

A photograph of two women, one Black and one white, laughing together outdoors. The Black woman is on the left, wearing a denim shirt, and the white woman is on the right, wearing a white tank top. They are both smiling broadly and looking down at something they are holding together. The background is a blurred green landscape with a wooden railing.

Pureprofile 

FY22

Q3

Investor Presentation

Presented by Martin Filz, CEO,
Melinda Sheppard, CFO



May 2022

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This results presentation uses non-IFRS performance measures which have not been audited or reviewed. The Company believes that, in addition to the conventional measures reported under IFRS, the Company and investors use this information to evaluate the Company's performance. Non-IFRS performance measures include EBITDA which is defined in the presentation

SECTION ONE:

Pureprofile Today

13%

of Kiwis say they
will switch to an
electric vehicle if
fuel prices continue
to increase

Our business

Providing consumer insights to help businesses make informed decisions and better media campaigns



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

Global business

Focus on expanding our business outside of Australia, growing our global panel, and adding complementary data sources through strategic partnerships

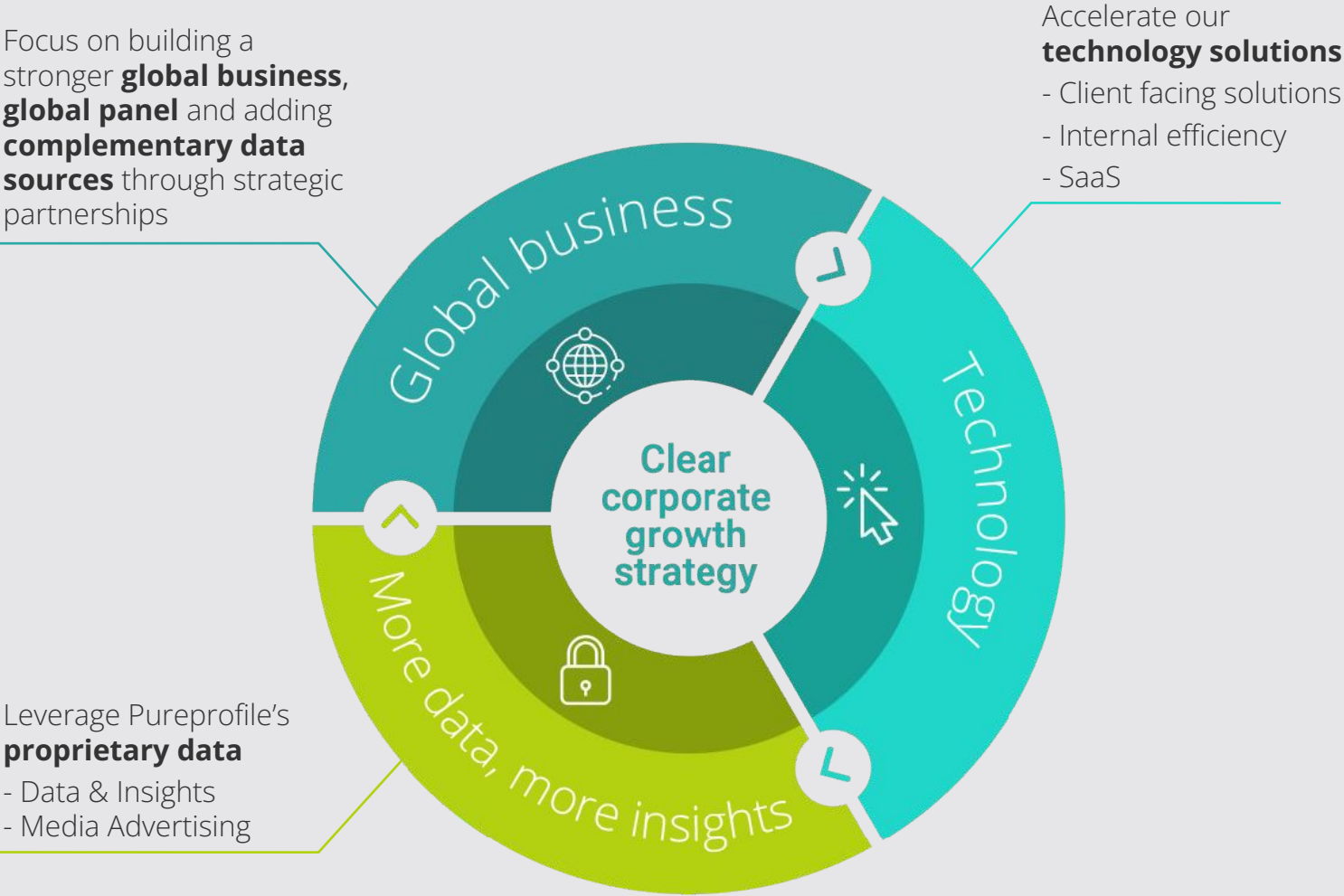
More data, more insights

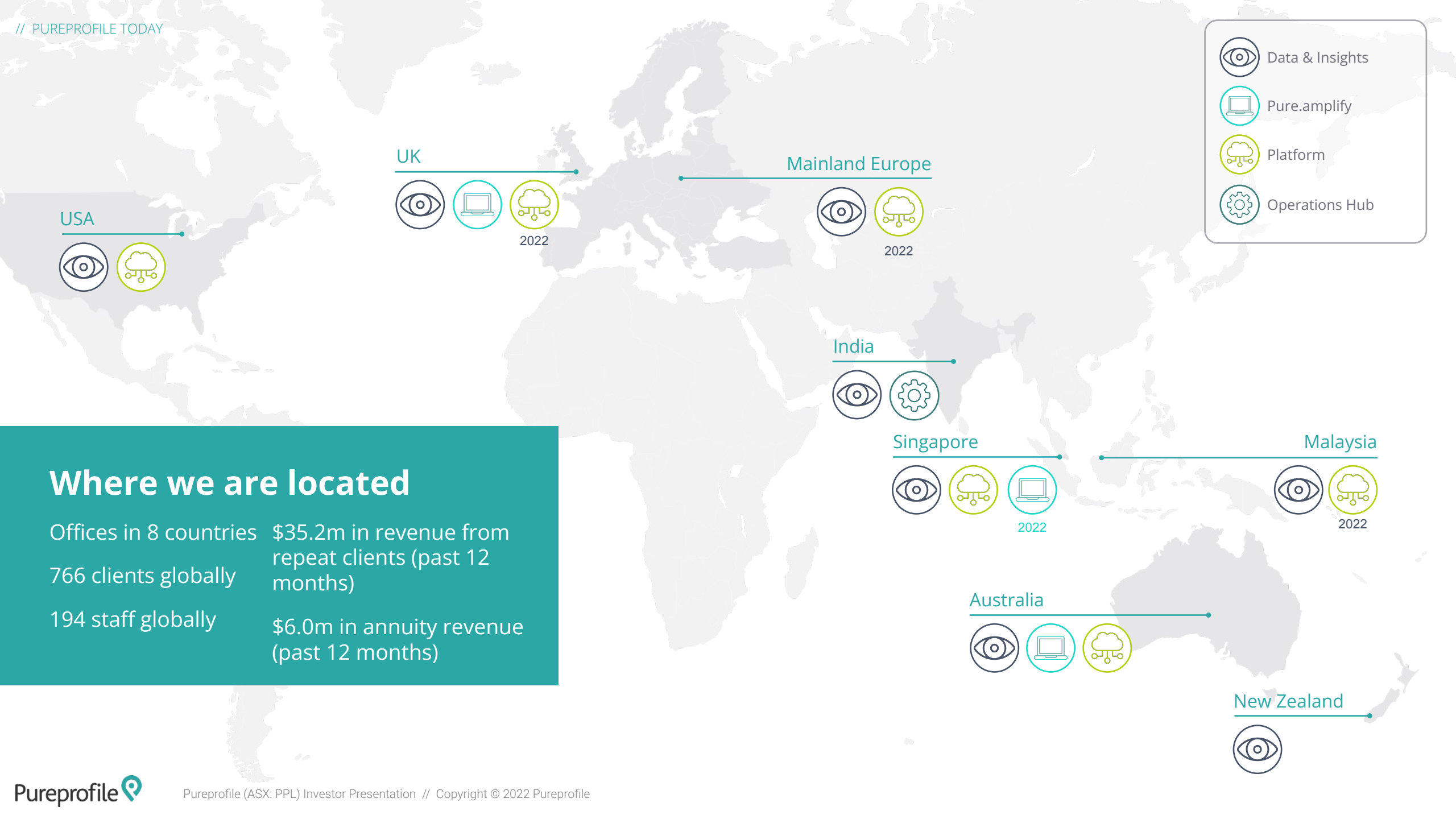
Leverage Pureprofile proprietary data

Self-service

Innovate and enhance our SaaS solutions

Clear corporate growth strategy





Where we are located

Offices in 8 countries \$35.2m in revenue from repeat clients (past 12 months)

