

Pureprofile 

FY23

Q4 Investor Presentation

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Melinda Sheppard - CFO



JULY 2023

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→ FY23 Financial Performance Highlights

Delivered record \$43.7m in full year revenue for the core Data & Insights and Platform businesses, representing 23% growth on pcp

23% continuing business revenue growth on pcp



791 clients commissioned projects with Pureprofile across FY23 up from 721 clients for the pcp




28% continuing business EBITDA (excl. significant items) growth on pcp

Platform revenue growth of 38% on pcp, driven by an increase in panellists recruited by Audience Builder partnerships

\$4.7m reported cash balance up from \$4.1m at 31st December 2023

Closed unprofitable Pure.amplify Media business unit

Results	FY23	vs FY22
Revenue	\$43.7m	23% 
EBITDA (excl. significant items)	\$4.6m	28% 

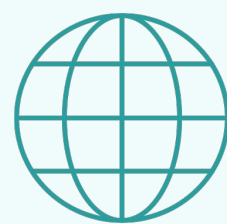
Business Unit Revenues	FY23	vs FY22
ANZ (incl. Platform)	\$26.9m	16% 
Rest of World (incl. Platform)	\$16.8m	35% 
Platform	\$4.8m	38% 

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



FY23 Strategic Achievements

Global business growth



- Investment in new commercial team helping to generate growth of **35%**
- Opened **Indonesia** sales office
- New **US** client now **top 5** global client

Audience Builder partnerships



- New Audience Builder partners: **ShopBack** in Aus and **Prograd** in UK
- Expanded and consolidated existing Audience Builder partners
- Grew revenues by **38%**

Technology launches



- Audience Builder enhancements focused on efficient partner set-up
- Opening up core panels to enable direct access for clients, increasing revenues and efficiencies
- Established AI group to evaluate and rollout Generative AI solutions

Financial Highlights





Strong growth in FY23 from core business




(excl. discontinued units)

Revenue of **\$43.7m**, up **23%** on pcp with growth across Data & Insights and Platform business units

EBITDA (excl. significant items) of **\$4.6m**, up **28%** on pcp and representing a **11%** EBITDA margin

Growth in regions outside ANZ up **35%** on pcp. consistent with our corporate strategy of global growth

Results	FY23	vs FY22
Revenue	\$43.7m	23% 
EBITDA (excl. significant items)	\$4.6m	28% 

Business Unit Revenues	FY23	vs FY22
ANZ (incl. Platform)	\$26.9m	16% 
Rest of World (incl. Platform)	\$16.8m	35% 
Platform	\$4.8m	38% 

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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)



FY23 results




(incl. discontinued units)

\$47.0m revenue up **13%** on pcp with growth across Data & Insights and Platform business units

Discontinued Pure.amplify Media revenue (AU & UK) was **\$3.3m** down **46%** or **\$2.9m** on pcp

\$4.3m EBITDA (excl. significant items) which represented a **9%** EBITDA margin impacted by losses in the Pure.amplify media business unit in FY23

