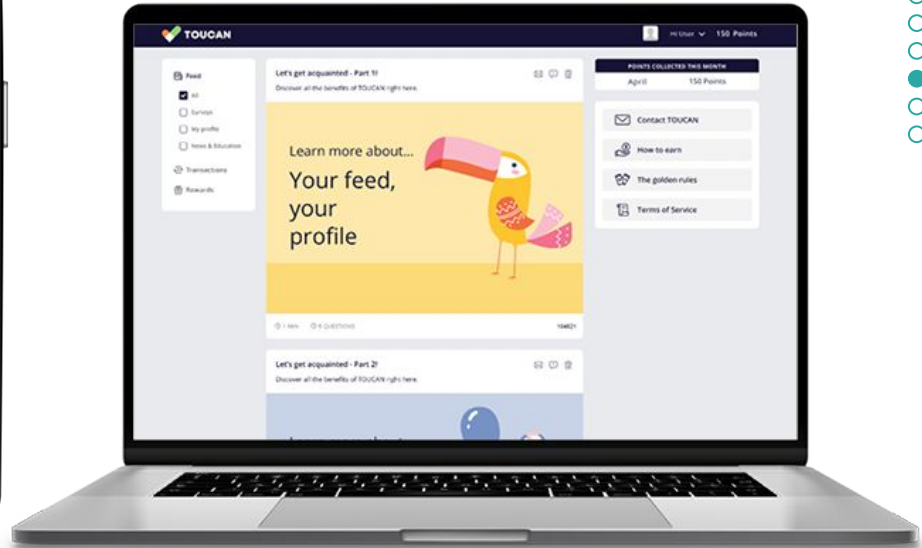
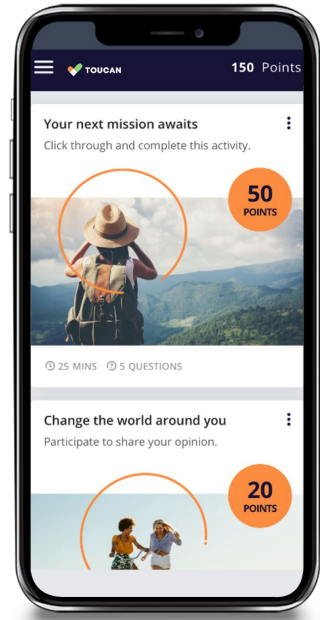
Progressive profiling builds vital knowledge and deepens member connections whilst developing a first-party data asset to guide business decision-making

## Audience monetisation

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



*News Corp*



# Audience Builder H1 FY22 update



## An active partnership network

A very active community with 1m completed partner panel surveys in the H1 FY22



## Total member rewards

212 million points rewarded to community members in H1 FY22 from our partnership network



## New signed partners

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





SECTION SEVEN:

# Client Case Studies

9 in 10

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





**FLIGHT CENTRE®**

# Pureprofile

## Generating breakthrough brand building

### The challenge

Flight Centre launched a new brand campaign with two key objectives:

- Build brand affinity with their global audience
- Tailor creative messaging to each market to discover what resonates most with Kiwi audiences.

With the severe impact of travel restrictions, Flight Centre were looking for a research solution that was both cost effective and efficient.

### Key results

The study illustrated positive consumer sentiment towards the new brand messaging

**75%**  
said the creatives were easy to understand

**69%**  
of respondents could instantly relate to the message and felt 'excited to travel again'

**79%** felt it was a good fit with the brand

### The solution

12 different creatives showcasing a fun and excitable side of the brand were tested to understand which idea resonated most with different audience groups. By continuously checking in with their audience, the client was able to:

#### 01

Gain a deeper understanding of their specific audience groups

#### 02

Narrow down which ideas were best to go to market with, and eliminate those that didn't resonate

#### 03

Target and personalise their campaign creative across various media channels



### What our client had to say

"I would 110% recommend Pureprofile and have done so already. Their ability to understand our needs and turn them around in a fast and cost effective way was outstanding and I will not hesitate to use Pureprofile and the team again."

- Jodie Burnard, General Manager Marketing NZ



# Pureprofile Data & Insights Report

## The challenge

The primary goal was to uncover the perceptions of young Brits and Poles towards Covid vaccines and travel, and identify the key similarities and differences.

The secondary goal was to measure engagement levels using traditional online research techniques and Phebi's AI voice technology.

## Key results

Emotions of anxiety, strength and sadness interpreted through verbal analysis.

**27%**  
People still intended to travel

**55%**  
More words said using **voice technology**

**66%** Brits vaccinated compared to **52% Poles**

## The solution

A three-phased strategy to connect with 18-30 year olds. Online and voice research techniques were used to compare and understand the best approaches for behavioural studies targeting this age group.

### PHASE 1

Identify the right audience in Poland and the UK

### PHASE 2

Develop the study for both online and voice research techniques



### PHASE 3

Compare response data for engagement and sentiment measurement



SECTION EIGHT:

# 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

- 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**

- 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. Sign 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

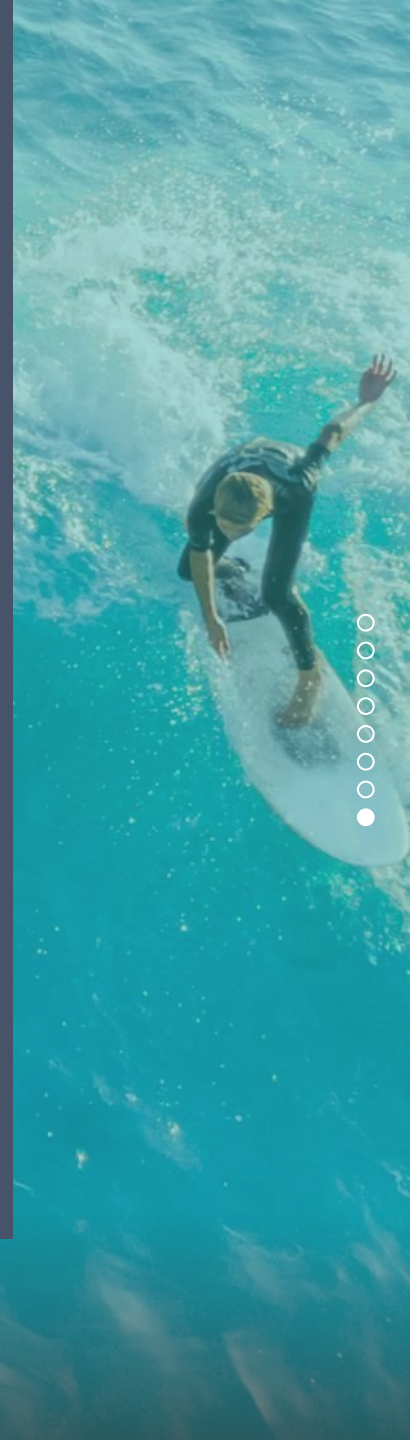
**Objective:** Deliver revenue opportunities, increased member yield/retention and improved business efficiencies



## 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  
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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.

## Delivering global insights

We are a global company who completed studies in 90 countries in the past 12 months

 Insights from these countries