


Pureprofile 

FY23

Half Year Investor Presentation

Presented by : **Martin Filz - CEO**
Melinda Sheppard - CFO

FEBRUARY 2023



Disclaimer

This document has been prepared by Pureprofile Limited (Pureprofile) and comprises written materials/slides for a presentation concerning Pureprofile. This is not a prospectus, disclosure document or offering document.

This document is for information purposes only and does not constitute or form part of any offer or invitation to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision.

Certain statements in this presentation are forward looking statements. You can identify these statements by the fact that they use words such as “anticipate”, “estimate”, “expect”, “project”, “intend”, “plan”, “believe”, “target”, “may”, “assume” and words of similar import. These forward looking statements speak only as at the date of this presentation. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements.

No representation, warranty or assurance (express or implied) is given or made by Pureprofile that the forward looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, each of Pureprofile, its related companies and their respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom.

Subject to any continuing obligation under applicable law or any relevant listing rules of the ASX, Pureprofile disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in these materials to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of Pureprofile since the date of this presentation.

Non-IFRS Performance measures

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:

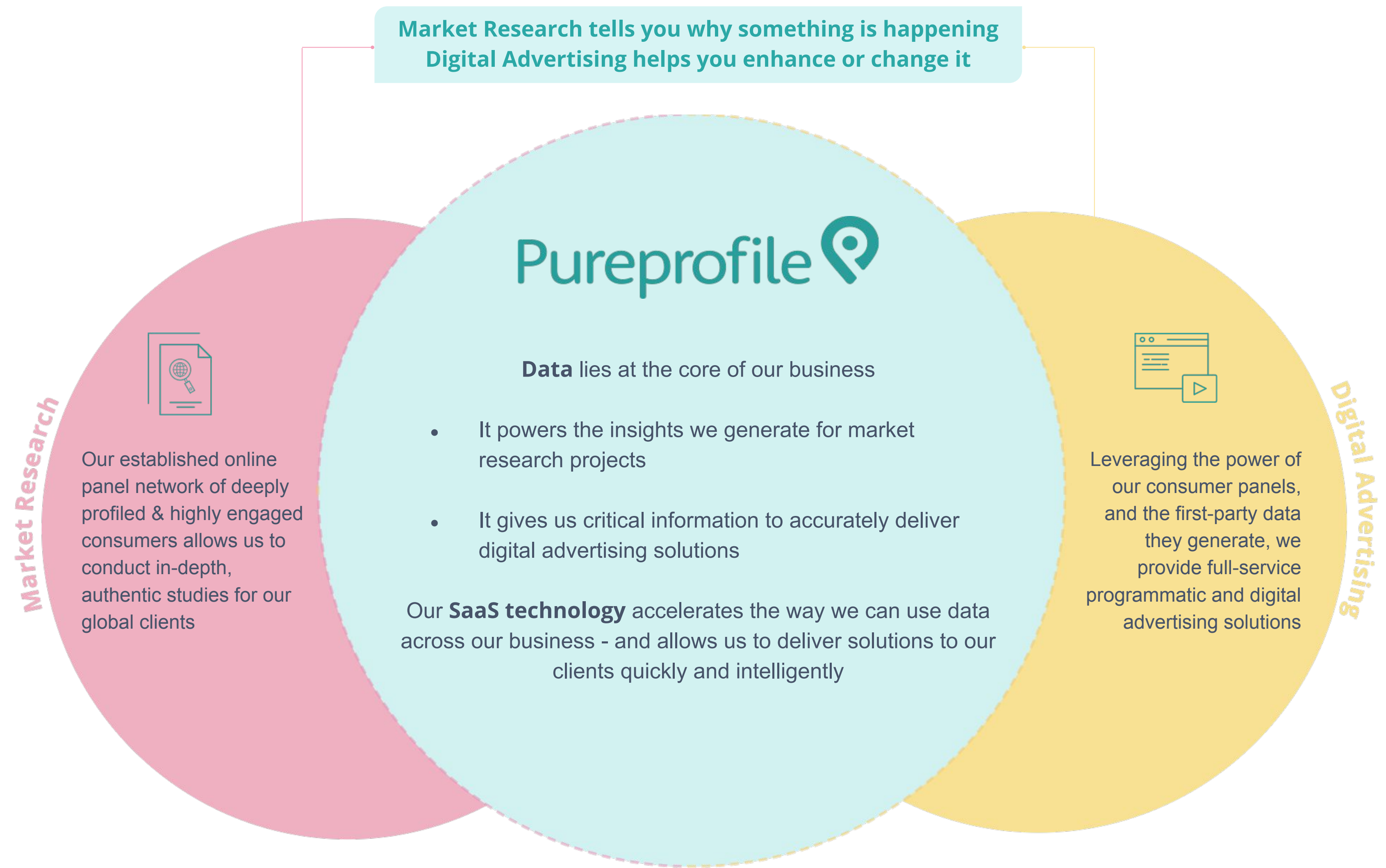