766 clients globally

194 staff globally \$6.0m in annuity revenue (past 12 months)

A diverse group of young adults, including a woman with curly hair, a man with a beard, a woman with long dark hair, a man with a beard, and a man with dark hair, are laughing and smiling together outdoors. The background is a soft-focus green, suggesting a park or garden setting.

SECTION TWO:

People & Culture

76%


of Australians living in regional areas believe the ABC News delivers balanced, accurate and reliable information

Our strong people & culture focus



Benefits

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



Gender Diversity:

- 53% Male
- 45% Female
- 1% Gender fluid
- 1% Non-binary



Nationality & Ethnicity:

- 19 nationalities across the group
- 48 ethnic backgrounds across the group



Age Diversity:

- 34% Under 30 years
- 54% 30 – 40 years
- 12% Over 40 years



Employee Satisfaction:

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



Employee Equity Plan:

- Implemented in March 2021

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 between 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 THREE:

Financial Highlights

65%

of Brits who don't celebrate Valentine's Day think it's too commercialised

On track for achieving guidance

\$30.8m revenue up 43% on pcp with growth across all regions and business units

\$3.0m EBITDA up 42% on pcp due to strong revenue growth whilst continuing to invest for growth

Growth in regions outside of Australia exceeding growth in Australia at 53% on pcp consistent with our corporate strategy of global growth

Results	Mar YTD FY22	vs Mar YTD FY21
Revenue	\$30.8m	43% ▲
EBITDA	\$3.0m	42% ▲

Business Unit Revenues	Mar YTD FY22	vs Mar YTD FY21
Data & Insights APAC	\$15.2m	25% ▲
Data & Insights UK/EU	\$8.0m	51% ▲
SaaS Platform	\$2.7m	335% ▲
Pure.amplify Media	\$5.0m	39% ▲

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

Continued revenue growth in Q3

\$10.0m revenue up 40% on pcp with growth across all regions and business units

\$0.5m EBITDA up 6% on pcp. Q3 impacted by \$137k FX loss. EBITDA up 32% on pcp excluding FX loss

Continued people, panel and technology investment in Q3 to maintain growth into FY23

323% growth in SaaS platform revenue on pcp

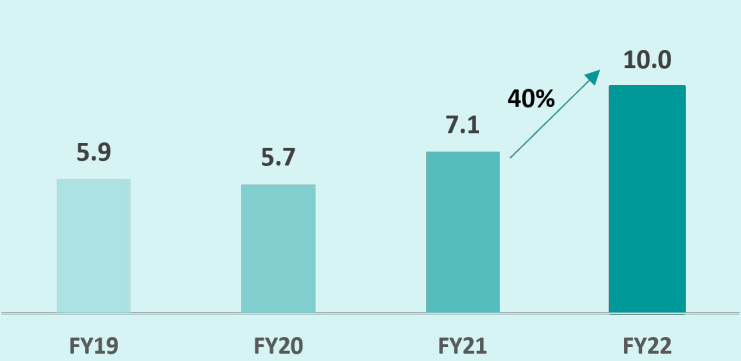
Results	Q3 FY22	vs Q3 FY21
Revenue	\$10.0m	40% ▲
EBITDA	\$0.5m	6% ▲

Business Unit Revenues	Q3 FY22	vs Q3 FY21
Data & Insights APAC	\$4.9m	28% ▲
Data & Insights UK/EU	\$2.8m	49% ▲
SaaS Platform	\$0.8m	323% ▲
Pure.amplify Media	\$1.5m	27% ▲

