

ASX Announcement

30 January 2023

Pureprofile delivers \$12.8m in record quarterly revenue, representing 21% growth on pcp

Key Highlights

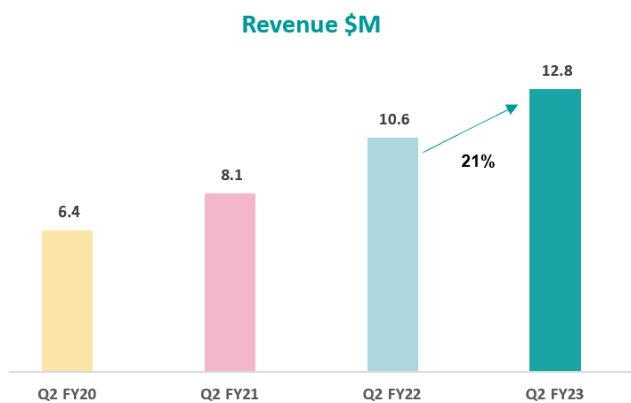
Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its business update for the period ended 31 December 2022. Continuing the trend of strong revenue growth, Q2 FY23 was another record revenue quarter for Pureprofile, reporting \$12.8m, up 21% on pcp. EBITDA was \$1.2m for the quarter which represented a 9% EBITDA margin up from 8% EBITDA margin achieved in Q1. H1 FY23 delivered revenue of \$24.8m, up 19% on PCP. EBITDA for H1 was \$2.2m which represented a 9% EBITDA margin.

EBITDA for H1 FY23 whilst in line with EBITDA margin guidance at 9% was down \$320k on pcp. The EBITDA result year on year was impacted by the loss of income from the UK premises sublease of \$245k, occupancy costs related to new premises in India of \$60k, foreign exchange loss of \$107k and bad debt provision of \$115k relating to a UK client .

Pureprofile reiterates guidance for revenue in the range of \$48m to \$52m and EBITDA margin to be in the range of 9-10% for the FY23 full year.

Q2 FY23 Highlights

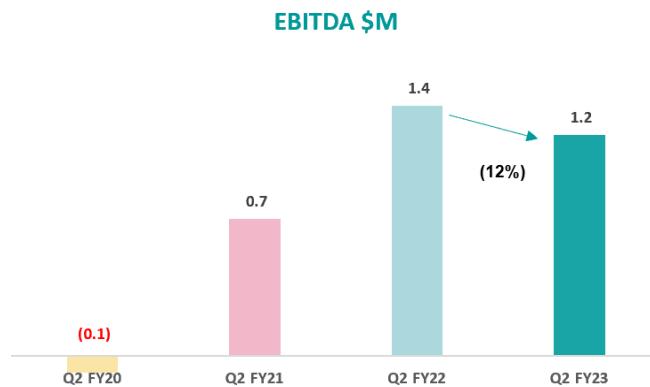
Revenue	EBITDA	EBITDA Margin
\$12.8m ▲ up 21% versus pcp	\$1.2m ▼ down 12% on pcp	9% ▲ in line with expectations
D&I Revenue	SaaS Platform Revenue	Pure.amplify Media Revenue
\$10.3m ▲ up 31% versus pcp	\$1.3m ▲ up 29% versus pcp	\$1.2m ▼ down 31% on pcp



\$12.8m

Revenue

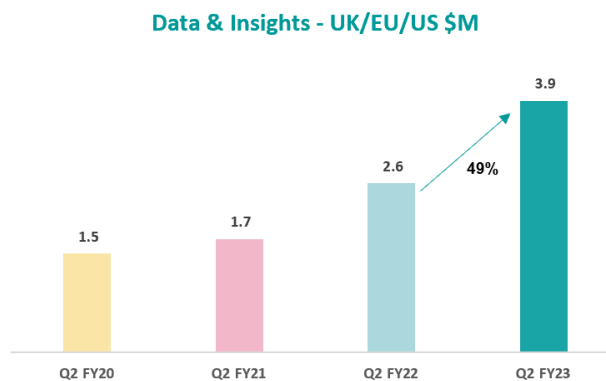
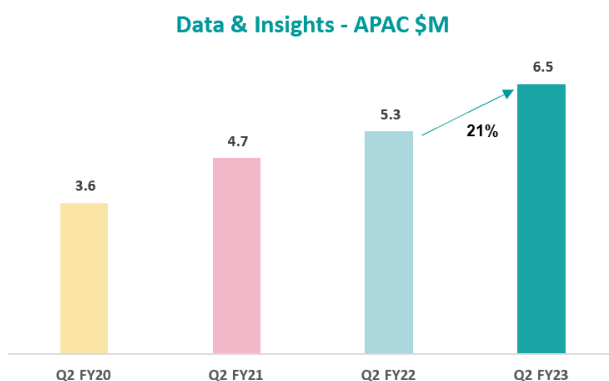
+21% on PCP
+26% 3-Year CAGR