Pureprofile Today

29%

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

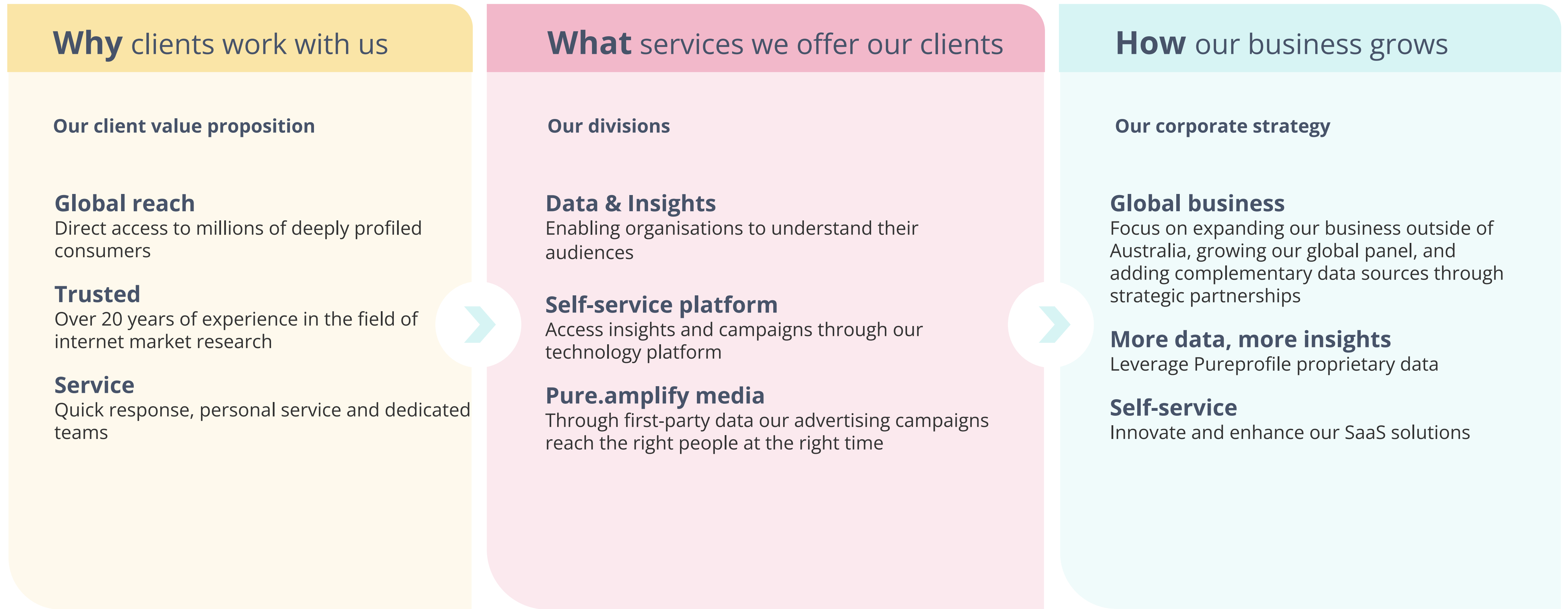
→ How Pureprofile works

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

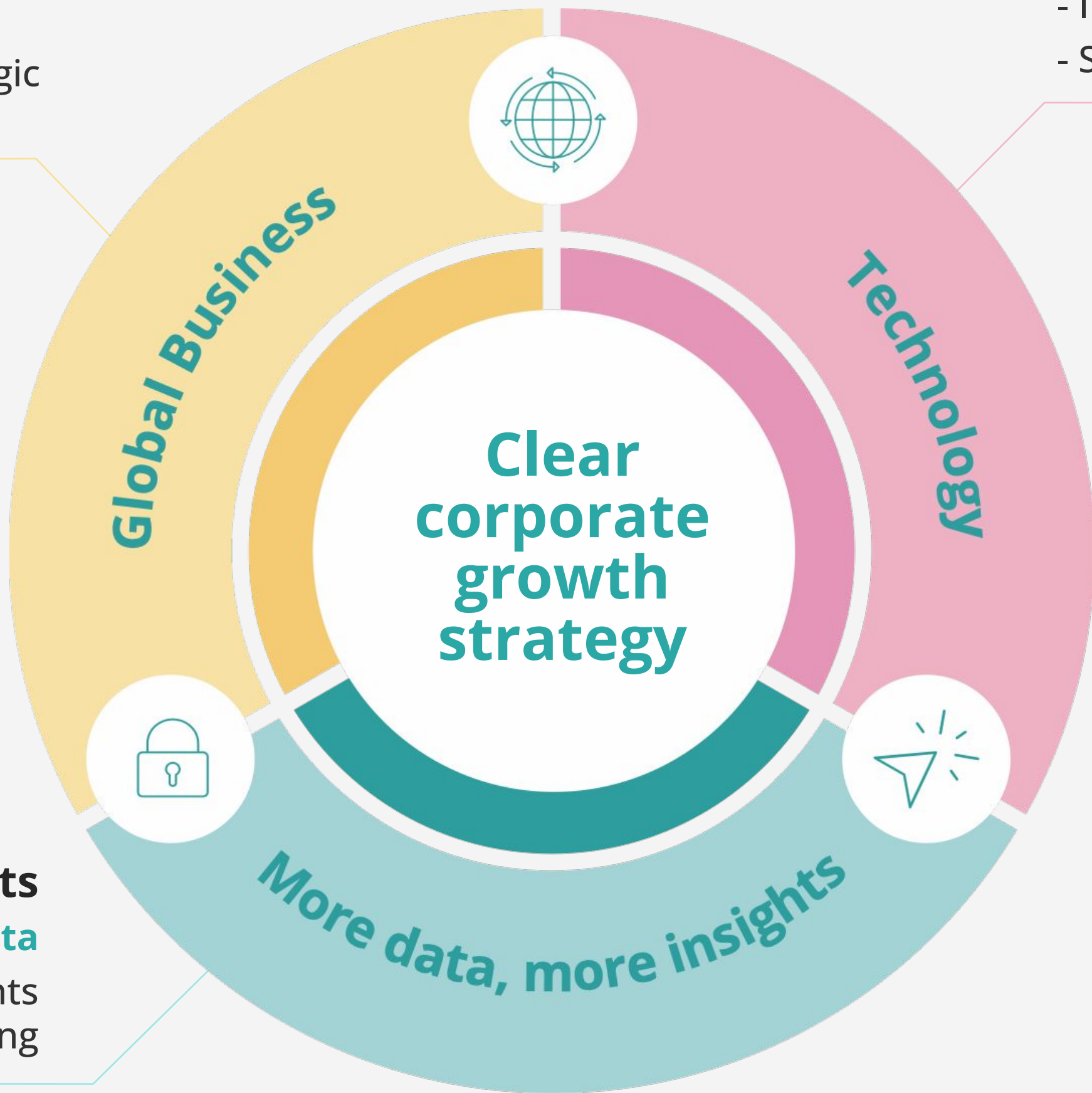
Accelerate our **technology solutions**

- 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

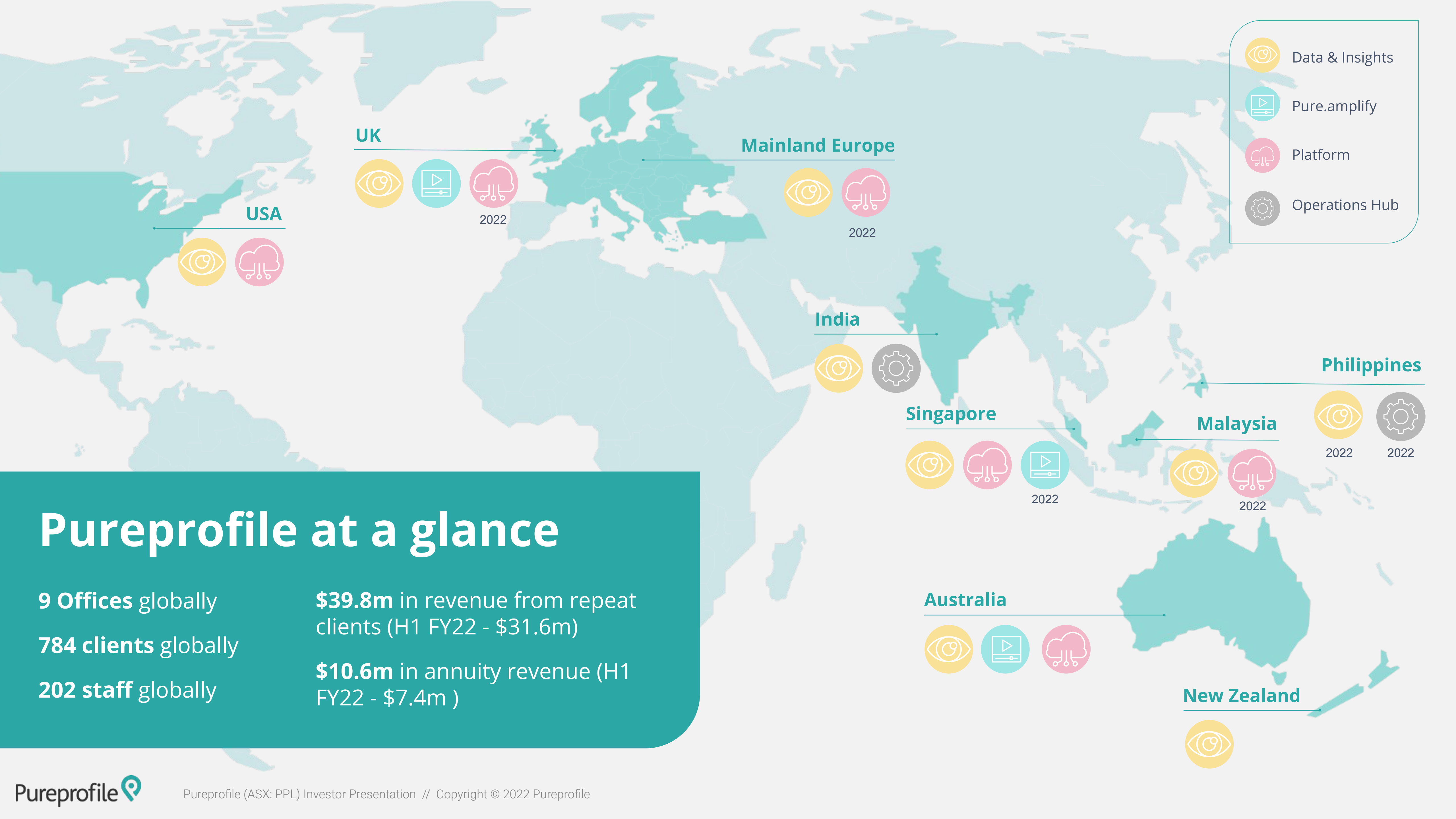
STAGE 2 *(we are here)*

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





UK

- 
- 
- 



2022

Mainland Europe



- 
- 

2022



USA

- 
- 

India

- 
- 

Philippines

- 
- 



2022 2022

Singapore

- 
- 
- 

2022

Malaysia

- 
- 

2022

Australia

- 
- 
- 

New Zealand

- 

Pureprofile at a glance

9 Offices globally

784 clients globally

202 staff globally

\$39.8m in revenue from repeat clients (H1 FY22 - \$31.6m)

