

# → ASX Announcement

27 June 2024

## **Pureprofile signs transaction agreement with i-Link Research Solutions Pty Ltd**

Pureprofile Limited (ASX: PPL or the Company), through its subsidiary, Pureprofile Australia Pty Ltd ACN 093 819 713, is pleased to announce the signing of a binding transaction agreement with i-Link Research Solutions Pty Ltd ("i-Link").

Under the terms of the transaction agreement, the acquisition is for a total consideration of \$1.25 million, to be paid in two tranches. The initial tranche of \$625,000 is payable upon completion, with the remaining \$625,000 deferred and payable in nine months. The acquisition will be financed through cash reserves and is expected to complete on 1 July 2024, with no outstanding conditions precedent. One-off transaction costs of approximately \$50,000 will be incurred in the current financial year.

i-Link, established in 2001, is a leading Australian-owned independent online field and data collection company based in Sydney. Over 1 million surveys have been conducted by i-Link for their clients over the last 12 months. The assets being acquired as part of the transaction include a talented & experienced team of 17 professionals based in Sydney, the Philippines, India & Malaysia. Additionally, the acquisition includes a portfolio of highly engaged panellists (LiveTribe), advanced technology platforms & unique software, as well as relationships with 50+ clients. The liabilities being acquired as part of transaction include employee entitlements and accrued panel reward expenses.

The LiveTribe panel will greatly enhance Pureprofile's existing panel composition, adding diverse and richly representative audiences and data from across the Australian population. The i-Link and LiveTribe brands will continue to operate in market for the foreseeable future. Once the transaction is finalised, i-Link's founders Chris Rowen and Scott Clark will be retiring from the business.

The acquisition will expand Pureprofile's market share in Australia. Anticipated synergies from the acquisition stem from the consolidation of Sydney premises into Pureprofile's Head Office and a reduction in third-party panellist sourcing costs. For i-Link, having access to Pureprofile's much larger audiences and substantial Operations teams will enable them to expand both existing and new clients.

Martin Filz, Managing Director of Pureprofile, expressed excitement about the acquisition, stating: "This acquisition marks a milestone for Pureprofile as we build on our strong organic growth with the strategic addition of targeted assets and businesses.

**Pureprofile** 

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Beyond the baseline opportunity to enhance the group's revenue and profitability, we are welcoming a skilled i-Link team, as well as significant data assets and long standing client relationships. We see strong synergies and opportunities in this acquisition, and are hugely excited to leverage our combined expertise to drive our collective growth in the dynamic and fast-growing data and insights market."

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 industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

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 850 clients.

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