

Pureprofile 

FY24

Full Year Investor Presentation

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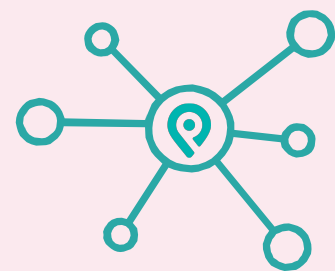
Non-IFRS Performance measures

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

Business Overview

All commentary and financial metrics are presented on a continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items including share based payments

→ Pureprofile at a glance



We are Pureprofile

We are a global data and insights company, helping brands, businesses & government answer crucial questions



What we do

We securely connect organisations with highly profiled audiences, gathering data that is otherwise inaccessible



How we do it

Through our proprietary technology platform, we survey and reward millions of people worldwide for sharing their opinions



Why we do it

Our goal is to empower organisations with valuable data and deeper audience connections, enabling them to make more informed decisions

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 & AI

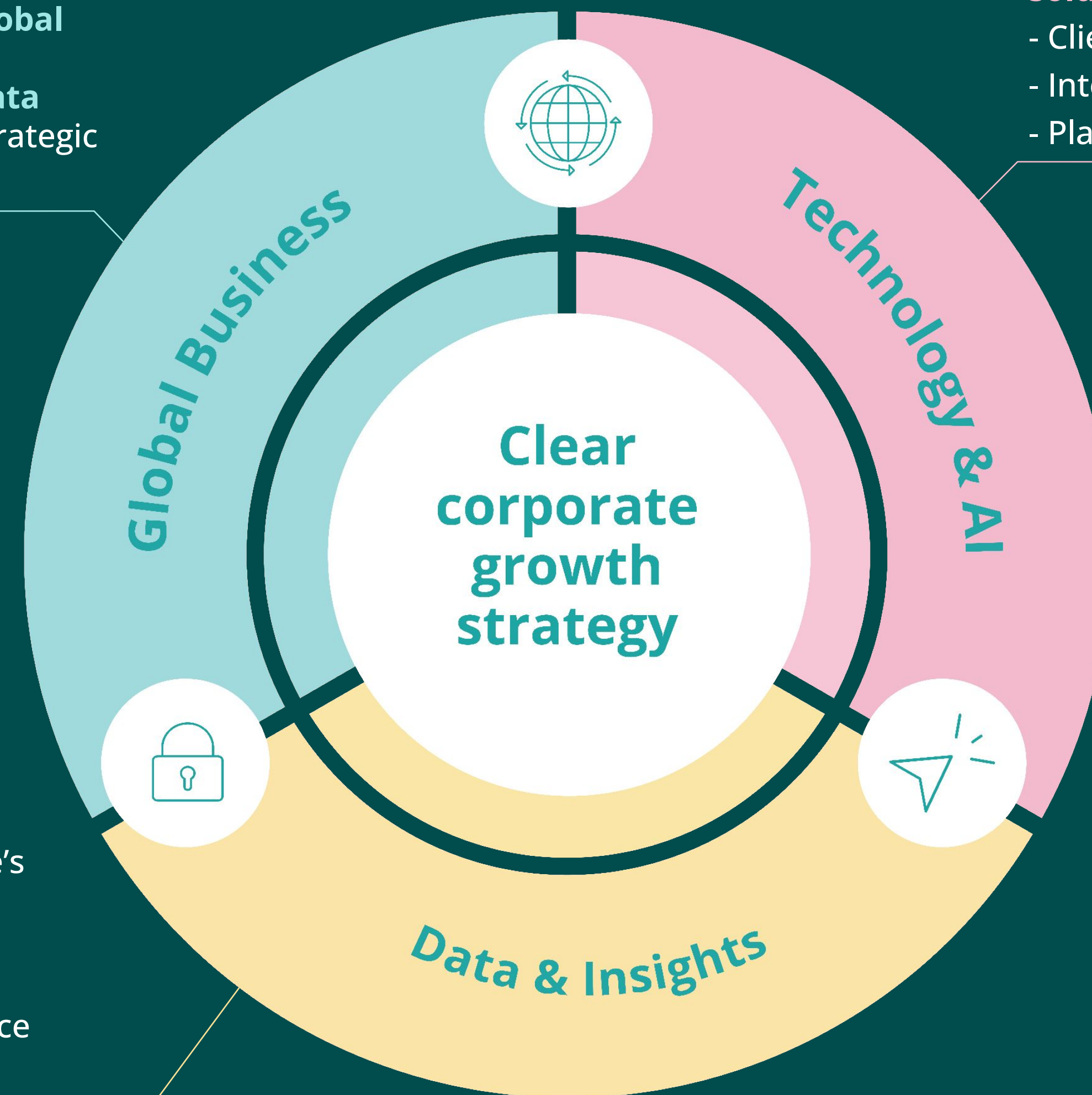
Accelerate our **Technology & AI solutions**