\$10.6m in annuity revenue (H1 FY22 - \$7.4m)

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:

49% Male
50.5% Female
.5% Gender fluid



Nationality & ethnicity:

21 nationalities across the group
44 ethnic backgrounds across the group



Age diversity:

40% Under 30 years
44% 30 – 40 years
17% 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 we have a comprehensive employee benefits program focusing on our employees' physical and mental and health.

Research shows that employees are 13% more productive when they're happy.



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



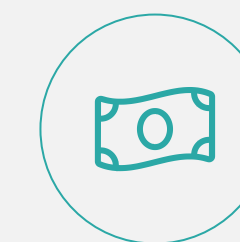
Meeting free times
no internal meetings on Wednesdays and 11am - 1pm daily



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





Momentum continues in January 23

\$3.0m revenue for **January 23** up **16%** on pcp, with **28%** growth in the core Data and Insights business consistent with prior periods

SaaS platform revenue up **27%** on pcp with growth in Audience Builder revenue

Pure.amplify revenue impacted by **\$213k** on pcp due to the closure of the UK business in September 2022 and a softening of the Australian advertising market

Results	Jan FY23	vs Jan FY22
Revenue	\$3.0m	16% 

Business Unit Revenues	Jan FY23	vs Jan FY22
Data & Insights APAC	\$1.5m	16% 
Data & Insights UK/EU	\$1.2m	47% 
SaaS Platform	\$0.3m	27% 
Pure.amplify Media	\$0.1m	(59%) 



NB: All numbers in this slide are preliminary and unaudited





Record half-yearly revenue

\$24.8m revenue up **19%** on pcp with growth across Data & Insights and SaaS platform business units

\$2.2m EBITDA which represented a 9% EBITDA margin in line with company expectations

Growth in regions outside Australia up **40%** on pcp. Exceeding growth in Australia of **14%**, consistent with our corporate strategy of global growth

Results	H1 FY23	vs H1 FY22
Revenue	\$24.8m	19% 
EBITDA	\$2.2m	(13%) 

Business Unit Revenues	H1 FY23	vs H1 FY22
Data & Insights APAC	\$12.7m	23% 
Data & Insights UK/EU	\$7.4m	45% 
SaaS Platform	\$2.2m	11% 
Pure.amplify Media	\$2.6m	(25%) 

NB: EBITDA excludes significant items including share based payments

Full half-yearly statutory profit reconciliation

Profit/(loss) after income tax for the financial year was **(\$0.5m)**. This was an improvement on pcp of **4%** as the company moves towards profitability

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

Significant items include those 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 2022	31 December 2021
EBITDA (excluding significant items)	\$2.2m	\$2.5m
<i>Add back:</i>		
Interest	\$0.0m	\$0.0m
<i>Less:</i>		
Finance Costs	(\$0.2m)	(\$0.1m)
Restructuring, acquisition, capital raising costs & prof fees	(\$0.1m)	\$0.0m
Depreciation, amortisation expense & disposal of assets	(\$1.5m)	(\$1.7m)
Interest Expense (lease)	(\$0.1m)	(\$0.1m)
Share-based payment expense	(\$0.8m)	(\$1.0m)
Income tax expense	(\$0.0m)	(\$0.0m)
Profit/(Loss) after income tax	(\$0.5m)	(\$0.5m)

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 **\$4.1m** down on 30 June 2022 by **\$1.2m** due to the timing differences and one-off payments

Growth in receivables in line with revenue uplift, whilst trade and other payables flat on 30 June 2022 due to timing of payments during the half

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

Period Ending	31 December 2022	30 June 2022
Cash and cash equivalents	\$4.1m	\$5.3m
Trade and other receivables	\$8.7m	\$7.0m
Other assets	\$2.3m	\$1.8m
Total Current Assets	\$15.1m	\$14.1m
Right of use assets	\$2.1m	\$1.1m
Intangibles & PPE	\$5.8m	\$5.9m
Total Non-Current Assets	\$7.9m	\$7.0m
Total Assets	\$23.0m	\$21.0m
Trade and other payables	\$8.8m	\$8.9m
Borrowings	\$3.0m	\$0.0m
Provisions & other liabilities	\$4.5m	\$3.6m
Total Current Liabilities	\$16.3m	\$12.5m
Borrowings	\$0.0m	\$3.0m
Other liabilities	\$2.0m	\$1.1m
Total Non-Current Liabilities	\$2.0m	\$4.1m
Total Liabilities	\$18.3m	\$16.6m
Net Assets	\$4.7m	\$4.4m

