



Pureprofile 

FY22

Full Year Investor Presentation

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SECTION ONE:

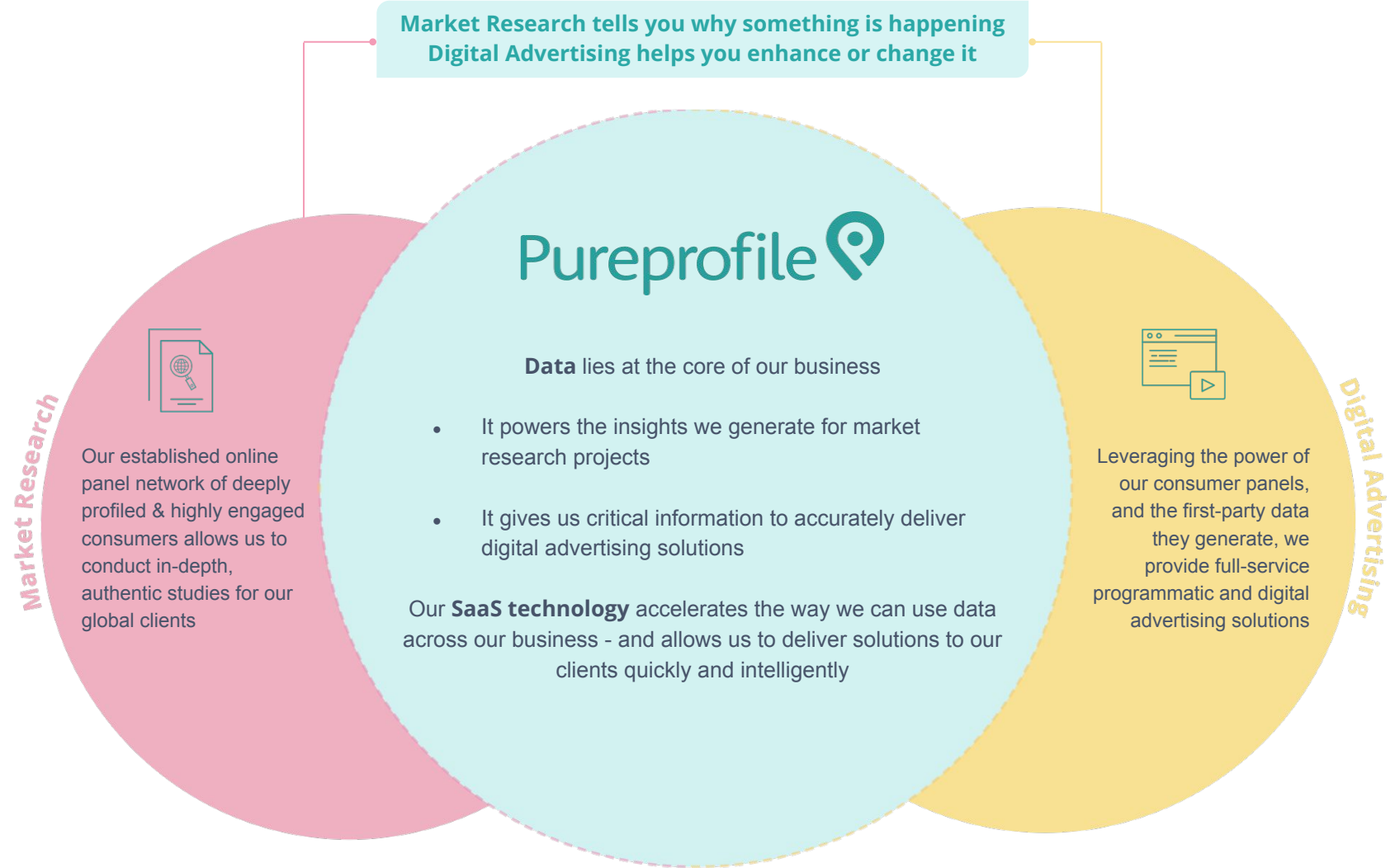
Pureprofile Today

29%

of Australians say they don't feel represented in portrayals of families/households in advertising

→ How Pureprofile works

We are in the business of using data to help businesses thrive



→ 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

Self-service platform

Access insights and campaigns through our 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