\$1.2m

EBITDA

(12%) on PCP
+333% 3-Year CAGR



- Record revenue for the quarter was attributed to strong growth in Pureprofile’s core Data and Insights business, from both new and existing clients across all markets
- SaaS platform revenue was up \$1.3m, up 29% on pcp driven by an increase in our Audience Builder solution
- Consistent with our corporate strategy of delivering global growth, revenue from regions outside of Australia for Q2 FY23 was up 43% on pcp
- Revenue from our Pure.amplify business globally has declined by 31% on pcp; in part due to the closure of our non-profitable UK business. The Australian business experienced a 14% reduction in revenue on pcp due to macro conditions affecting advertising markets



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ABN 37 167 522 901

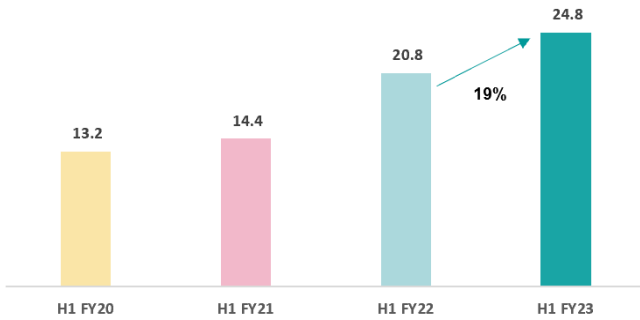
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investor@pureprofile.com

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H1 FY23 Highlights

Revenue	EBITDA	EBITDA Margin
\$24.8m ▲ up 19% versus pcp	\$2.2m ▼ down 13% on pcp	9% ▲ in line with expectations
D&I Revenue	SaaS Platform Revenue	Pure.amplify Media Revenue
\$20.1m ▲ up 30% versus pcp	\$2.2m ▲ up 11% versus pcp	\$2.6m ▼ down 25% on pcp