Cash flow

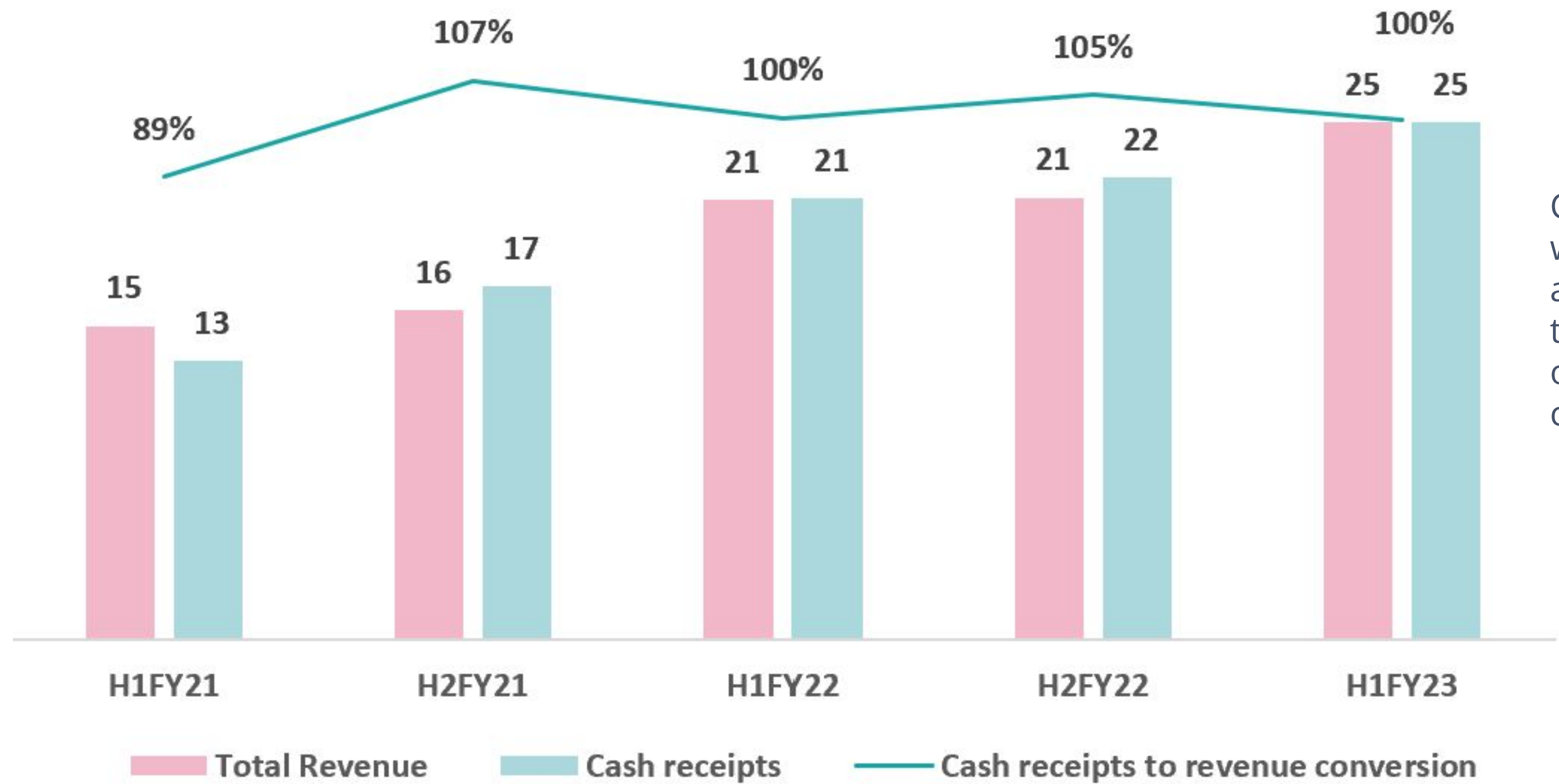
Receipts from customers of **\$24.8m** broadly in line with revenue. Annual client rebates increased on pcp and impacted cash receipts during H1 as rebates are typically used to offset invoice payments

Payments to suppliers of **\$24.2m** impacted by the timing of payments of rental deposits for new premises, payment of CEO STI and a one off change in the T&C's of panellist payments

Operating cash flows of **\$0.4m** predominantly due to timing differences for payments to suppliers and employees

Period ending 31st December	H1 FY23	H1 FY22
Receipts from customers	\$24.8m	\$21.2m
Payments to suppliers and employees	(\$24.2m)	(\$19.1m)
Interest and other financing	(\$0.1m)	(\$0.1m)
Other	(\$0.1m)	\$0.0m
Operating cash flows	\$0.4m	\$1.9m
Payments for intangibles	(\$1.2m)	(\$1.1m)
Payments for PPE	(\$0.2m)	(\$0.0m)
Investing cash flows	(\$1.4m)	(\$1.1m)
Proceeds from issue of shares	\$0.0m	\$0.5m
Repayment of lease liabilities	(\$0.2m)	(\$0.3m)
Financing cash flows	(\$0.2m)	\$0.2m
Total cash flows	(\$1.2m)	\$1.0m
Opening cash balance	\$5.3m	\$3.6m
Closing cash balance	\$4.1m	\$4.7m