01: Global business

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

02: Technology

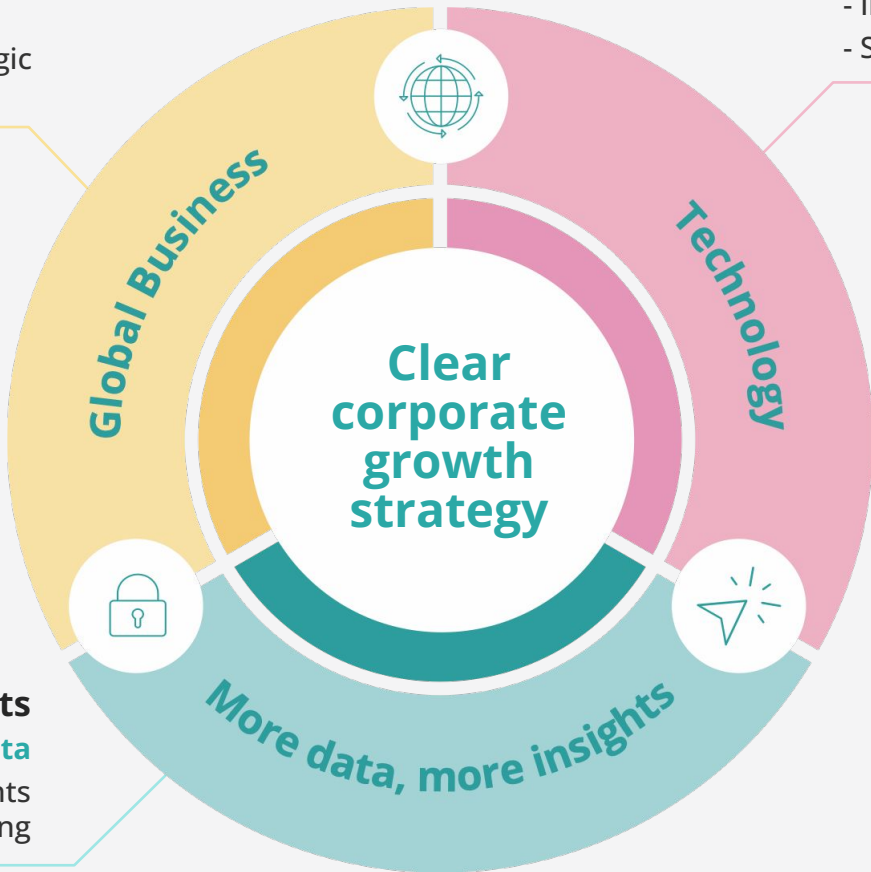
Accelerate our **technology solutions**

- Client facing solutions
- Internal efficiency
- SaaS

03: More data, more insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Media Advertising



→ Our 3-stage strategy

STAGE 1

Company restructure & recapitalisation

- Restructure the company operations by divesting unprofitable or non-core business units
- Strengthen the balance sheet with a capital raise and debt to equity swap to provide the foundation to deliver on growth ambitions
- Refresh executive team to provide sector expertise and to enhance leadership capability