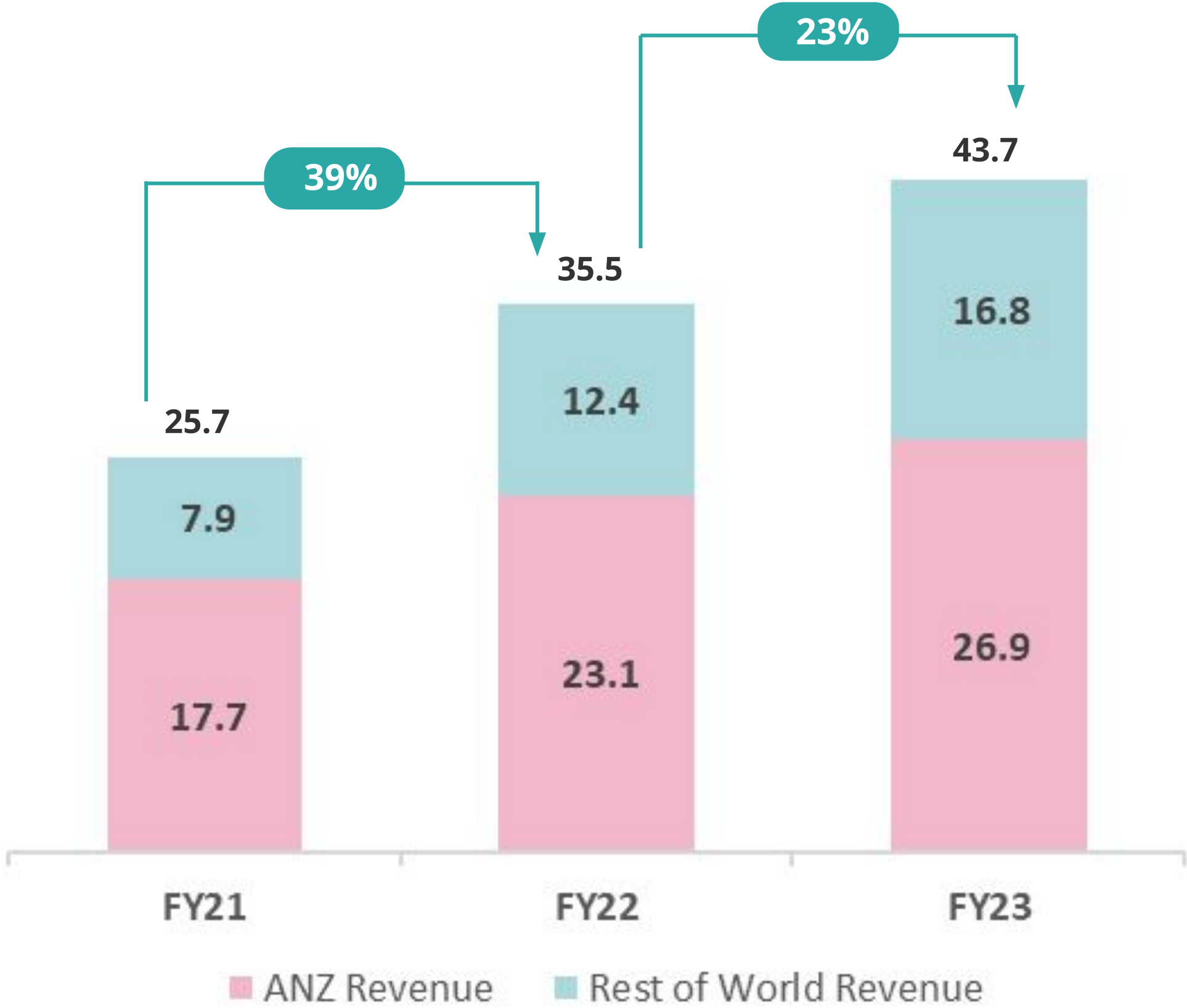
Results	FY23	vs FY22
Revenue	\$47.0m	13% 
EBITDA (excl. significant items)	\$4.3m	7% 

Business Unit Revenues	FY23	vs FY22
ANZ (incl. Platform)	\$26.9m	16% 
Rest of World (incl. Platform)	\$16.8m	35% 
Pure.amplify Media	\$3.3m	(46%) 

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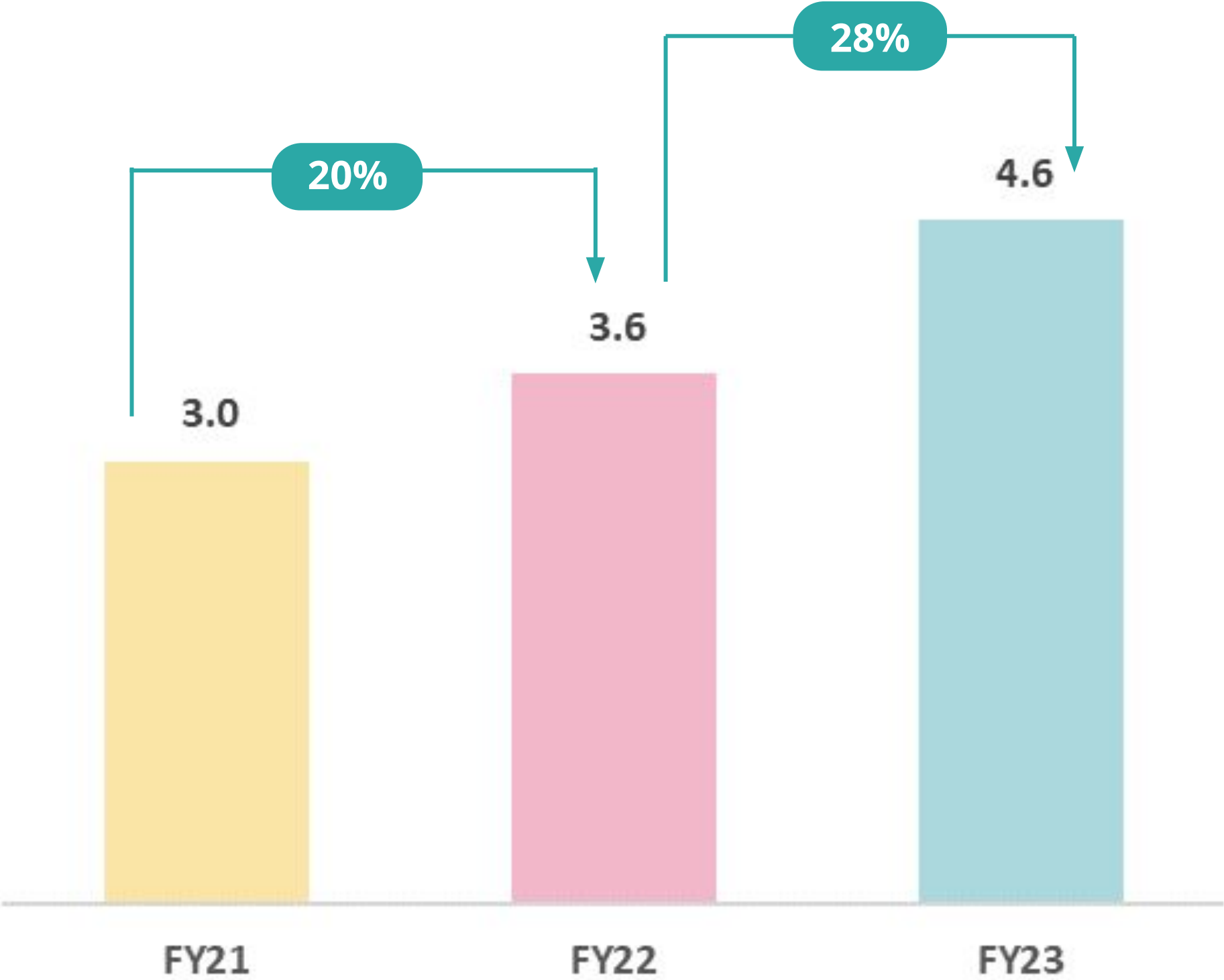
Continuing business revenue up 23% on prior year (\$M)