Cash receipts to revenue conversion \$M



Cash receipts for H1 FY23 were \$24.8m - this represents a cash receipt conversion rate to reported revenue (including other income) of 100% - consistent with prior periods

H1 FY23 Operating Cash flow bridge \$M



Client rebates - offset against client invoices reducing receipts in H1

Rental deposits - for new premises UK, Melbourne and India

FY22 CEO - STI cash based (paid in October)

Panellist payments - One off change to T&C's for payments

Professional fees & income tax - timing difference only (accrued in FY22)

Once off payments

H1 FY23 financial metrics

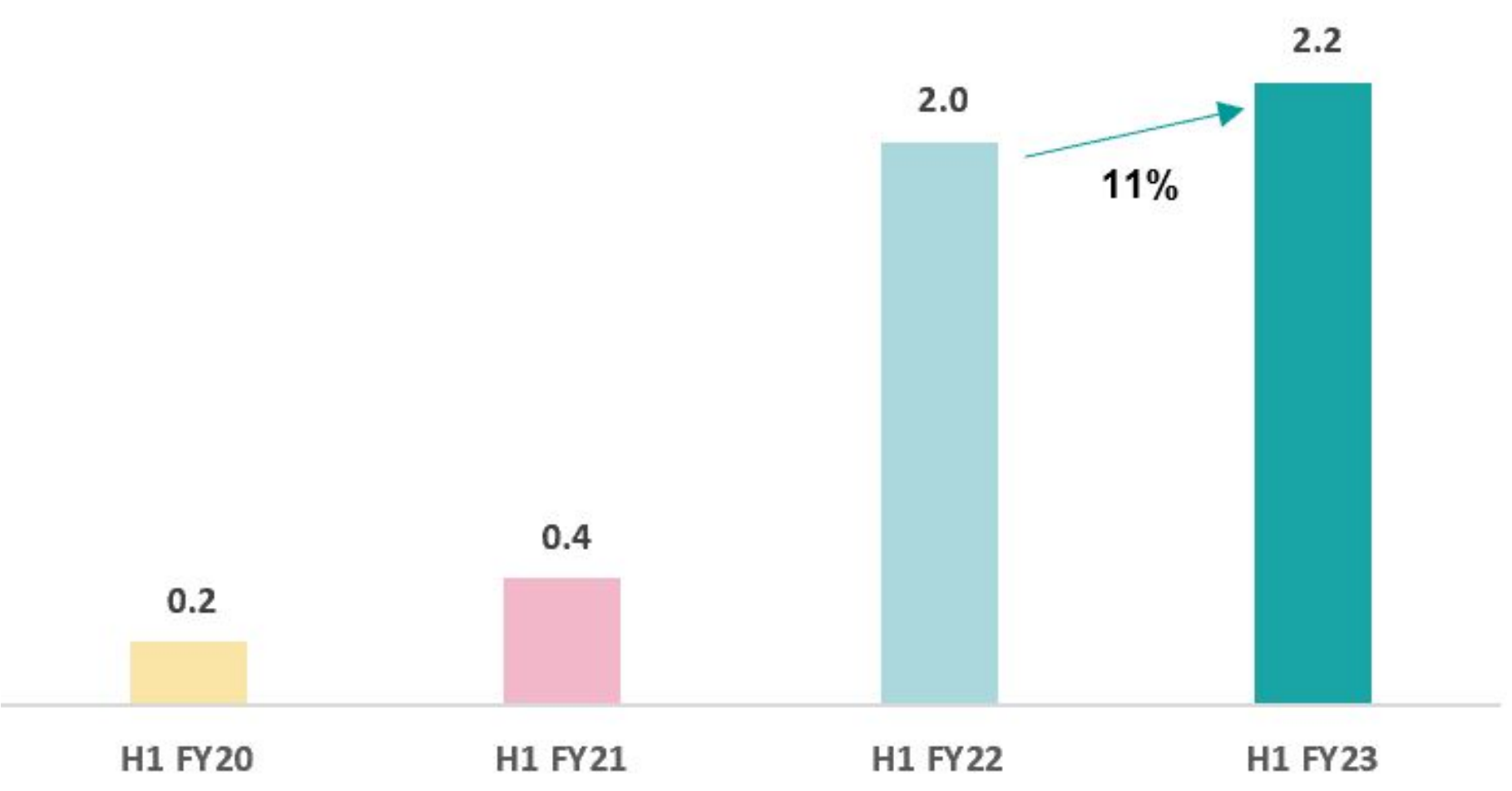
Group Revenue \$M



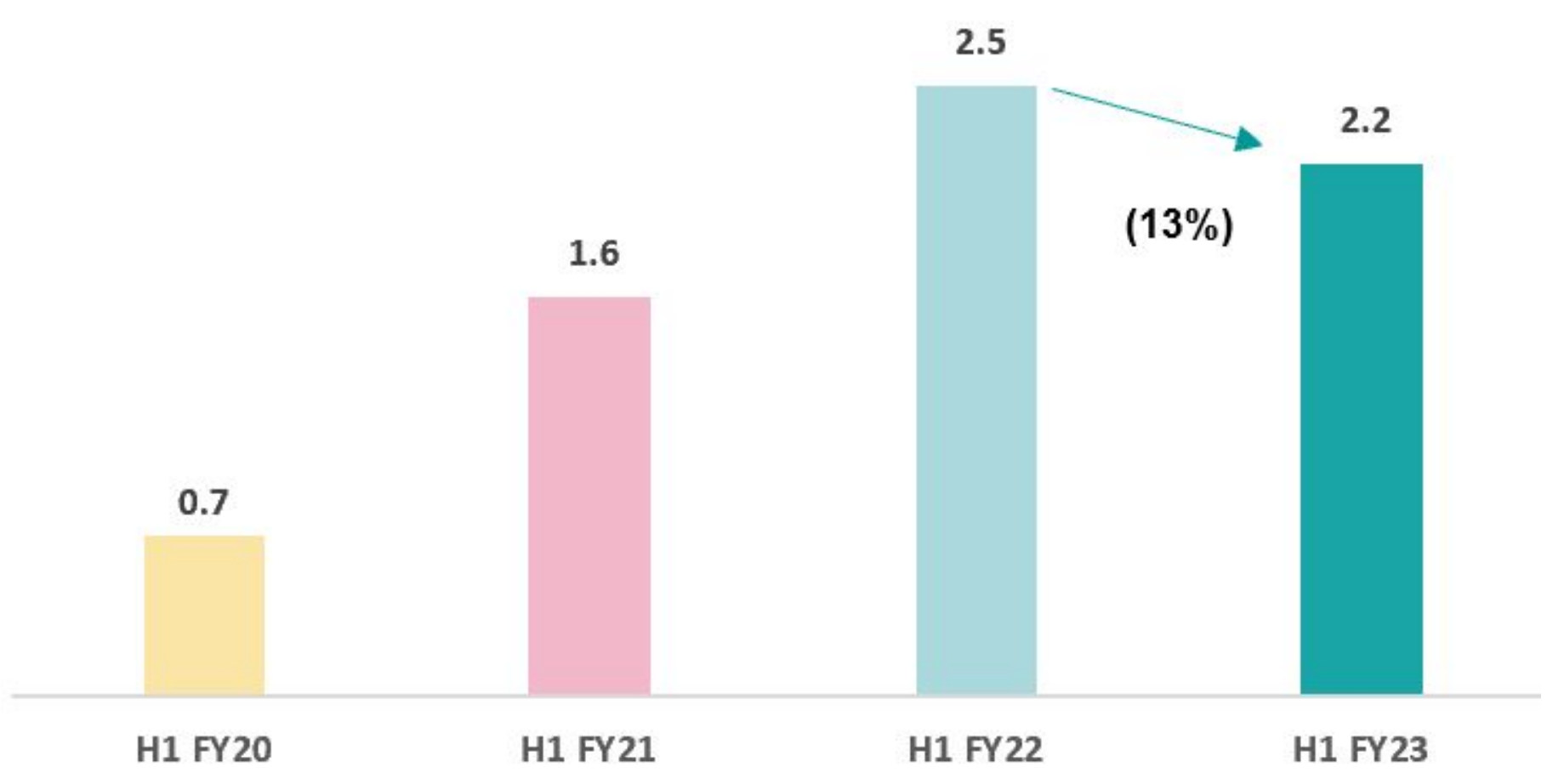
Data & Insights Revenue \$M



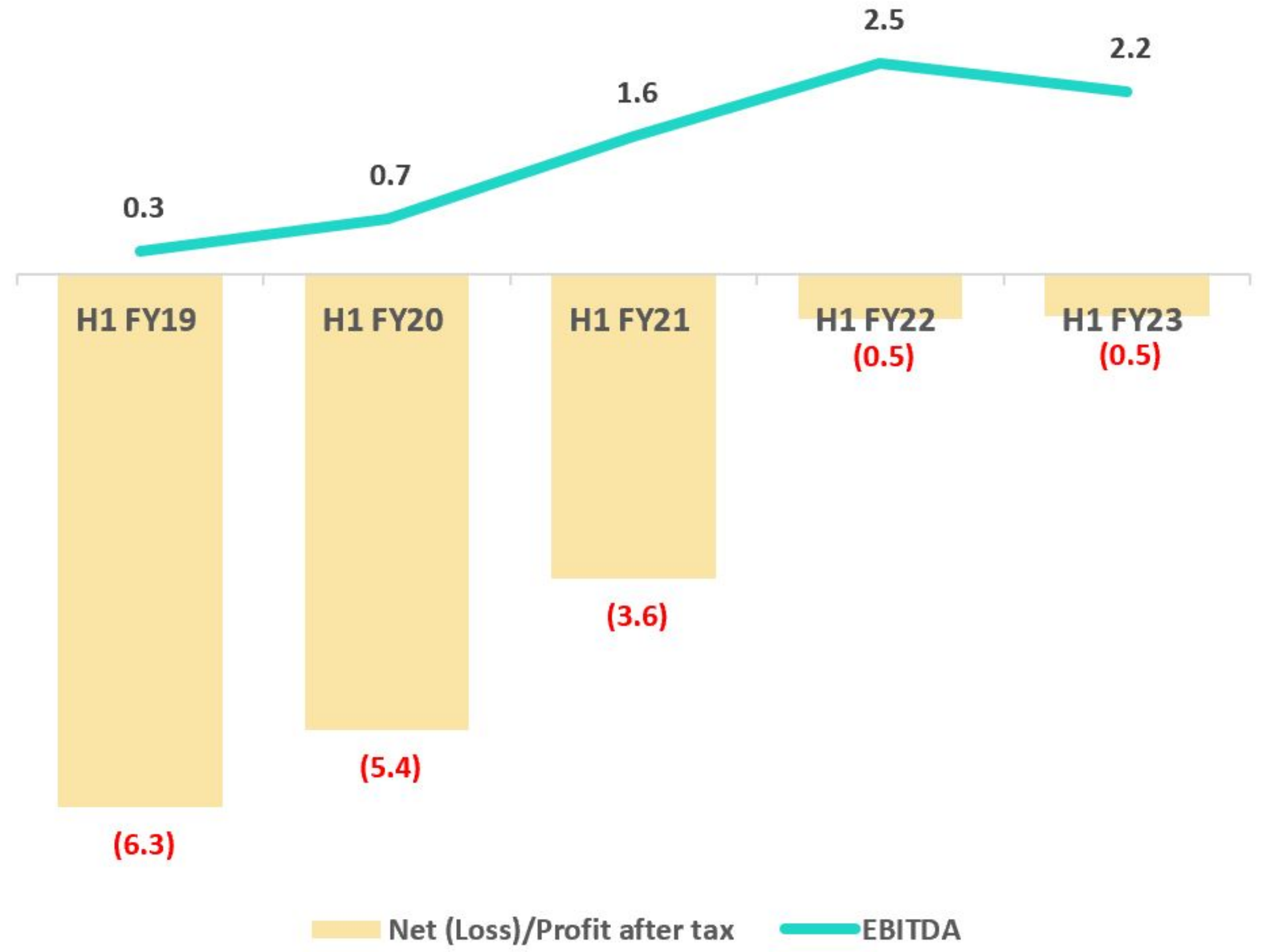
SaaS Revenue \$M



EBITDA \$M



Statutory Net (Loss)/Profit after tax \$M



NB: FY21 Net Loss after Tax excludes loan forgiveness of \$8.4m

A key focus of moving towards profitability

Reducing net losses after tax and EBITDA growth since the recapitalisation, demonstrating the success of executing our corporate strategy

After a number of years of reinvestment to grow our revenue base we are now focussing on moving towards net profitability

FY23 financial outlook

Financial guidance



- Full year FY23 revenue guidance in line with external analyst forecast ranges \$48-52m
- Full year FY23 EBITDA margin guidance of 9-10%

Moving to profitability



- Whilst still growing topline we are focussing on moving towards net profitability