- Client facing solutions
- Internal efficiency
- Platform

03: Data & Insight

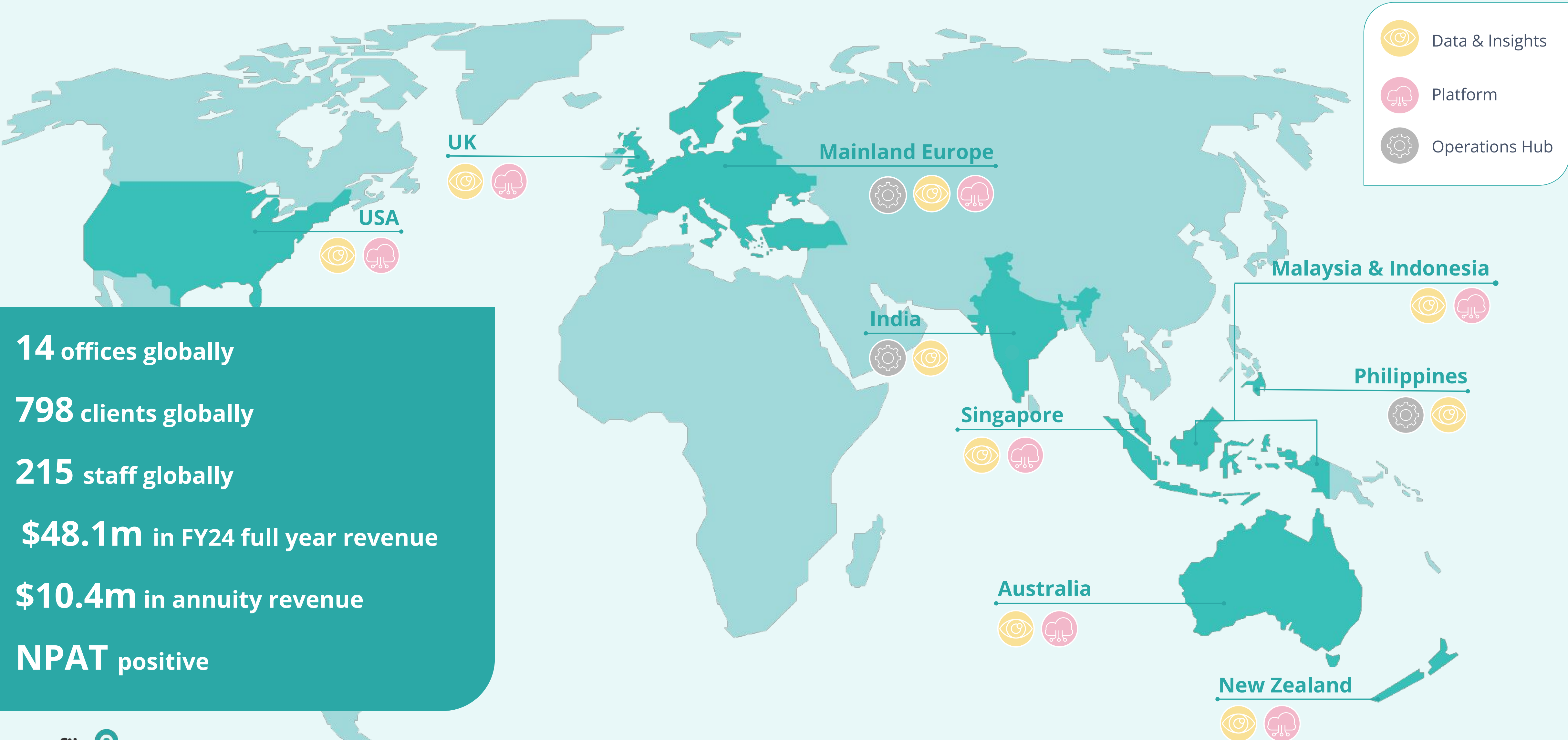
Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder
- Audience Intelligence
- Insights Builder



