

Pureprofile 

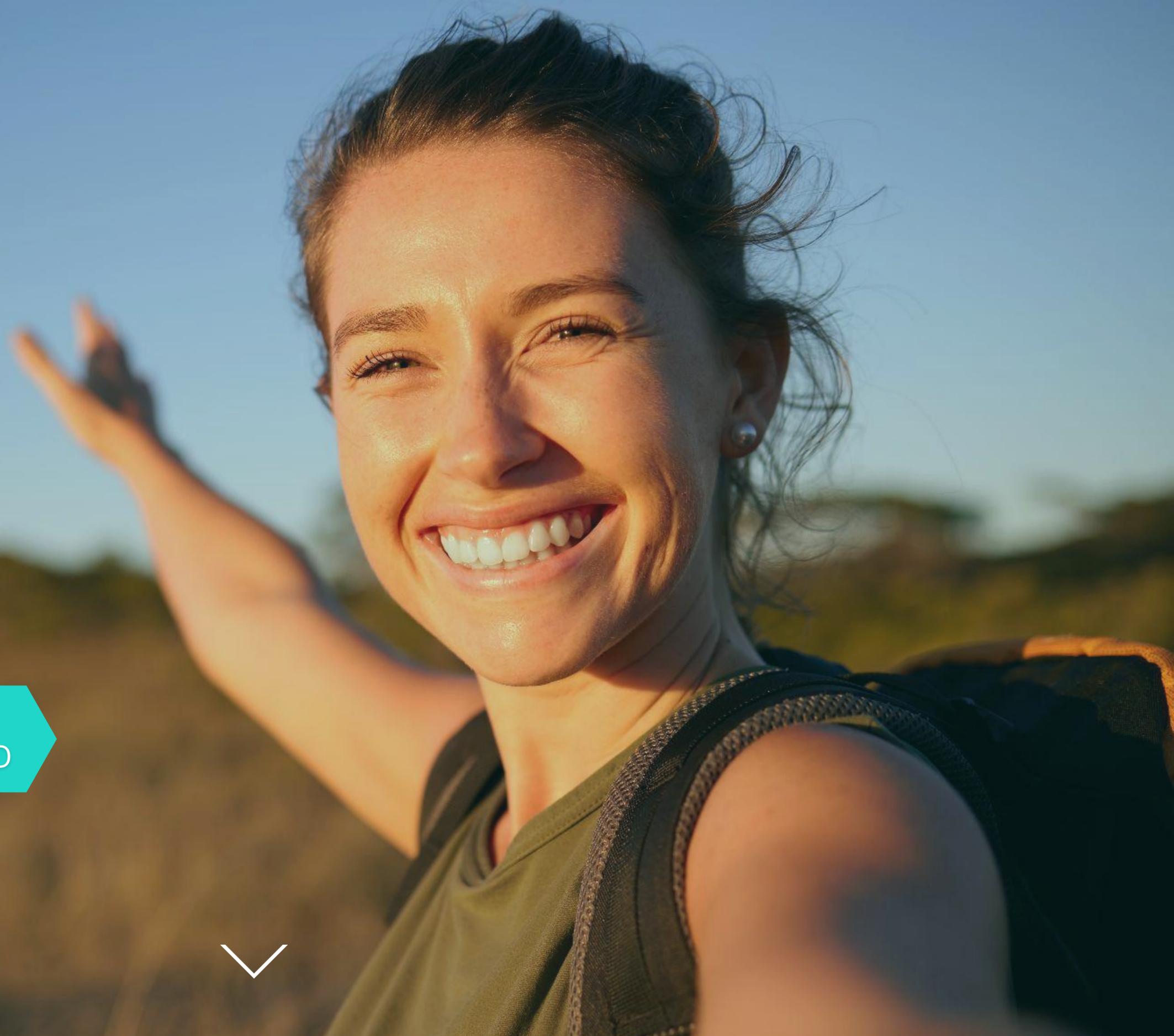
FY23

**Q3
Investor
Presentation**

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



MAY 2023



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SECTION ONE:

Pureprofile Today

52%

of kiwis spent less than usual at Easter time

→ Corporate strategy update

Closure of Pure.amplify Media Australia

Following the closure of the UK Pure.amplify Media business in Q1, we have made the decision to close the Australian media business unit

Given the current macroeconomic conditions this business unit has experienced a rapidly deteriorating financial performance over the past 4 months

Our core insights and SaaS platform business will not be impacted allowing us to fully focus all our resources in executing our corporate growth strategy

Positive financial benefits outlined later

→ 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

SaaS platform

- Audience Builder - partnerships designed to create additional revenue streams & boost customer loyalty
- Audience Intelligence - a revolutionary data platform that provides unparalleled insights into Australian consumer spending
- Insights Builder - self service data research tools

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
- Audience Builder
- Audience Intelligence
- Insights Builder



→ 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

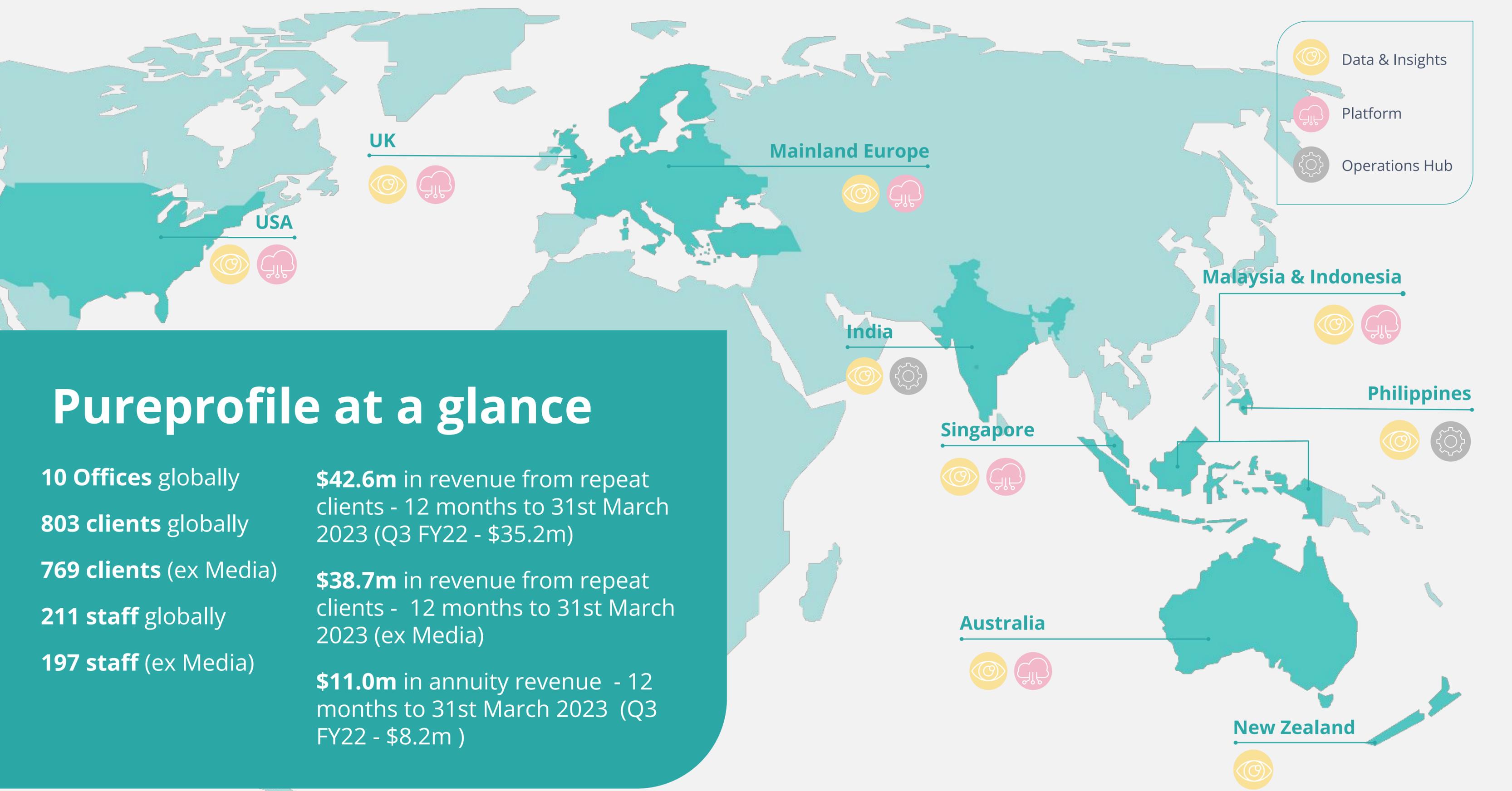
STAGE 2 *we are here*

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

commencing FY24



Pureprofile at a glance

10 Offices globally

803 clients globally

769 clients (ex Media)

211 staff globally

197 staff (ex Media)

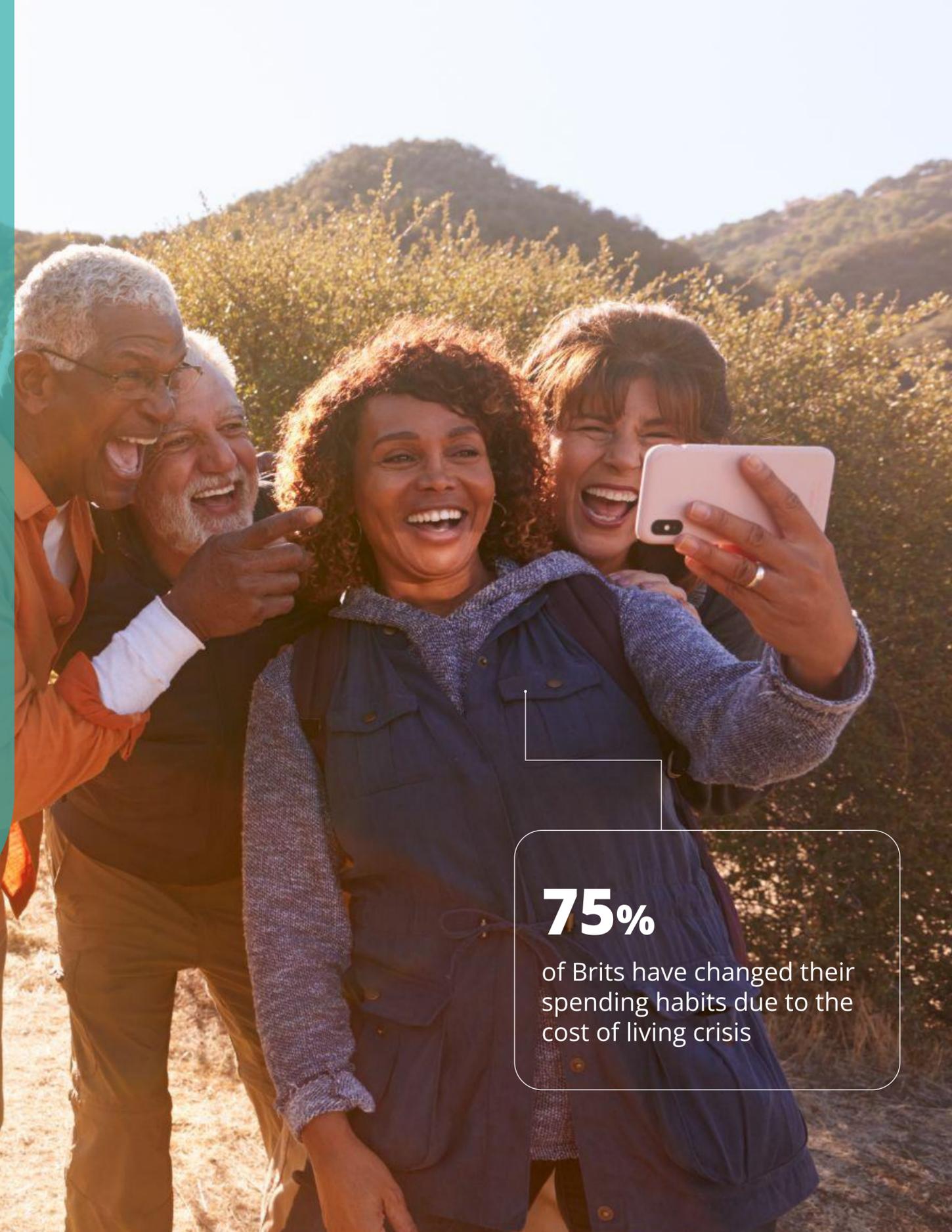
\$42.6m in revenue from repeat clients - 12 months to 31st March 2023 (Q3 FY22 - \$35.2m)