- Key focus on improving the profitability of projects, preferential pricing from suppliers, improving the productivity of our operations and new solutions
- As we increase revenues and maintain cost base we will expect to see EBITDA margin % to increase

Operating cash flow positive



- H1 FY23 cash flow was impacted by additional commercial headcount recruited in Q4 FY22 and one off costs
- Full year FY23 operating cashflow expected to remain positive

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 - H1

17%

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

40%

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

11%

YoY revenue growth from **SaaS clients**

17%

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

1%

YoY decrease in project **volume** as long tail projects reduced

\$39.8m

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

4.6 years

average tenure of clients

5%

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

\$10.6m

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

213+ million

Ads delivered by **Pure.amplify up 15% YoY = more revenue**

9%

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

73

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

Some organisations that used our insights or Pure.amplify services in H1 FY23

ANZ



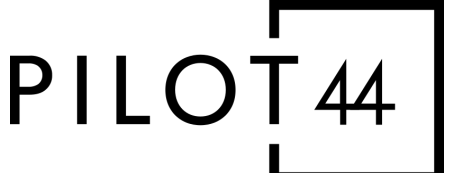
UK & US



EUROPE



SE Asia



SECTION SIX:

Looking Forward

50%

of Kiwis said rising interest rates are a cause of concern

Focus for the next 4 months

- Deliver full year financial guidance