Our vision is to deliver more value from the world's information

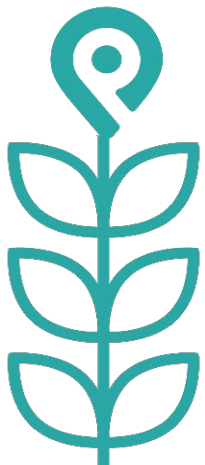
We are a truly global company completing studies in **95** countries in FY24



14 offices globally
798 clients globally
215 staff globally
\$48.1m in FY24 full year revenue
\$10.4m in annuity revenue
NPAT positive

➔ Pureprofile's growth journey

Pureprofile's above-market growth is driven by our extensive panel reach, innovative technology and client-focused approach - all made possible by our highly engaged and talented team
This is the formula that enables us to consistently outperform our competition



FY 2025 - FY 2027

Accelerate global growth

- **Increase** revenues and margin by providing end to end solutions directly to clients
- Build on **integrated** suite of products, services and tools
- Continue to invest in **global** growth particularly in the UK and US
- Establish technology **partnerships** to accelerate client innovation
- Utilise **AI** to deliver client solutions and internal efficiency
- **Grow** Audience Builder partners
- **Innovate** through technology development
- Identify/execute acquisition **opportunities** that can help accelerate growth



FY 2022 - FY 2024

Invest in people, panels & tech

- **Replicated** successful Australian business unit in markets outside of Australia
- Focused on **global** team expansion
- Developed global **processes**
- **Re-engineered** core technology
- Drove **efficiency** and improved product profitability
- Developed highly motivated organisational **culture** with a clear goal to enhance **shareholder** value & **employee** experience