\$38.7m in revenue from repeat clients - 12 months to 31st March 2023 (ex Media)

\$11.0m in annuity revenue - 12 months to 31st March 2023 (Q3 FY22 - \$8.2m)

SECTION TWO:

People & Culture



75%

of Brits have changed their spending habits due to the cost of living crisis

Our strong people & culture focus



Outcomes

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



Gender diversity:

50% Male
50% Female



Nationality & ethnicity:

20 nationalities across the group
46 ethnic backgrounds across the group



Executive Team Gender diversity:

40% Male
60% Female



Age diversity:

34% Under 30 years
49% 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 by Oxford University 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

40%

of Dutch consumers have recently switched to a budget supermarket

→ Pure.amplify media - Closure of business unit

Pure.amplify Media Australia is expected to contribute approximately \$2.9m or only 6% of the Company's full year revenue in FY23

Pure.amplify Media (UK and Australia) are expected to negatively impact full year FY23 EBITDA (excl. significant items) by approximately (\$375k) and EBITDA margin by (2%)

The impact from the Pure.amplify Australian operations for Q3 FY23 EBITDA (excl. significant items) was approximately (\$200k)

The projected cost of discontinuing this business unit is approximately \$450k and will be treated as a one-off significant item in the financial statements

The expected cash impact of discontinuing this business unit will be approximately \$450k and will be split across Q4 FY23 and Q1 FY24

Both Pure.amplify business units will be treated as discontinued business units in the full year financial statements expected to be released at the end of August 2023

Continued growth into Q3 for core business

\$10.3m revenue up **22%** on pcp with growth across the core business units Data & Insights and SaaS platform

\$1.0m EBITDA (excl. significant items) up **121%** on pcp, representing a **10%** EBITDA margin

Growth in regions outside Australia up **32%** on pcp. Exceeding growth in Australia of **15%**, consistent with our corporate strategy of global growth

Results	Q3 FY23	vs Q3 FY22
Revenue	\$10.3m	22% 
EBITDA (excl. significant items)	\$1.0m	121% 

Business Unit Revenues	Q3 FY23	vs Q3 FY22
Data & Insights APAC	\$5.5m	13% 
Data & Insights UK/EU	\$3.8m	33% 
SaaS Platform	\$1.0m	35% 

NB: All numbers in this slide are **preliminary** and **unaudited** and **exclude** the discontinued Pure.amplify Media business units
EBITDA excludes significant items and 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)

Consistent growth YTD for core business

Year to-date revenue of **\$32.5m**, up **26%** on pcp with growth across Data & Insights and SaaS platform business units

Year to-date EBITDA (excl. significant items) of **\$3.3m**, up **28%** on pcp and representing a **10%** EBITDA margin

Growth in regions outside Australia up **37%** on pcp. Exceeding growth in Australia of **19%**, consistent with our corporate strategy of global growth

Results	YTD FY23	vs YTD FY22
Revenue	\$32.5m	26% 
EBITDA (excl. significant items)	\$3.3m	28% 

Business Unit Revenues	YTD FY23	vs YTD FY22
Data & Insights APAC	\$18.1m	20% 
Data & Insights UK/EU	\$11.2m	41% 
SaaS Platform	\$3.2m	17% 

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EBITDA excludes significant items and share-based payments

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March YTD results (incl. Media)

\$35.6m revenue up **15%** on pcp with growth across Data & Insights and SaaS platform business units

Pure.amplify Media revenue (AU & UK) was **\$3.1m** down **38%** or **\$1.9m** on pcp

\$3.0m EBITDA (excl. significant items) which represented a **8%** EBITDA margin impacted by the decline in the Pure.amplify media business unit in Q3