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

Quarter 3 Financial Trends

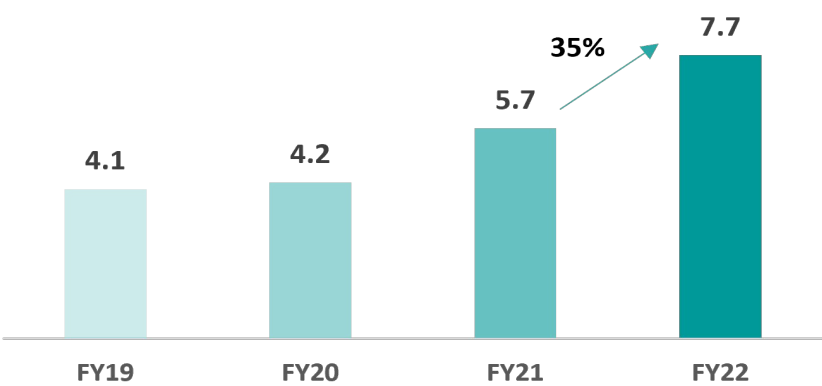
Revenue \$m



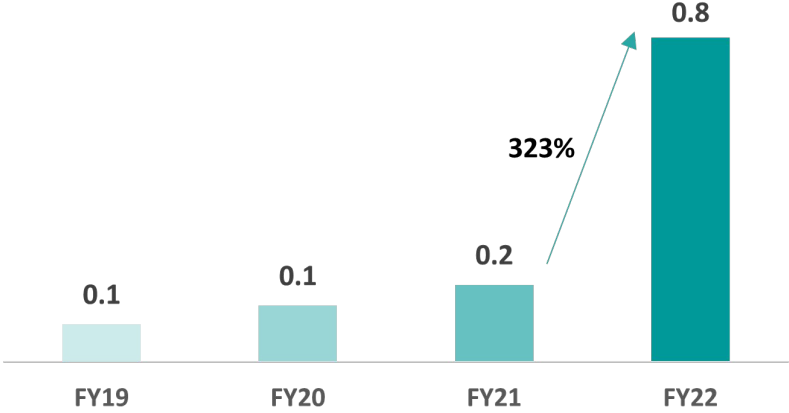
EBITDA \$m



Data & Insights Revenue \$m



SaaS Revenue \$m



NB: EBITDA excludes significant items including share based payments

A photograph of a smiling couple embracing on a beach at sunset. The man is in the foreground, smiling broadly, with his arm around the woman's shoulder. The woman is slightly behind him, also smiling. The background shows the ocean and a cloudy sky with a warm sunset glow.

SECTION FOUR:

Operating Highlights

56%

of Singaporeans say their university education is not relevant to their current line of work

Operational Key Performance Indicators - Q3 FY22

52%

QoQ increase in revenue from regions outside of Australia from 50+ **new clients**

323%

QoQ revenue growth from **SaaS clients**

33%

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

22%

QoQ increase in project **volume**

\$35.2m

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

4 years

average tenure of clients

34%

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

\$6.0m

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

115+ million

Ads delivered by **Pure.amplify** up **56%**
QoQ = more revenue

21%

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

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

Audience Builder Partnership Highlights



Why develop new partnerships?

1. To enrich our data points generating more insights
2. Access to new audiences and panellists
3. Opportunity to expand into new markets
4. Add further value for our clients



New partnerships in progress

Recently signed

Motio (AU) a leading audience experience and digital-place based media company

Implementation phase:

theAsianparent (SEA) providing access to 35m members across South East Asia

iGoDirect (AU) with tens of thousands of members



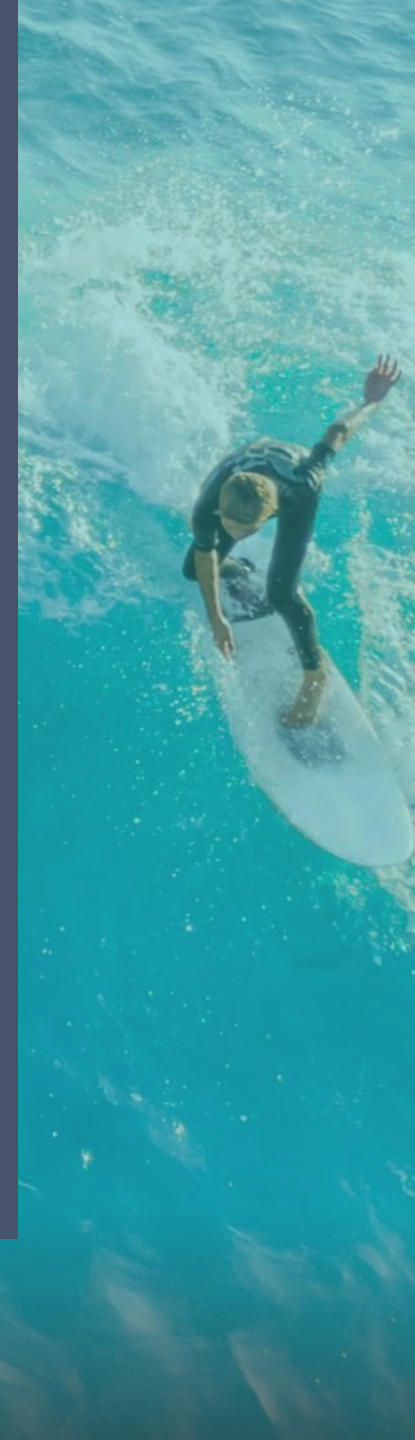
Building engaged communities for our existing partners

Total member rewards

60 million points rewarded to community members in Q3 FY22 from our partnership network

Active community members

A very active community with 350k completed partner panel surveys in Q3 FY22



Some new organisations that used our insights or Pure.amplify services in Q3 FY22

ANZ	UK	EUROPE	SE Asia
			
			
			
			
			

SECTION FIVE:

Corporate Strategy

40%

of Americans say
rising interest rates
are a cause of
concern



Gearing up for FY23



Developing new partnerships

Complete roll-out of theAsianparent, iGoDirect and Motio. Sign additional partnerships in SE Asia, UK and US

Objective: Begin delivering success from 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

Following the successful implementation of SampleNinja for Pureprofile's European panels we will expand the implementation into new markets including SE Asia to support growth and further support audience builder solution partnerships in these regions

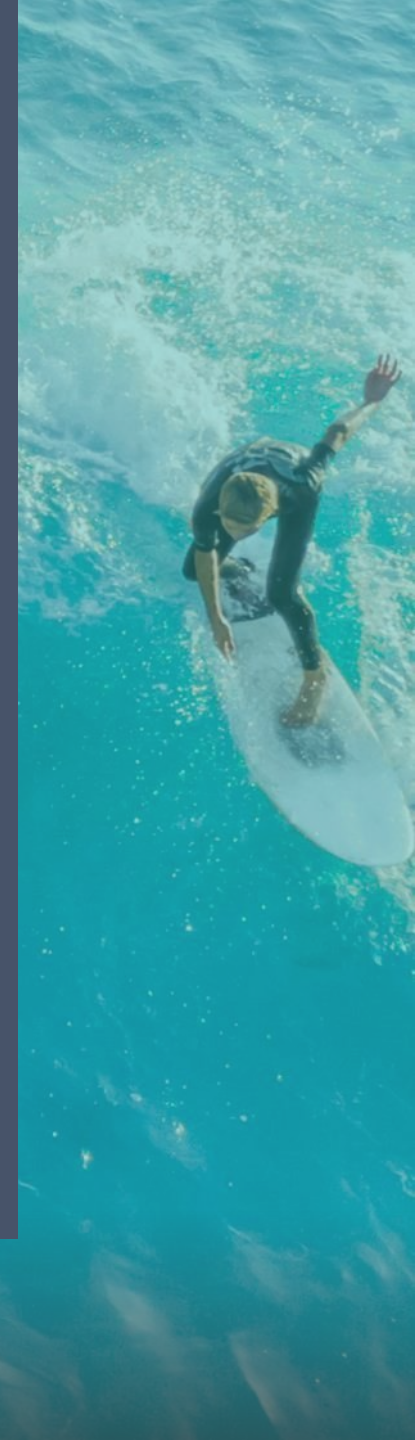
Objective: Deliver revenue opportunities, increased member yield/retention and improved business efficiencies



Global business growth

Focus on recruitment of commercial sales capability in our SE Asia, Europe and UK businesses

Objective: Investment in further commercial capability in Q4 FY22, setting up the business to deliver continued growth in FY23 by attracting new clients and revenue in these regions



A photograph of three people hiking through a field of tall, golden grass under a clear blue sky. On the left, a woman with curly hair and a backpack is smiling. In the center, a woman wearing a beanie and a plaid shirt is also smiling. On the right, a man with a beard and a backpack is walking. The scene is bright and sunny.