Invest in people, panel & technology

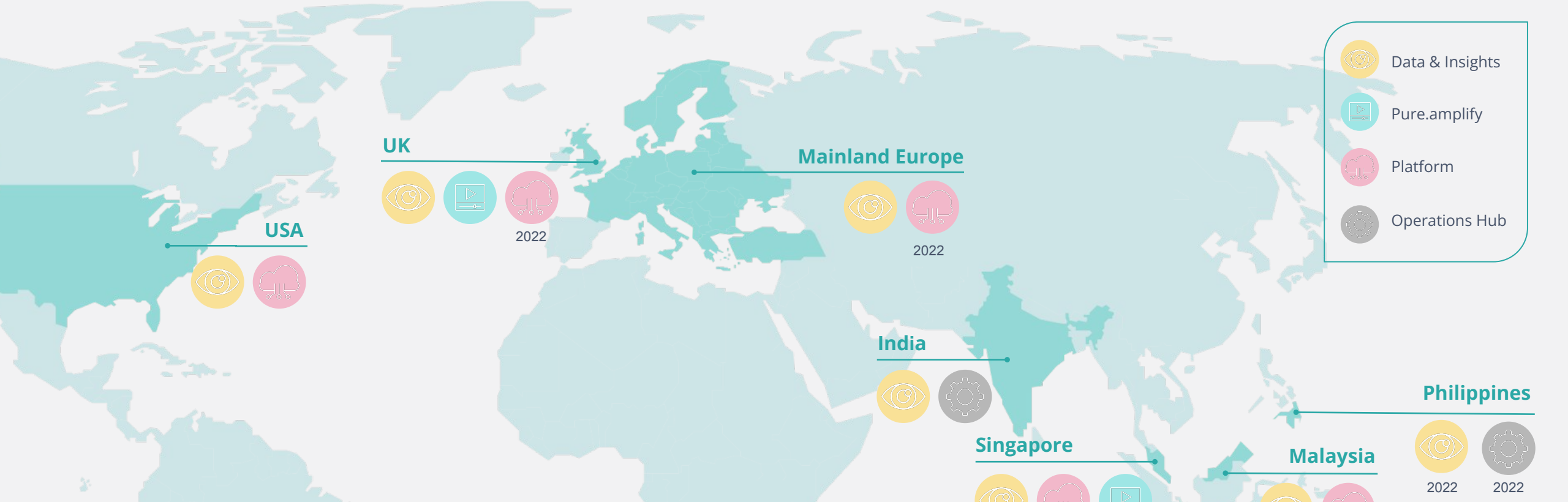
- Replicate successful Australian Data and Insights business unit in new markets outside of Australia
- Focus on global panel expansion through a combination of new partnerships, acquisitions or organic growth
- Drive efficiency and improve project profitability to improve margin by increasing automation, improving processes and providing greater client service
- Continue to evolve our core technology by implementing new technology solutions
- Develop a highly motivated organisational culture with a clear goal of enhancing shareholder value and employee experience

STAGE 2 *(we are here)*

STAGE 3

Overlay end-client facing technology

- Provide end to end solutions directly to brands providing an integrated suite of products, services and tools
- Enable brands to reach consumers using 1st party data allowing them to build better relationships with their customers, providing more value, and optimising their marketing campaigns
- Continue to identify acquisition opportunities that can help accelerate growth and fill technological gaps



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

Pureprofile at a glance

9 Offices globally (FY21 - 7)	\$37.5m in revenue from repeat clients (FY21 - \$27.2m)
757 clients globally (FY21 - 700)	\$9.0m in annuity revenue (FY21 - \$5.7m)
202 staff globally (FY21 - 155)	

A group of young people are celebrating outdoors in a grassy field. They are wearing casual clothing like t-shirts and jeans. Confetti is scattered in the air around them. The scene is bright and festive. A teal semi-transparent overlay covers the left side of the image, containing text.

SECTION TWO:

People & Culture

70%

of Australians prefer to stream video content on Smart TVs rather than their smartphones or tablets

Our strong people & culture focus



Outcomes

- 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:

- 33% Under 30 years
- 55% 30 – 40 years
- 12% Over 40 years



Employee satisfaction:

82% with favourable scores across wellbeing, leadership, learning and development and alignment



Employee Equity Plan:

Implemented in March 2021 better aligning our employee goals with performance

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 THREE:

Financial Highlights

37%



of Australians are
renting their homes





Accelerated revenue growth

\$41.7m revenue up **39%** on pcp with growth across all regions and business units

\$4.0m EBITDA up **28%** on pcp due to strong revenue growth whilst continuing to invest for growth

Growth in regions outside of Australia exceeding growth in Australia up **48%** on pcp consistent with our corporate strategy of global growth

Results	FY22	vs FY21
Revenue	\$41.7m	39% 
EBITDA	\$4.0m	28% 

Business Unit Revenues	FY22	vs FY21
Data & Insights APAC	\$20.8m	22% 
Data & Insights UK/EU	\$11.2m	50% 
SaaS Platform	\$3.5m	217% 
Pure.amplify Media	\$6.2m	42% 

NB: EBITDA excludes significant items including share based payments.