- Onboard new Audience Builder clients
- Prudent management of expenses
- Increase operating cash flow
- Prepare to deliver on FY24 priorities



→ FY24 Strategic priorities

Expansion of our global business		<ul style="list-style-type: none">• Expansion into Indonesia, United Kingdom and United States• Further expand our Audience builder partnership program in countries outside Australia
People		<ul style="list-style-type: none">• Focus on improving operational efficiency• 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">• Utilise technology solutions to improve operational efficiency• Implement client facing technology solution• Increase the use of internal panels to improve gross margin
Clients		<ul style="list-style-type: none">• Profitably grow new and existing clients• Strategic approach for acquiring new clients• Utilise innovation to enhance efficiency
Acquisitions		<ul style="list-style-type: none">• Execute M&A strategy and identify targets that provide a step change in growth

Summary



Moving towards profitability



Focusing on EBITDA growth and margin expansion



Positive Operating cash flow



Highly loyal and satisfied employees and clients



Capitalise on global opportunities

Contact

263 Riley Street
Surry Hills NSW 2010 Australia

+61 2 9333 9700
info@pureprofile.com

business.pureprofile.com

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



Martin Filz
Chief Executive Officer
martin@pureprofile.com
0466 356 388



Melinda Sheppard
Chief Financial Officer
melinda@pureprofile.com
0414 821 331