

ASX Announcement

2 May 2023

Pureprofile delivers \$10.3m in quarterly revenue for the core Data & Insights and SaaS platform businesses, representing 22% growth on pcp

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its business update for the period ended 31 March 2023.

Key Highlights:

- Data & Insights and SaaS platform continue to perform strongly. Q3 FY23 revenue up 22% and EBITDA (exc significant items) up 121% on pcp
- Data & Insights UK/EU/US revenue growth up 33% on pcp
- SaaS platform revenue growth of 35% on pcp
- Closure of Pure.amplify media business in Australia during Q4 FY23
- Updated FY23 guidance (including discontinued business) to lower end of previous guidance range. New guidance for revenue of \$48m (previously \$48-52m) and EBITDA margin of 9% (previously 9-10%)
- New FY23 guidance (excluding discontinued business) for revenue of \$45m and EBITDA margin of 11%

Closure of Pure.Amplify Media in Australia

Following the closure of the Pure.amplify Media business in the UK in Q1 FY23, Pureprofile has decided to close its Pure.amplify Media business in Australia, effective immediately. This business unit has experienced incredibly challenging trading conditions over the past nine months and was not considered core to the Company's growth strategy. Our Data & Insights and SaaS platform businesses will not be impacted by this change as there is no overlap of clients between the businesses.

Year to-date Pure.amplify Media Australia generated an estimated \$2.9m in revenue (6% of guidance revenue) and an EBITDA (exc significant items) loss of \$375k. During Q3 FY23 the business generated an EBITDA (exc significant items) loss of \$200k. Both Pure.amplify businesses will be treated as discontinued business units in the full year financial statements, expected to be released at the end of August 2023. The projected cost of discontinuing these business units is \$450k and will be treated as a one-off significant item.

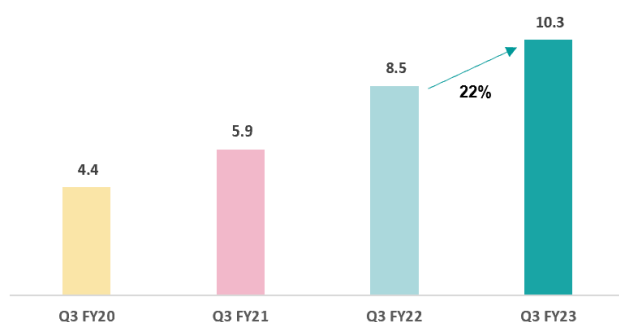
Data & Insights and SaaS Platform

Continuing business units, Data & Insights and SaaS platform delivered strong consistent revenue growth for Q3 FY23 with revenue of \$10.3m, up 22% on pcp. EBITDA (exc significant items) was \$1.0m, up 121% on pcp, representing a 10% EBITDA margin.

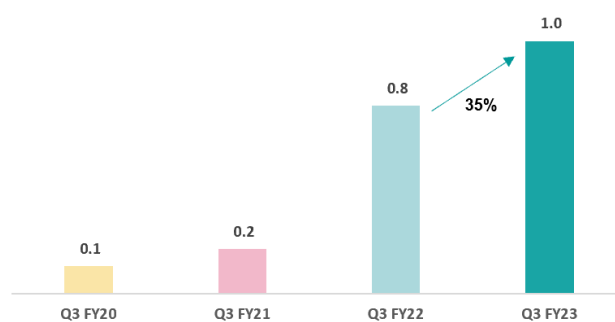
Q3 FY23 Highlights (continuing business only)

Revenue	EBITDA (exc significant items)	EBITDA Margin
\$10.3m ▲ up 22% versus pcp	\$1.0m ▲ up 121% on pcp	10% ▲ in line with expectations
D&I APAC Revenue	D&I UK/EU/US Revenue	SaaS Platform Revenue
\$5.5m ▲ up 13% versus pcp	\$3.8m ▲ up 33% versus pcp	\$1.0m ▲ up 35% on pcp

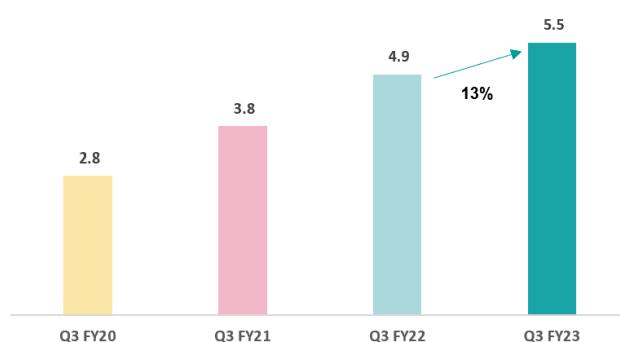
Revenue \$M



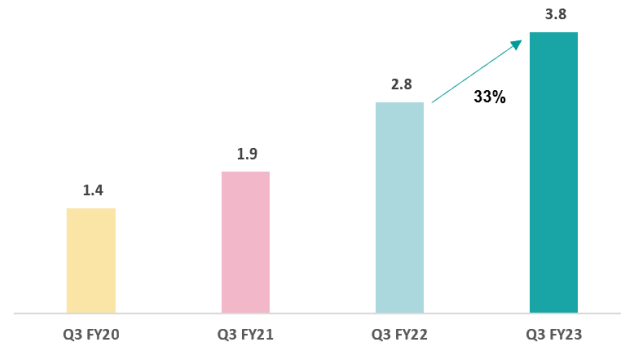
SaaS Platform \$M



Data & Insights - APAC \$M



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



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Some key highlights during the quarter included:

- Strong consistent growth with Pureprofile's Data & Insights business driven by:
 - growth in revenue from end brands and research agencies who are commissioning more complex multi-country projects. Revenue from multi-country studies is up 28% on pcp
 - 33% revenue growth on pcp in UK/EU/US region driven by 19% more projects commissioned combined with higher average project values
 - 13% revenue growth on pcp in the APAC region driven by an increase in average project values
 - 450 clients commissioned projects with Pureprofile in Q3 FY23 up from 386 clients for the pcp. This was driven by collaborating with new research agencies, consultancies and end brands during the quarter
- SaaS platform revenue was \$1.0m, up 35% on pcp driven by an increase in our audience builder solution
- Continuing business revenue growth in regions outside Australia up 32% on pcp. Exceeding growth in Australia of 15%, consistent with our corporate strategy of global growth
- Continuing business EBITDA (exc significant items) growth of 121% on pcp due to strong revenue growth, improved gross margin coupled with strong management of expenses during the quarter



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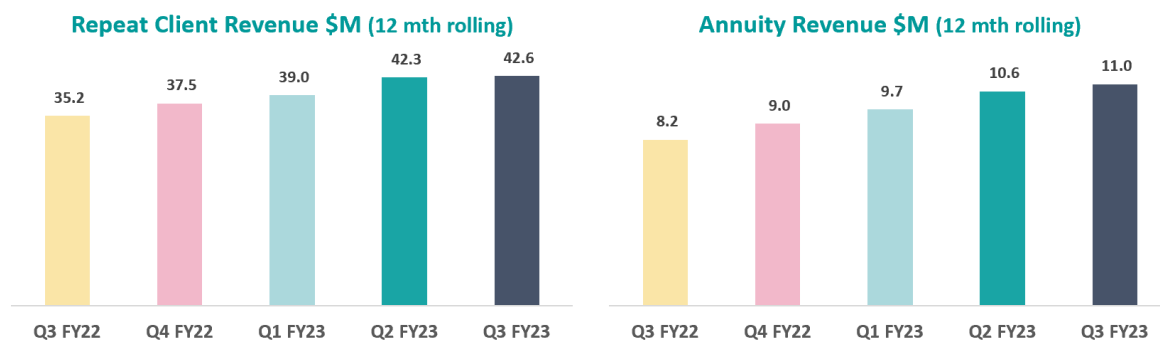
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March YTD FY23 Highlights (continuing business only)

Revenue	EBITDA (exc significant items)	EBITDA Margin
\$32.5m ▲ up 26% versus pcp	\$3.3m ▲ up 28% on pcp	10% ▲ in line with expectations
D&I APAC Revenue	D&I UK/EU/US Revenue	SaaS Platform Revenue
\$18.1m ▲ up 20% versus pcp	\$11.2m ▲ up 41% versus pcp	\$3.2m ▲ up 17% on pcp

Pureprofile's focus on quality of people and data is resulting in continually winning market share from competitors.



Pureprofile CEO Martin Filz said *"The decision to close down Pure.amplify in Australia was clearly necessary but, of course, disappointing. The slowdown of the advertising market in Australia impacted our media business significantly, expediting our decision to exit this non-core business. Over the last three years we have seen incredible growth across our insights divisions around the world - more than doubling group revenue and margins. Looking forward we are now able to be 100% focused on Data and Insights which we are confident will result in accelerated growth."*



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Outlook

Pureprofile provides updated FY23 guidance for revenue of \$48m (previously \$48-52m) (including Pure.amplify Media) or \$45m (excluding Pure.amplify Media). EBITDA margin is now expected to be 9% (previously 9-10%) (including Pure.amplify Media) and 11% (excluding Pure.amplify Media). We continue to be focused on growing our data and Insights business in three main ways.

- **International expansion** - especially in the UK and US where we already have clients and presence and the markets are considerably larger than Australia
- **SaaS growth** - providing scale at higher margins
- **Technology improvements** - resulting in increased margins, improved yields and new revenue generating solutions

All numbers in this release are **preliminary** and **unaudited**. **EBITDA** excludes significant items including share based payments. Please refer to the Director's report sections of the Company's Interim Report for the six months ended 31 December 2022 for further information on the expenses that the Company excludes from its calculation of EBITDA (excluding significant items). 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 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 750 clients.



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