Results	Mar YTD FY23	vs Mar YTD FY22
Revenue	\$35.6m	15% 
EBITDA (excl. significant items)	\$3.0m	(1%) 

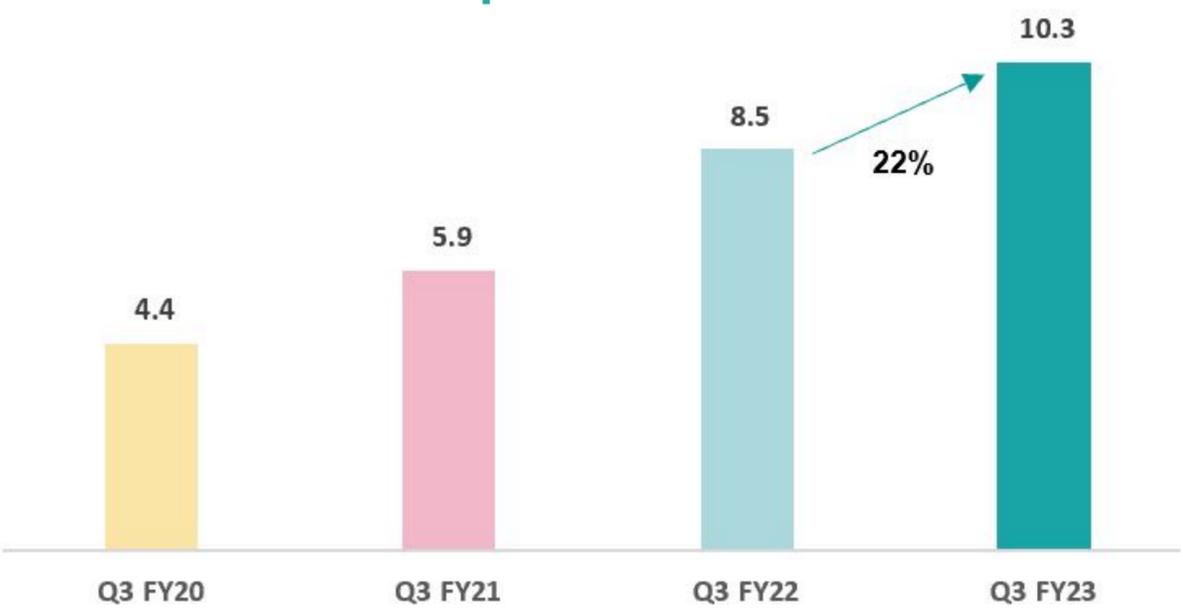
Business Unit Revenues	Mar YTD FY23	vs Mar YTD FY22
Data & Insights APAC	\$18.2m	20% 
Data & Insights UK/EU	\$11.2m	41% 
SaaS Platform	\$3.2m	17% 
Pure.amplify Media	\$3.1m	(38%) 

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

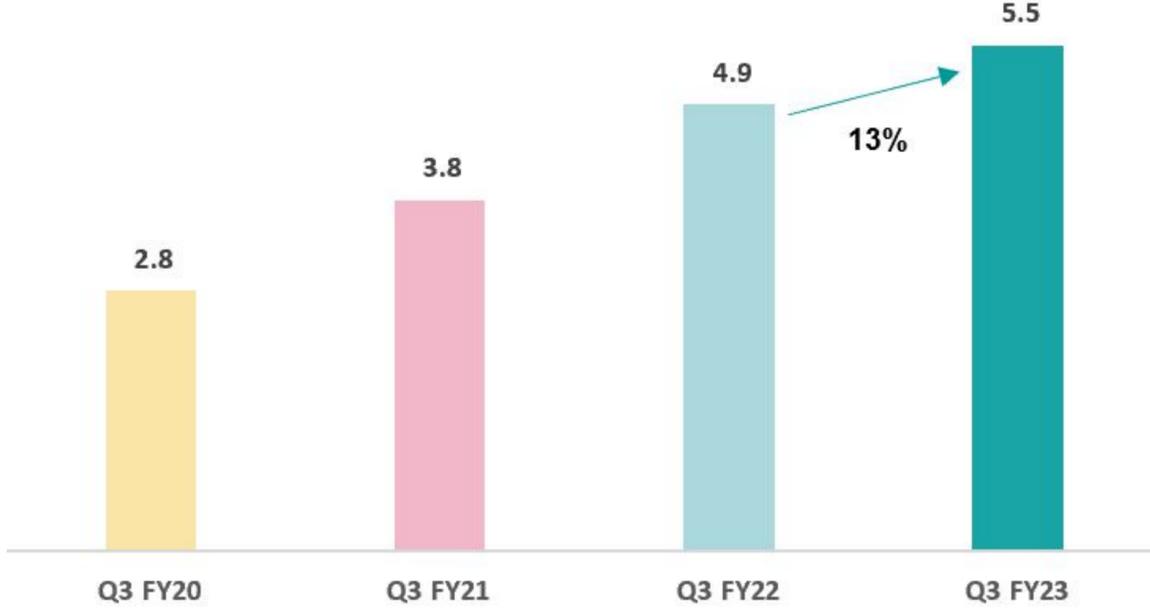
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Q3 FY23 financial metrics (excl. discontinued businesses)