Full year statutory profit reconciliation

Profit/(loss) after income tax for the financial year was **(\$2.2m)**. This was down on pcp due to loan forgiveness of \$8.4m in FY21 resulting in a profit after income tax of \$2.8m during that period

Depreciation and amortisation expense continues to decrease in line with prior periods

Significant 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	30 June 2022	30 June 2021
EBITDA (excluding significant items)	\$4.0m	\$3.1m
<i>Add back:</i>		
Interest	\$0.0m	\$0.0m
Gain from loan forgiveness	\$0.0m	\$8.4m
<i>Less:</i>		
Finance Costs	(\$0.4m)	(\$2.5m)
Restructuring, acquisition and capital raising costs	\$0.0m	(\$0.9m)
Depreciation, amortisation expense & disposal of assets	(\$3.3m)	(\$4.0m)
Interest Expense (lease)	(\$0.1m)	(\$0.2m)
Share-based payment expense	(\$2.4m)	(\$1.1m)
Income tax expense	(\$0.0m)	(\$0.0m)
Profit/(Loss) after income tax	(\$2.2m)	\$2.8m

NB: EBITDA excluding significant items is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items.

Balance sheet

Closing cash balance of **\$5.3m** up on 30 June 2021 by **\$1.7m** due to strong operating cash flow movement of **\$3.9m**

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

Net Asset position continues to grow due to strong financial performance of the company

Period Ending	30 June 2022	30 June 2021
Cash and cash equivalents	\$5.3m	\$3.6m
Trade and other receivables	\$7.0m	\$5.7m
Other assets	\$1.8m	\$1.8m
Total Current Assets	\$14.1m	\$11.1m
Right of use assets	\$1.1m	\$1.9m
Intangibles & PPE	\$5.9m	\$6.4m
Total Non-Current Assets	\$7.0m	\$8.3m
Total Assets	\$21.0m	\$19.4m
Trade and other payables	\$8.9m	\$7.2m
Provisions & other liabilities	\$3.6m	\$3.6m
Total Current Liabilities	\$12.5m	\$10.8m
Borrowings	\$3.0m	\$3.0m
Other liabilities	\$1.1m	\$1.9m
Total Non-Current Liabilities	\$4.1m	\$4.9m
Total Liabilities	\$16.6m	\$15.7m
Net Current Assets	\$1.6m	\$0.3m
Net Assets	\$4.4m	\$3.7m

Cash flow

Operating cash flows improved by **\$1.6m** due to strong cash conversion and positive working capital movement

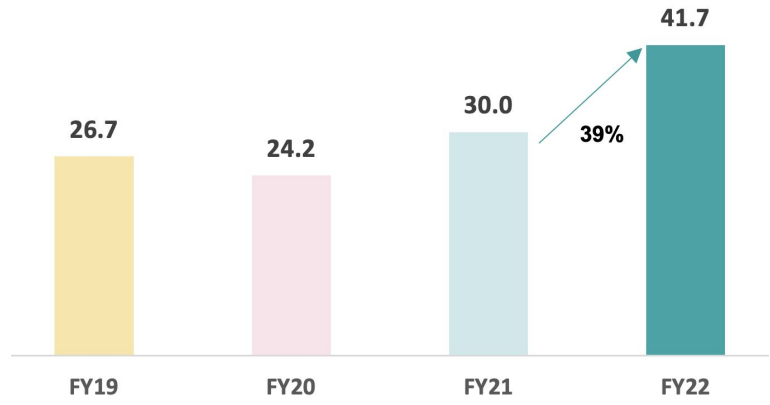
\$0.5m net proceeds from shares issued on exercise of share options

Repayment of lease liabilities reduced in **FY22** due to savings in occupancy expenses

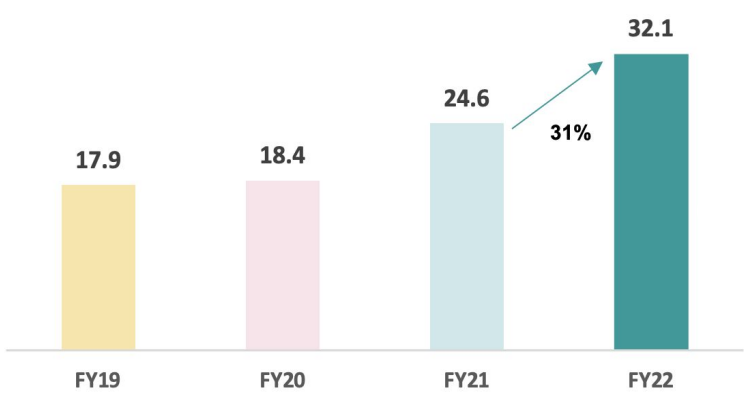
Period ending 30th June	FY22	FY21
Receipts from customers	\$43.3m	\$30.3m
Payments to suppliers and employees	(\$39.0m)	(\$28.2m)
Interest and other financing	(\$0.3m)	(\$0.2m)
Other	(\$0.1m)	\$0.4m
Operating cash flows	\$3.9m	\$2.3m
Payments for intangibles	(\$2.3m)	(\$2.0m)
Investing cash flows	(\$2.3m)	(\$2.0m)
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	(\$0.4m)	(\$0.8m)
Financing cash flows	\$0.1m	\$1.6m
Total cash flows	\$1.7m	\$1.9m
Opening cash balance	\$3.6m	\$1.7m
Closing cash balance	\$5.3m	\$3.6m