Continuing business revenue strong with growth of 23% in FY23

- **End Brands** - Revenue growth of **13%** on pcp, delivering higher margin projects
- **Multi-country studies** - Revenue growth of **19%** on pcp, further cementing Pureprofile as a global data & insights company
- **Audience Builder partnerships** - Growth in our network has generated new revenue streams and improved margins by extending our own panels
- **Commercial investments** - successful deployment of new sales capability in Q4 FY22 (outside of ANZ), supporting revenue growth and onboarding new clients in their first year
- **Projects** - **791** clients commissioned projects with Pureprofile across FY23 up from **721** clients in the pcp.

Continuing business EBITDA up 28% on prior year (\$M)

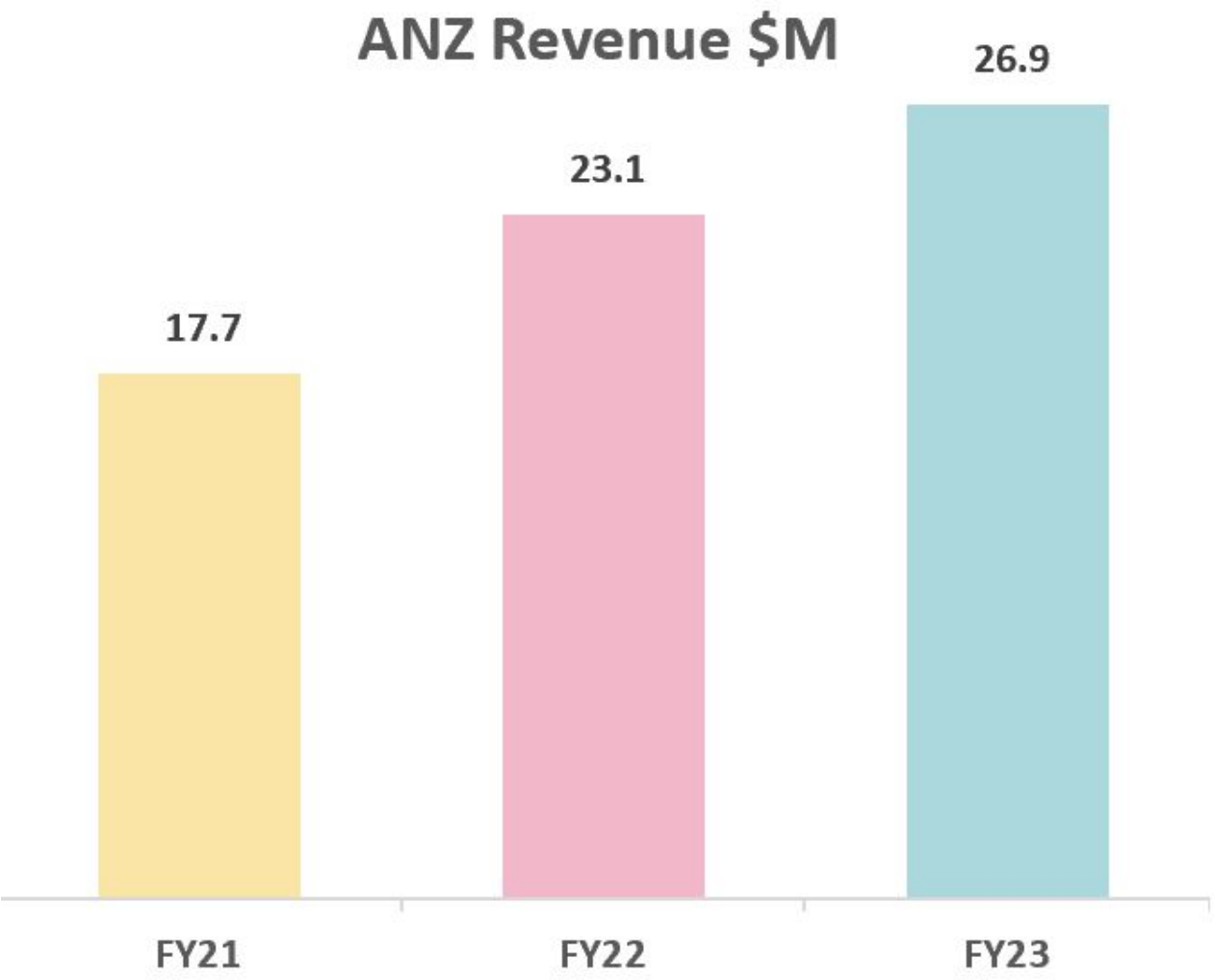


EBITDA growth of 28% on pcp and EBITDA margin of 11%

- Continuing business **EBITDA** (excluding significant items) growth of **28%** on pcp benefiting from strong revenue growth, improved gross margins and rigorous management of expenses
- **Margin expansion** from scale benefits achieved from our focus on global expansion, increased project margins and driving operational efficiencies
- Platform revenue growth of **38%** on pcp, driven by an increase in panellists recruited from **Audience Builder partnerships**, positively impacting margins and reducing reliance on lower margin 3rd party panellists

FY23 financial metrics (excl. discontinued businesses)