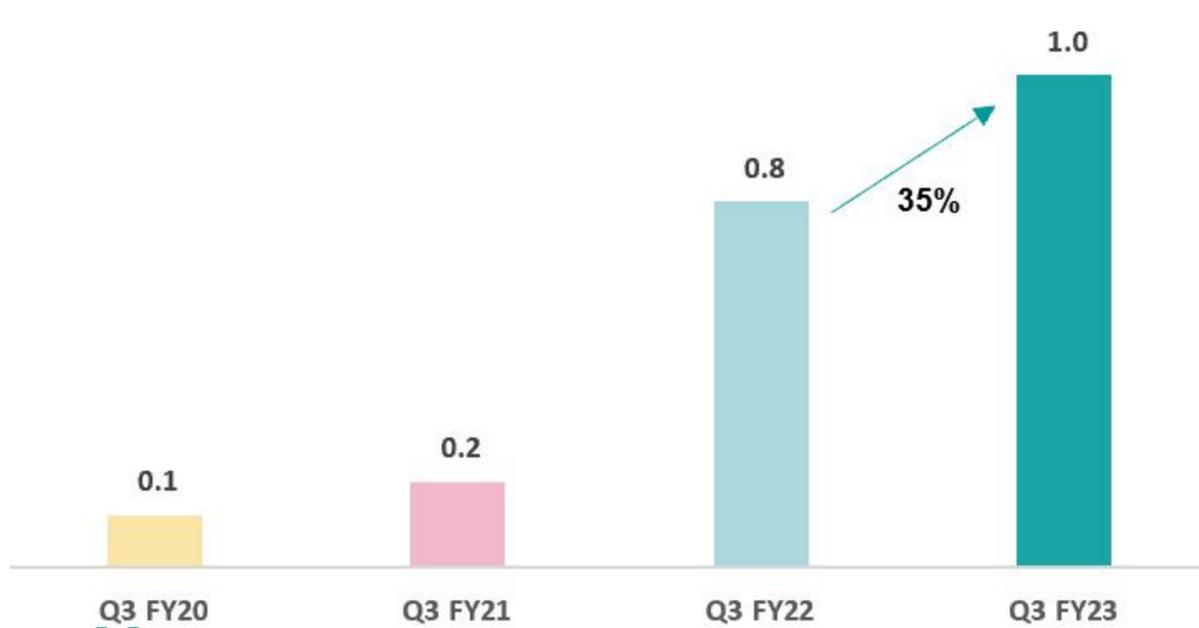
Group Revenue \$M



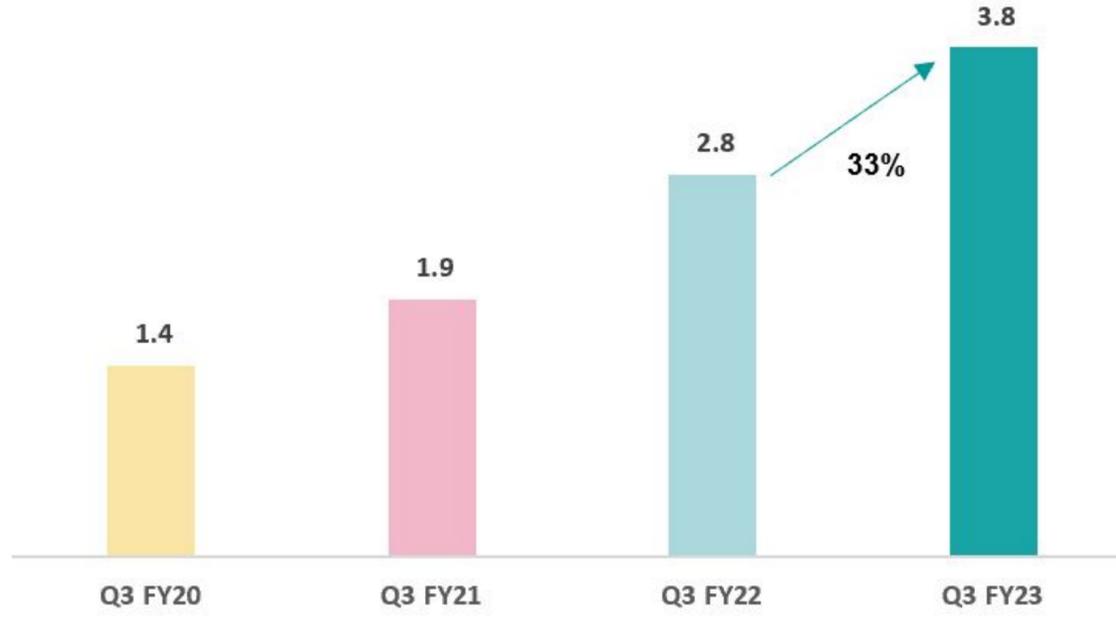
Data & Insights APAC Revenue \$M



SaaS Revenue \$M



Data & Insights UK/EU/US \$M



FY23 financial outlook

Financial guidance **(updated)**



- Revised full year FY23 revenue guidance:
 - Including Pure.amplify Media at \$48m (prev. \$48-52m)
 - Excluding Pure.amplify Media at \$45m
- Revised full year FY23 EBITDA margin guidance:
 - Including Pure.amplify Media of 9% (prev. 9-10%)
 - Excluding Pure.amplify Media of 11%

Moving to profitability



- Closure of unprofitable Pure.amplify Media Australia business unit
- 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 improve operating leverage we will expect to see EBITDA margin % to increase

Operating cash flow positive



- Full year FY23 operating cashflow expected to remain positive
- The projected cash impact of closing Pure.amplify Media is approximately \$450k across Q4 FY23 and Q1 FY24

SECTION FOUR:

Operating Highlights



Less than **20%**
of Brits believe the
recent UK Strikes will
achieve their goals

Operational Key Performance Indicators - Q3

12%

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

32%

YoY increase in **revenue** from regions outside of Australia, exceeding growth in Australia of **15%**

35%

YoY revenue growth from **SaaS clients**

12%

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

15%

YoY increase in **average project values** commissioned from clients

\$42.6m

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

4.8 years

average tenure of clients

19%

YoY increase in the **volume of projects** commissioned from clients outside Australia

\$11.0m

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

450

clients commissioned projects in the quarter up from **386** on pcp = **more revenue**

26%

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

65

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

Some businesses that used our insights in Q3

ANZ	UK & US	EUROPE	SE Asia
			
			
			
			
			

SECTION SIX:

Looking Forward



40%
of Aussies feel the royal family is outdated and no longer relevant

Focus for the next 6 months

- Deliver full year financial guidance
- Onboard new Audience Builder clients
- Prudent management of expenses
- Increase operating cash flow from the core business operations
- Maintain consistent growth in core business



→ FY24 Strategic priorities



Summary



Exited unprofitable media business to focus on core Data & Insights and SaaS platform businesses



Focusing on EBITDA growth (excl. significant items) and moving towards profitability



Positive Operating cash flow



Highly loyal and satisfied employees and clients



Capitalise on global audience builder opportunities

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



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