FY22 financial trends

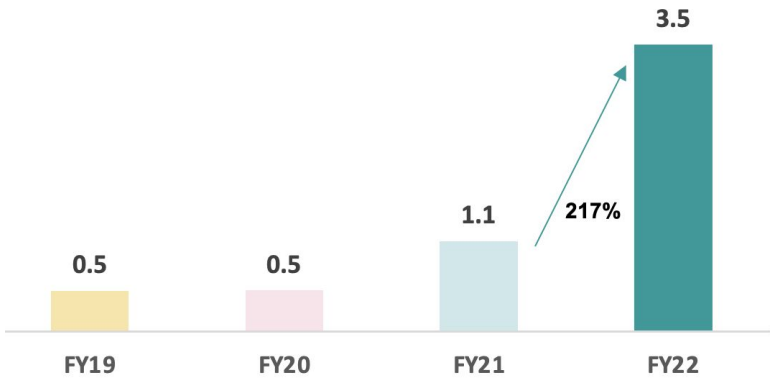
Revenue \$M



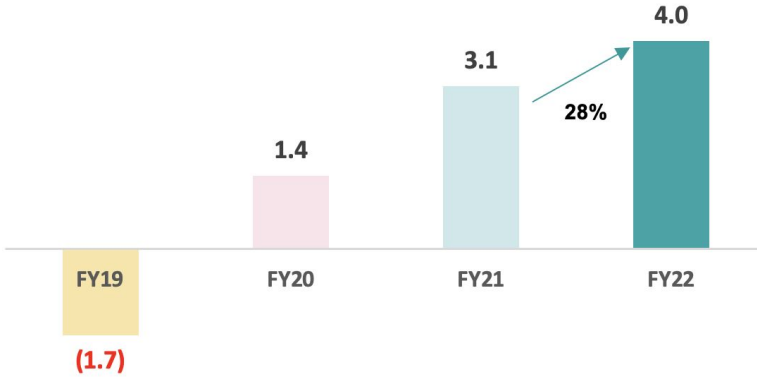
Data & Insights Revenue \$M



SaaS Revenue \$M

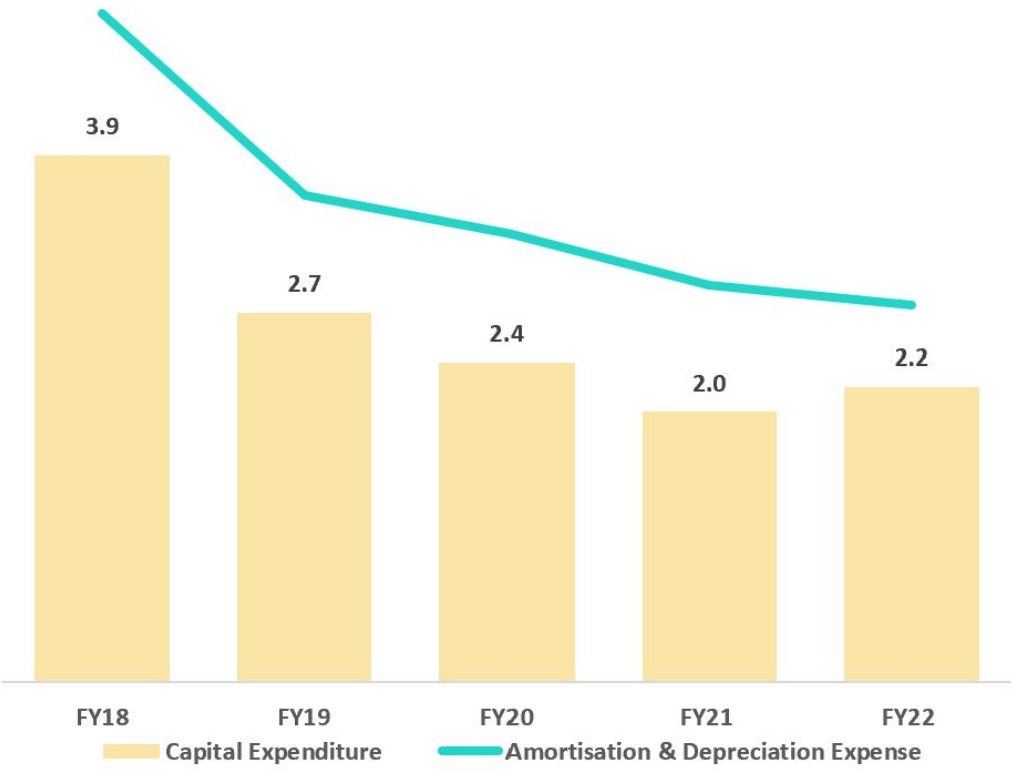


EBITDA \$M



NB: EBITDA excludes significant items including share based payments

Capital Expenditure \$M



NB: Excluding right of use assets and depreciation of leases

A disciplined approach to investment in Capital Expenditure

Investment focus for **FY22** aligned to accelerating our technology, solutions and platforms

Focused corporate strategy resulting in a directed approach to product development

Key improvements during FY22 include global project management system, new feasibility tool and enhanced reporting for panel management team

FY23 financial outlook

Maintain FY22 Margin



- FY23 EBITDA margin expected to be 9-10% in line with FY22
- Continued disciplined investment in strategic initiatives to drive long-term sustainable growth
- Focus on growing market share in regions outside of Australia
- Employee costs as a % of revenue in line with FY22

Investing for the future



- Sales capability - invest in 5 new sales roles outside APAC. 1 new sales role in APAC
- Board enhancement - to strengthen the Board's capabilities across M&A and industry expertise
- Panellists - investment in acquiring and retaining panellists outside of Australia
- Occupancy - new UK & India offices to support our growing team

Operating cash flow positive



- Full year FY23 operating cashflow expected to remain positive
- Q1 FY23 cash flow impacted by additional commercial headcount recruited in Q4 FY22 and one off costs

SECTION FOUR:

Operating Highlights

50%

of Brits, Americans, Aussies and Kiwis say they're using their car less due to rising fuel costs

Operational Key Performance Indicators - FY22

35%

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

4.4 years

average tenure of clients

434+ million

Ads delivered by **Pure.amplify up**
83% YoY = more revenue

48%

YoY increase in revenue from regions outside of Australia from 136 **new clients**

22%

YoY increase in project **volume**

19%

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

43%

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

217%

YoY revenue growth from **SaaS clients**

\$37.5m