Revenue \$M

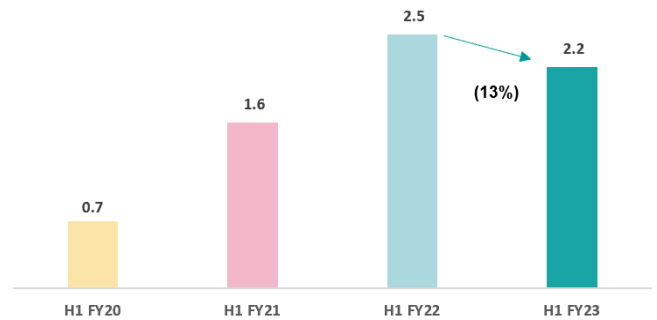


\$24.8m

Revenue

+19% on PCP
+24% 3-Year CAGR

EBITDA \$M

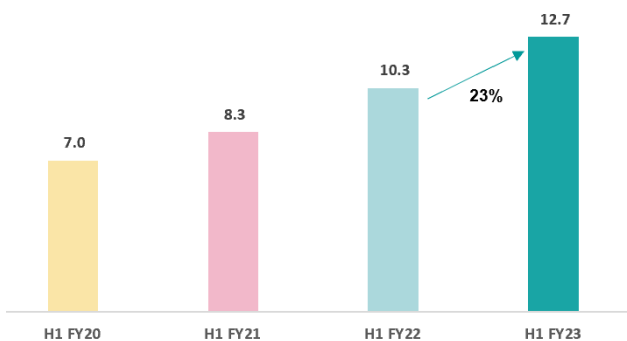


\$2.2m

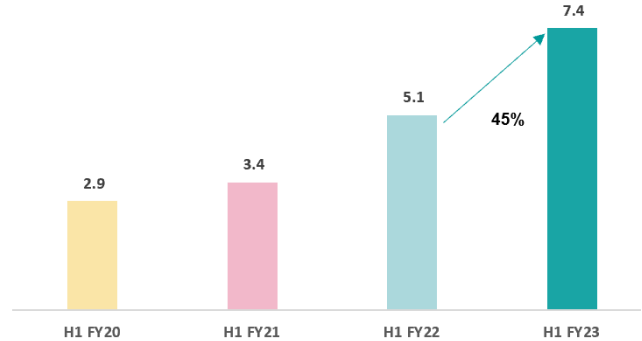
EBITDA

(13%) on PCP
+49% 3-Year CAGR

Data & Insights - APAC \$M



Data & Insights - UK/EU/US \$M



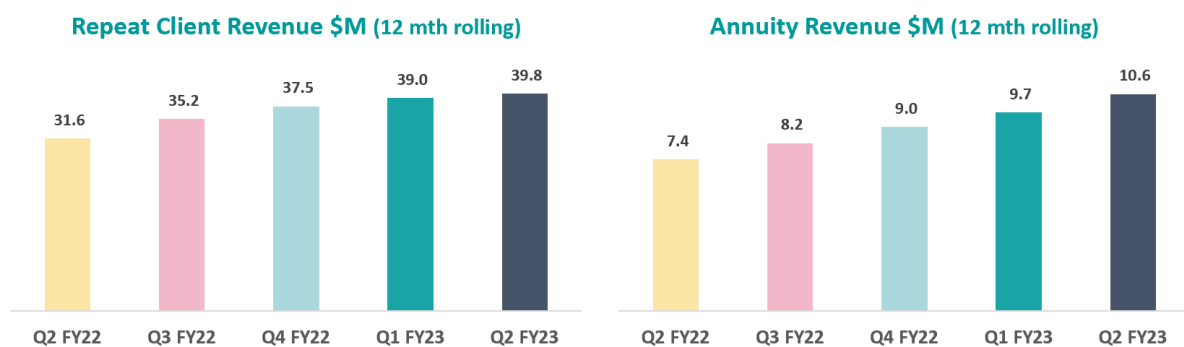
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- Record revenue for H1 FY23 with Pureprofile's core Data and Insights business continuing to grow strongly:
 - Revenue up 23% in the APAC region, maintaining the recent trend
 - 45% revenue growth in UK/EU/US in AUD (local currency growth of 54%)
- SaaS platform revenue was \$2.2m, up 11% on pcp driven by an increase in our audience builder solution
- In line with the quarterly results, revenue from regions outside of Australia for H1 FY23 was up 40% on pcp
- Revenue from our Pure.amplify business globally has declined by 25% on pcp impacted by the UK closure and the macro advertising conditions in Australia

Pureprofile's focus on providing industry-leading research solutions and services continues to drive client loyalty and share of wallet, with revenue from repeat clients and annuity revenue continuing to grow quarter on quarter on a rolling 12 month basis.



Pureprofile's operating cashflow and cash balance remained positive and was in line with expectations for H1 FY23, due to the additional expenses and one off costs signalled at the start of FY23. The full statement of cashflows will be released at the end of February with the FY23 Appendix 4D and Interim report.

Pureprofile CEO Martin Filz said "We're really pleased to see that the business is progressing to plan, with Q2 showing record revenues for the company and an increase in EBITDA margin. The advertising market was soft as expected and reinforces our decision to close the UK performance business last year. Data and Insights continue to perform very well, with regions outside of APAC especially strong, reporting 49% growth. This is where we made most of our investments in Q4 FY22, so great to see those investments paying off. Forward metrics such as bids and client wins indicate that we are tracking well for H2 FY23."



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Outlook

In line with our stated corporate strategy, Pureprofile remains on track to expand the international business into the larger UK, European and US markets, whilst continuing to grow in Australia.

Given the currently uncertain macro economic environment we will maintain our disciplined investment approach for the H2 FY23 to ensure that we deliver on our guidance. Our global data & insights business continues to grow strongly. With low market share outside of the Australian market we believe that we are well positioned to benefit from the current environment. We will however continue to closely monitor forward looking KPIs such as bids, forward orders and client feedback to understand if the current momentum is shifting across the industry.

We expect to provide a further update following the release of our Appendix 4D and Interim Financial report scheduled for late February 2023.

All numbers in this release are preliminary and unaudited. This announcement has been authorised for release to the ASX by the Board of Directors.

- ENDS -

For further information, please contact:

George Kopsiaftis, IR Department

george.kopsiaftis@irdepartment.com.au | +61 409 392 687

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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