SECTION SIX:

Looking forward

50%

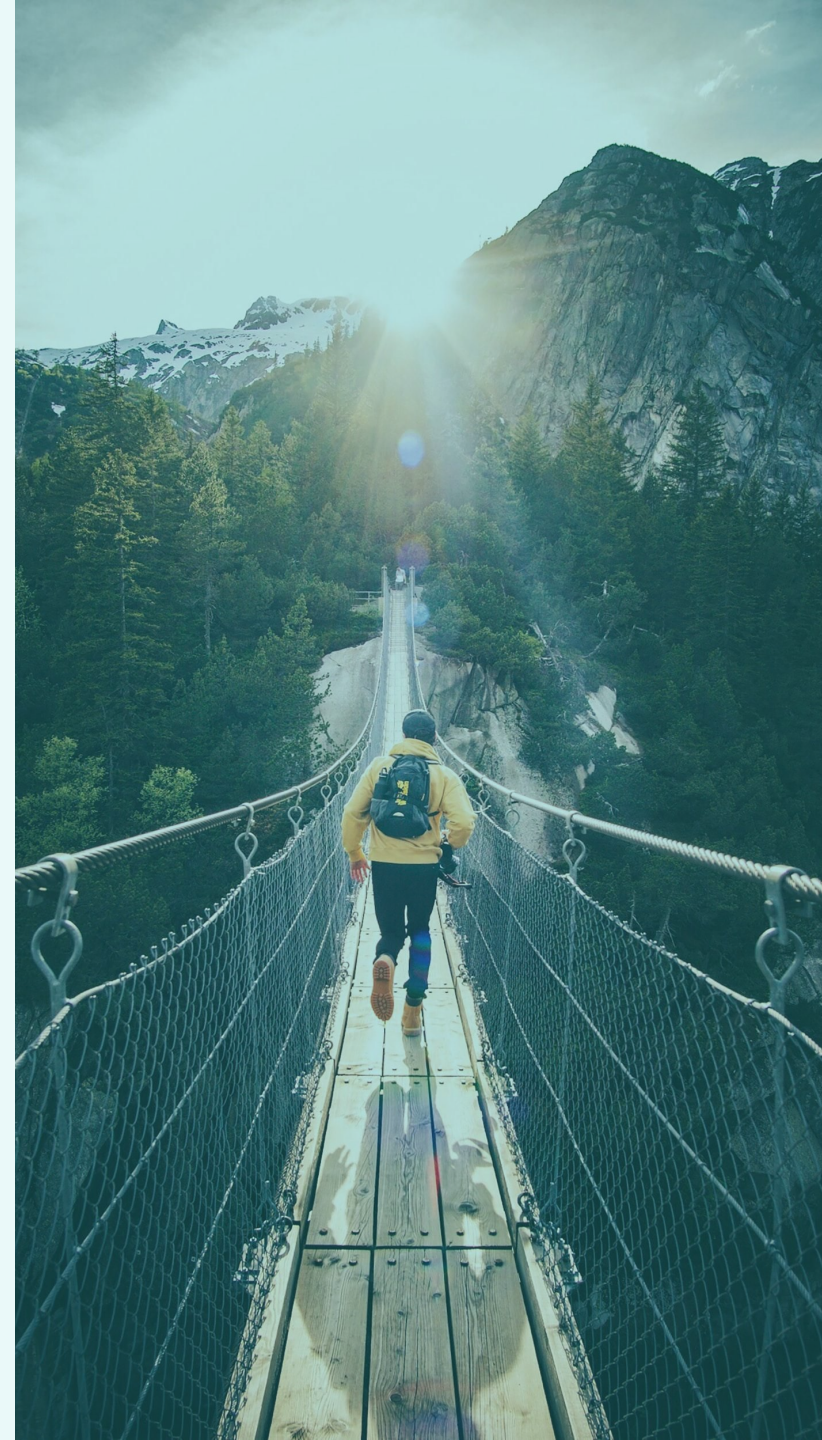
of Brits, Americans,
Aussies and Kiwis are
using their car less
due to fuel costs

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

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

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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