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

\$6.2m

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

80

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 FY22

ANZ	UK	EUROPE	SE Asia
			
			
			
			
			

SECTION FIVE:

Corporate Strategy

1/4

of Singaporeans feel
university degrees
are not useful

Summary

The 3 stages of our strategy



Company restructure & recapitalisation

COMPLETED



Invest in people, panels & technology

WE ARE HERE



Overlay end-client facing technology

LOOKING FORWARD



→ FY23 strategic initiatives

Developing new partnerships



Deliver successful US audience builder pilot. Enhance existing partnerships launched in FY22. 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



Complete implementation of our core panel management system into new markets including SE Asia to support growth and further support audience builder solution partnerships in these regions. Develop further openness of the systems and connectivity to clients, partners and suppliers

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

Global business growth



Focus on onboarding of commercial sales capability in our UK and European businesses

Objective: Investment in further commercial capability in FY23, setting up the business to deliver continued growth in FY23 and FY24 by attracting new clients and revenue in these regions

SECTION SIX:

Looking Forward

50%
of Kiwis said rising
interest rates are a
cause of concern

Our growth plan

Stage 2 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 for growth 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 Southeast Asia and Europe• Further expand our partnership program with new publishers, financial institutions and loyalty programs in multiple countries• Targeting 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 to support margin improvement
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">• Execute M&A strategy to help accelerate growth and expand access to new panellists

Summary



Accelerated revenue growth



Positive EBITDA and Operating cash flow



Investing for the future



Highly engaged employees



Loyal and satisfied clients

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This presentation has been authorised for release to the
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