ANZ Revenue \$M



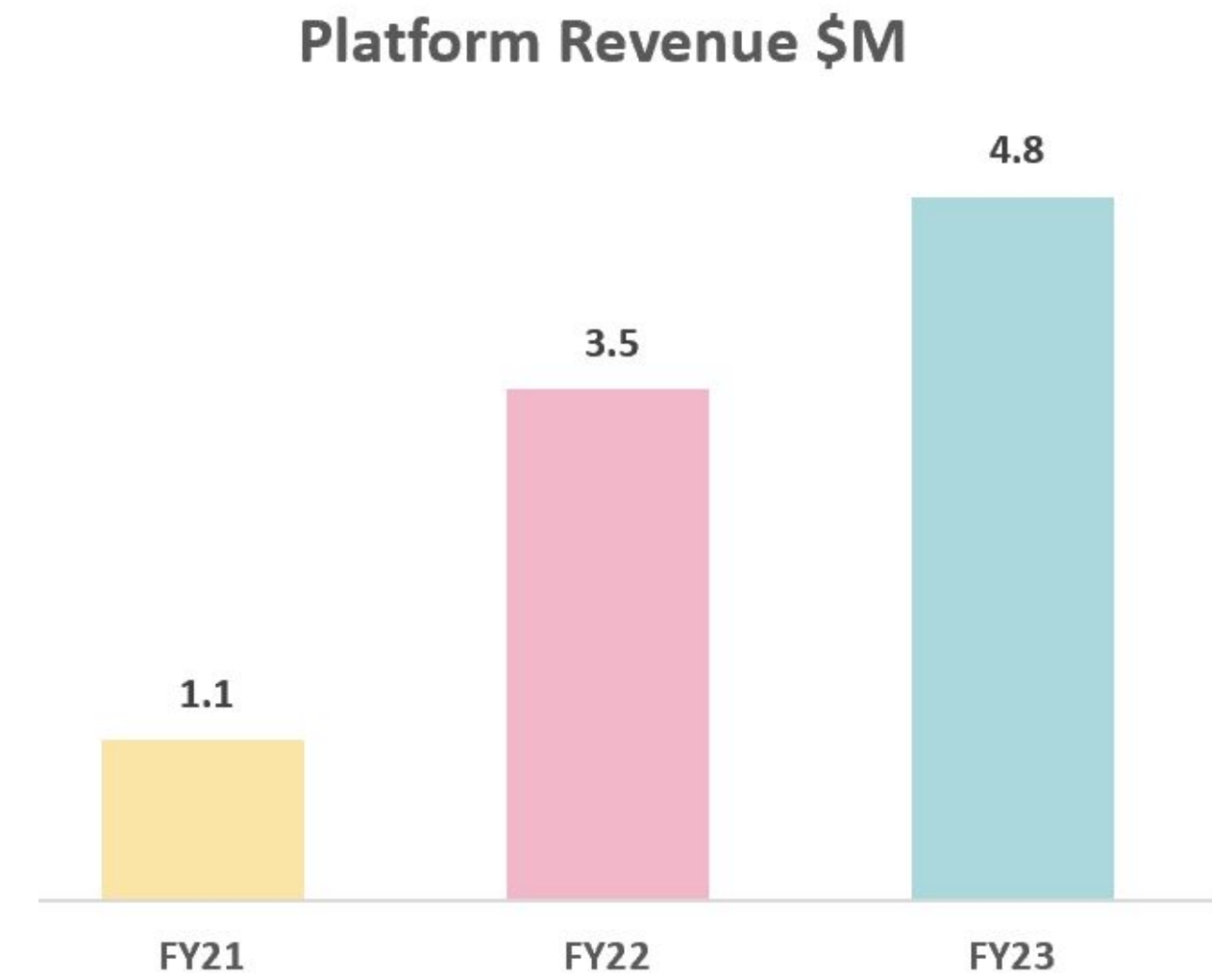
+23% 2-year CAGR

Rest of World Revenue \$M



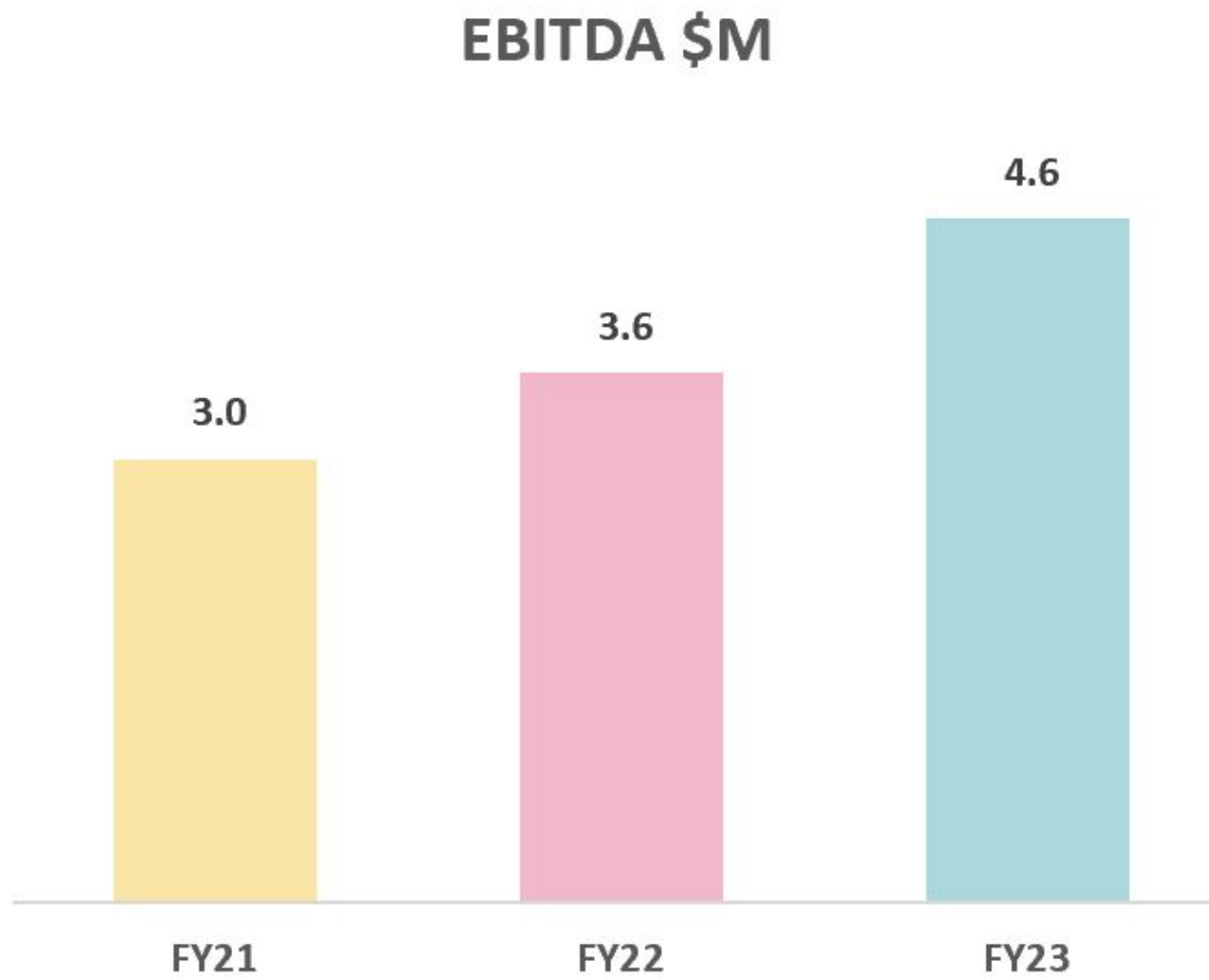
+46% 2-year CAGR

Platform Revenue \$M



+109% 2-year CAGR

EBITDA \$M





+24% 3-year CAGR



Strong EBITDA growth of 30% in Q4 for core business


Revenue of **\$11.1m**, up **14%** on pcp with growth across Data & Insights and Platform business units

EBITDA (excl. significant items) of **\$1.3m**, up **30%** on pcp and representing a **12%** EBITDA margin

Growth in regions outside ANZ up **16%** on pcp due to challenging market conditions tempering growth in the UK. Growth in ANZ of **13%** also reflecting softer market conditions