FY 2021

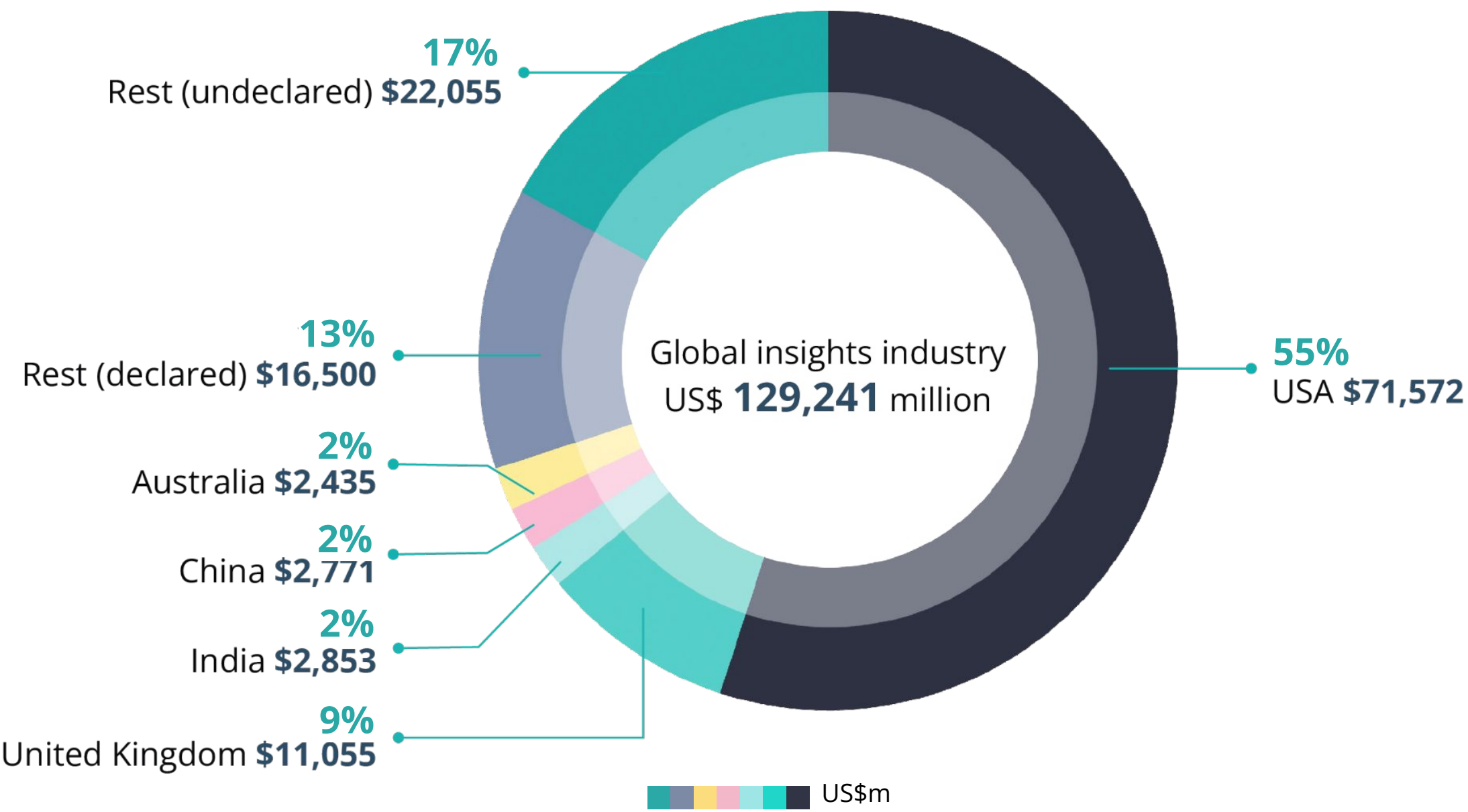
Company restructure

- **Restructured** group operations
- Unprofitable business units **divested**
- Strengthened balance sheet with a **capital raise**
- Completed debt to **equity swap** to provide the foundation to deliver on growth ambitions
- **Refreshed** executive team

➔ The opportunity

As a market leader in ANZ, the next phase of our expansion is to replicate the same success in the US and UK. These markets are currently 30 times and 5 times larger than Australia, respectively

Top 5 largest markets - total insights industry



Global insights industry turnover, 2022

Source: ESOMAR Global Market Research 2023

Artificial Intelligence (AI)

The most significant change in the Data & Insights space

AI allows us to be faster, more efficient and to deliver higher quality

Opportunities for Pureprofile, include:

Internal solutions:

Translations, coding, probing, reconciliation

Enables us to increase margins by being faster in our client delivery. In addition, new solutions increase our quality of deliverables and streamline client interactions

Client-facing solutions:

The Hub, Audio & Video surveys, pipeline of products

Increases revenues through cross-selling to existing clients and bringing on new clients

AI companies as clients:

3rd parties who need our data to feed their LLMs

New client verticals and new revenue streams

→ Pureprofile's Achievements in FY24

We continued to invest in people, panels & tech whilst growing revenue 10% on pcip and achieving our maiden full year profit

- Achieved maiden full year net profit after tax in FY24 of **\$0.1m** from a Net Loss of (**\$1.5m**) in FY23
- Successfully achieved full year financial guidance delivering **\$48.1m** in revenue, **\$4.4m** in EBITDA and a **\$5.2m** cash balance
- Increased Rest of World revenue to **43%** of total revenue for FY24, up from **38.5%** in FY23
- **91%** of revenue from repeat clients in FY24 a result of our rapid delivery, world-class service, and high quality data
- **5** New AI solutions developed to improve the delivery of client solutions and create internal efficiencies
- Established offices in Spain and Germany during FY24
- Winner of the inaugural Research Partner of the Year award by the Research Society
- Named among the Top 50 Inspiring Workplaces in the UK and named 4th place at the Inspiring Workplaces Awards in Asia



➔ i-Link Research Solutions Acquisition

On 27 June 2024, Pureprofile announced the acquisition of the i-Link Research Solutions Pty Ltd business (“i-Link”), which was completed on 1 July 2024.

Under the terms of the agreement, the acquisition is for a total consideration of \$1.25 million, to be paid in two tranches. The initial tranche of \$625,000 was paid at completion, with the remaining \$625,000 deferred and payable in nine months post completion

i-Link, established in 2001, is a leading Australian-owned independent online field and data collection company based in Sydney. During FY24, i-Link generated approximately \$2.7m in revenue. Over 1 million surveys have been conducted by i-Link for their clients during FY24

The assets which were acquired as part of the transaction included 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 which were acquired as part of the transaction included employee entitlements and accrued panel reward expenses





Full Year FY24 Financial Performance

All commentary and financial metrics are presented on a continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items including share based payments




Delivered our first full year positive net profit after tax in FY24




Full year maiden net profit after tax of \$0.1m for FY24 of (FY23 was a NPAT loss of **\$1.5m**)

Full year revenue for FY24 was **\$48.1m**, representing growth of **10%** on pcp, driven by notable growth in Rest of World business, up **23%** on pcp

EBITDA of **\$4.4m**, down **4%** on pcp, representing a **9%** EBITDA margin. On a like-for-like basis EBITDA (excl. the impact of the cash-based STI) is up **8%** on pcp with EBITDA margin in line with pcp

