

ASX Announcement

3rd May 2022

Q3 FY22 Business Update

Pureprofile achieves 40% revenue growth on pcg for the quarter and 43% revenue growth YTD with revenues of \$30.8m

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q3 FY22 business update for the period ended 31 March 2022, continuing the trend of strong revenue growth. During Q3 FY22, Pureprofile achieved a revenue uplift of 40%, EBITDA improvement of 6% (Q3 results were impacted by a \$137k FX loss, otherwise was up 32% on pcg) and strong SaaS platform revenue performance, up 323% on pcg.

Record revenue was achieved by the group during the month of March, underpinned by record revenue from the Data & Insights businesses outside of Australia. Strong revenue growth over the quarter translated into record cash receipts for the month resulting in a closing cash at bank balance of \$4.9m.

To underscore the strong momentum of the company, in the nine months to 31st March 2022, Pureprofile has already surpassed the revenue and EBITDA generated over the full fiscal FY21 year.

Pureprofile is executing its corporate growth strategy in the following ways:

Global Expansion (outside of Australia)

- Pureprofile is now operating from seven countries outside of Australia, generating consumer insights from 90 countries
- This expansion has translated into year-on-year revenue growth of over 50% from over 50 new clients in Q3 FY22
- 34% increase in active clients in the past 12 months
- 21% growth in market research panellists in the past 12 months
- The appointment of Rachel Knowles as Head of Data & Insights UK. Rachel joins our UK business with more than twenty years industry experience
- The promotion of Rebecca Mansley to Head of UK Operations to assist in developing business within EMEA markets
- Remaining inquisitive to potential panel acquisitions

Pureprofile's Partnership Program: generating more data and insights

- Is aimed at partnering with corporates with large membership bases using Audience Builder to increase loyalty, understand their consumers and generate revenue
- Onboarding of new partners including 'theAsianparent' with access to 35 million consumers across South-East Asia, and iGoDirect with access to Australian corporates
- Partnership signed with Australian based Motio – a leading location-based intelligence media company
- Trialling and evaluating new data partners in the UK and US

SaaS data solutions

Pureprofile continues to invest in its data and insights SaaS solutions. Data solution SaaS revenues are growing strongly – at \$2.7 million fiscal year to date – up 335% over the past 12 months.

- **Audience Intelligence** solution has added Coles as a major client over the quarter. Coles represents nearly 30% of the Australian retail market, processing 20 million customer transactions weekly across 2,500 retail outlets nationally.
- **Audience Builder** solution powers the partnership program and continues to build momentum, as demonstrated by the 350,000 partner panel surveys completed by community members over the March quarter
- **Insights Builder** solution continues to grow its user base with companies wanting the flexibility of building their own research projects.

Continued investment in the technology platform

Pureprofile continues to invest and improve its technology platform with the implementation of:

- A global panel management system → improve internal efficiency
- A refined panellist redemption process → improve user experience
- New feasibility tools to price new client business → assist project pricing
- Enhanced reporting for the panel management team → better customer service
- CleanID best-in-class fraud and duplication detection system → better data

The objective of these initiatives is to improve speed and quality for clients, the user experience for panellists and operational efficiency for the business.



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Key Financial & Operational Metrics

March YTD FY22

Revenue	EBITDA	D&I Revenue APAC
43% ▲ to \$30.8m versus pcp	42% ▲ to \$3.0m versus pcp	25% ▲ to \$15.1m versus pcp
D&I Revenue UK/EU/US	SaaS Platform Revenue	Pure.amplify Media Revenue
51% ▲ to \$8.0m versus pcp	335% ▲ to \$2.7m versus pcp	39% ▲ to \$5.0m versus pcp

Quarter 3 FY22

Revenue	EBITDA	D&I Revenue APAC
40% ▲ to \$10.0m versus pcp	6% ▲ to \$0.5m versus pcp	28% ▲ to \$4.9m versus pcp
D&I Revenue UK/EU/US	SaaS Platform Revenue	Pure.amplify Media Revenue
49% ▲ to \$2.8m versus pcp	323% ▲ to \$0.8m versus pcp	27% ▲ to \$1.5m versus pcp

Repeat Client Revenue	Active Clients	Annuity Revenue
\$35.2m of revenue from repeat clients in last 12 months	34% ▲ increase in active clients from outside Australia versus pcp	\$1.5m up from \$1.3m on pcp
Net Promoter Score	Surveys	Panel Acquisition
80 top quartile of global organisations for client loyalty	33% ▲ increase in completed surveys versus pcp	18% ▲ increase in panellists from outside Australia versus pcp



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Pureprofile CEO Martin Filz said *"We see the business continuing to grow strongly outside of Australia, with Pureprofile becoming a true global player in the Data & Insights industry. As we plan for the longer term, we have been investing in people, technology and panels to ensure that we continue to achieve sustainable growth into FY23 and FY24."*

Outlook

Following the FX loss incurred in Q3 FY22 we are on track to be at the midpoint of our EBITDA guidance of \$4.0m-\$4.4m. The strategy remains on track to expand Pureprofile's international business into the larger UK, European and US markets, whilst continuing to grow Australian revenues and clients. We expect to see continued growth in these regions over the remainder of FY22 and into FY23, benefitting from the global and technology foundations which have been rolled out over the last 18 months.

Webinar invitation

The Company is pleased to invite investors and analysts to attend an online briefing today at **2.30pm Australian Eastern Standard Time (AEST)**. During the briefing CEO, Martin Filz and CFO, Melinda Sheppard, will present an activity update and discuss recent developments. This will be followed by a Q+A session.

Participants can register ahead of time via the following link:

https://us02web.zoom.us/webinar/register/WN_c3cqTW1ETmiTYXx_PyeCNg

Once the registration form is completed, investors will receive a confirmation email with details on how to access the briefing. If you would like to ask a question during the briefing, please send your question ahead of the session to: george.kopsiaftis@irdepartment.com.au

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

- ENDS -

For further information, please contact:

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.



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