Results	Q4 FY23	vs Q4 FY22
Revenue	\$11.1m	14% 
EBITDA (excl. significant items)	\$1.3m	30% 

Business Unit Revenues	Q4 FY23	vs Q4 FY22
ANZ (incl. Platform)	\$7.0m	13% 
Rest of World (incl. Platform)	\$4.1m	16% 

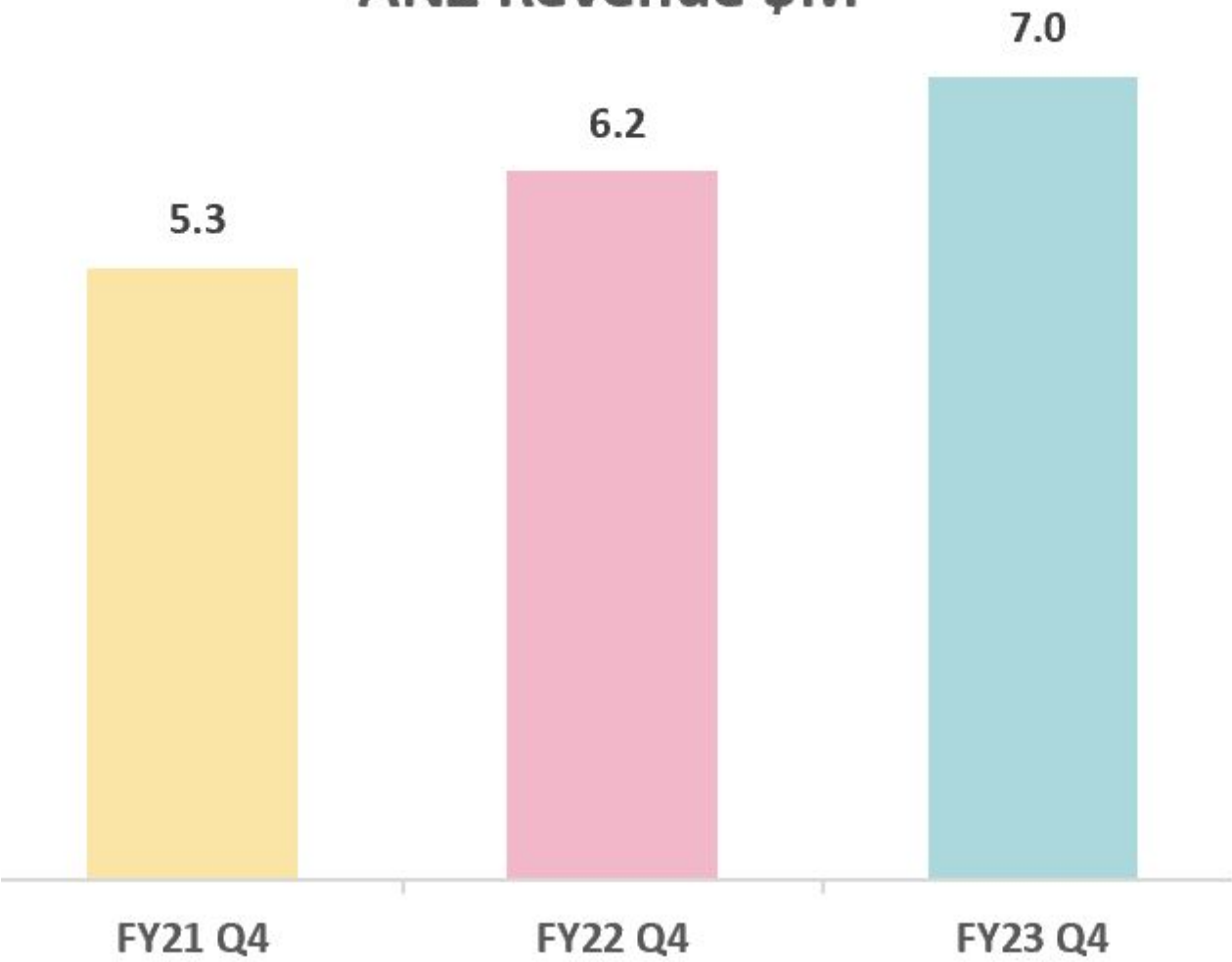
Platform	\$1.6m	115% 
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EBITDA excludes significant items and share-based payments

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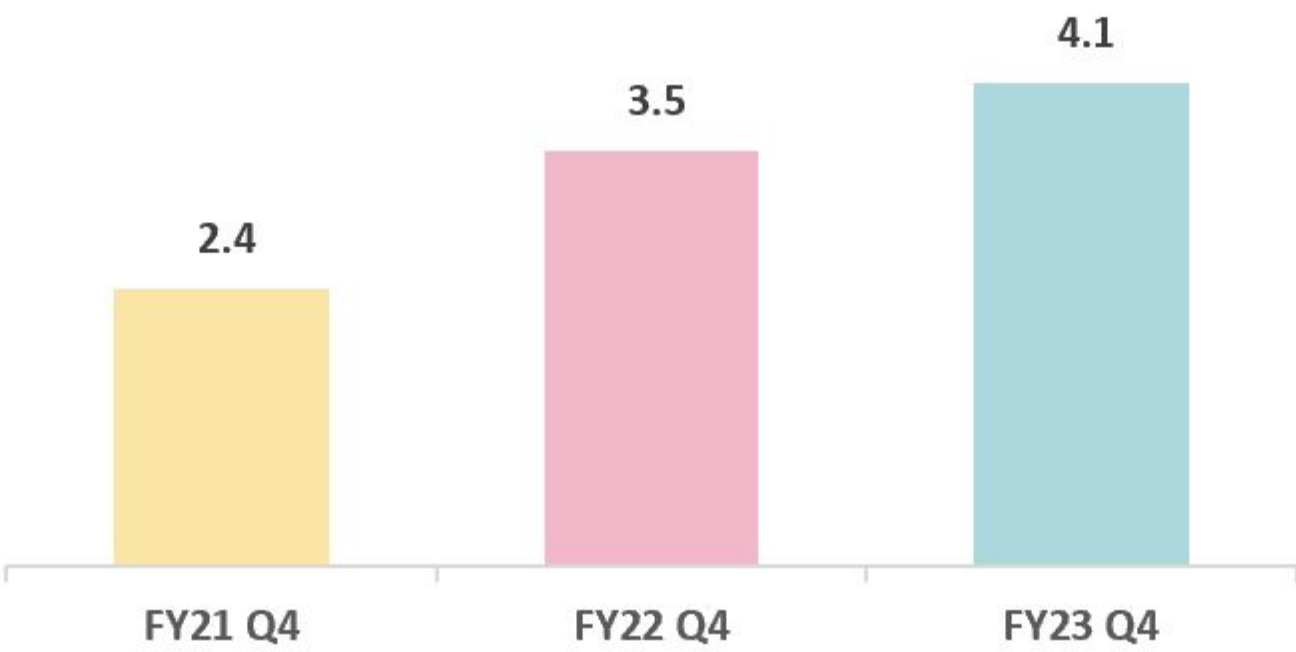
Q4 FY23 financial metrics (excl. discontinued businesses)

ANZ Revenue \$M



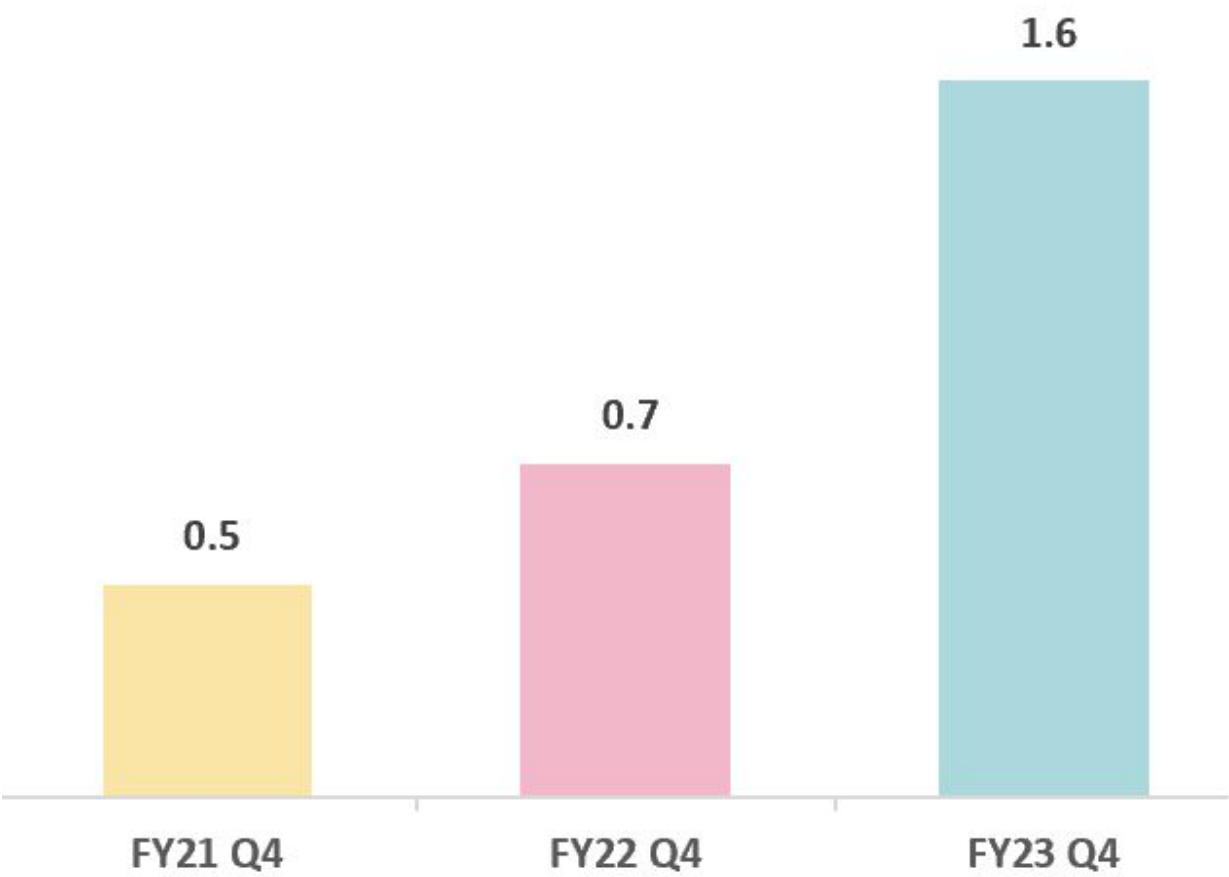
+15% 2-year CAGR

Rest of World Revenue \$M



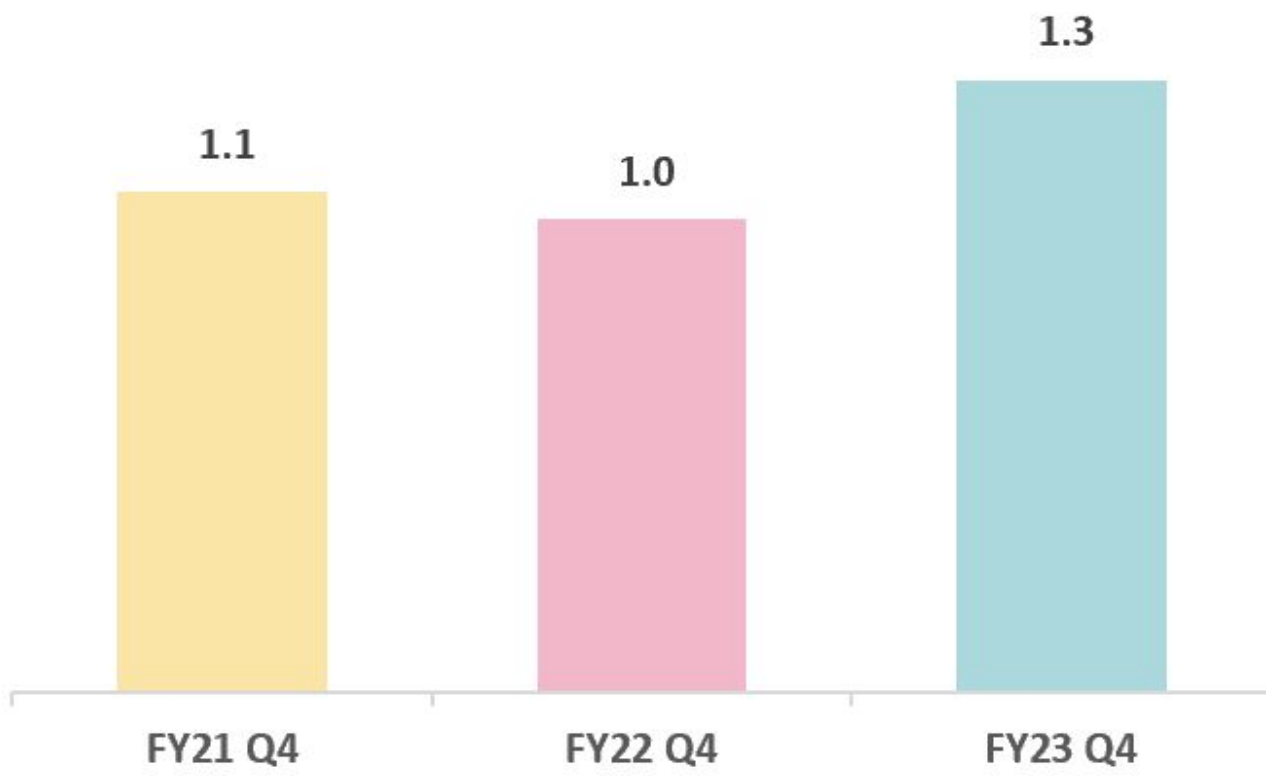
+32% 2-year CAGR

Platform Revenue \$M



+84% 3-year CAGR

EBITDA \$M



+11% 3-year CAGR



Outlook

We are focused on growing our Data and Insights business in three main ways:



International expansion -

Especially in the UK and US where we are increasing our marketing and commercial activities



Audience Builder -

Seeking significant new partners in the UK and US, giving us increased revenues and margin expansion



Technology improvements -

Developing and launching client facing solutions - providing new revenue streams. Embedding **Generative AI** into our products, services and operations - providing both revenue and margin growth

Summary



International business growing at double the ANZ rate



New Audience Builder partner in Aus and first in UK giving revenue growth



Positive operating cash flow maintained



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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