Reported cash balance of **\$5.2m** (up from **\$4.2m** at 31 December 2023)

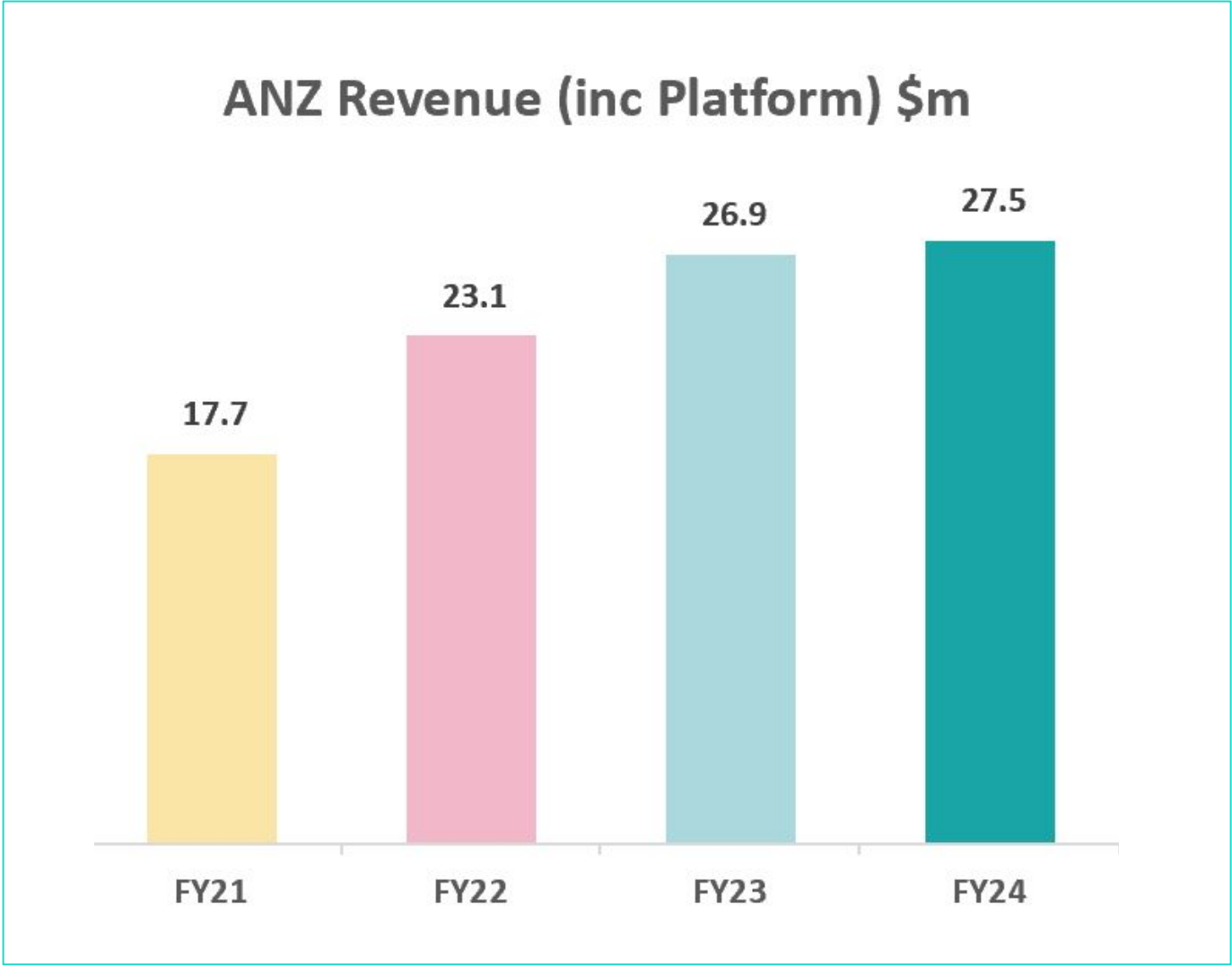
Business Results	FY24	vs FY23
Revenue	\$48.1m	10% 
EBITDA	\$4.4m	(4%) 
Net Profit after Tax	\$0.1m	107% 

Business Unit Revenues	FY24	vs FY23
ANZ (incl. Platform)	\$27.5m	2% 
Rest of World (incl. Platform)	\$20.6m	23% 
Platform	\$9.0m	88% 

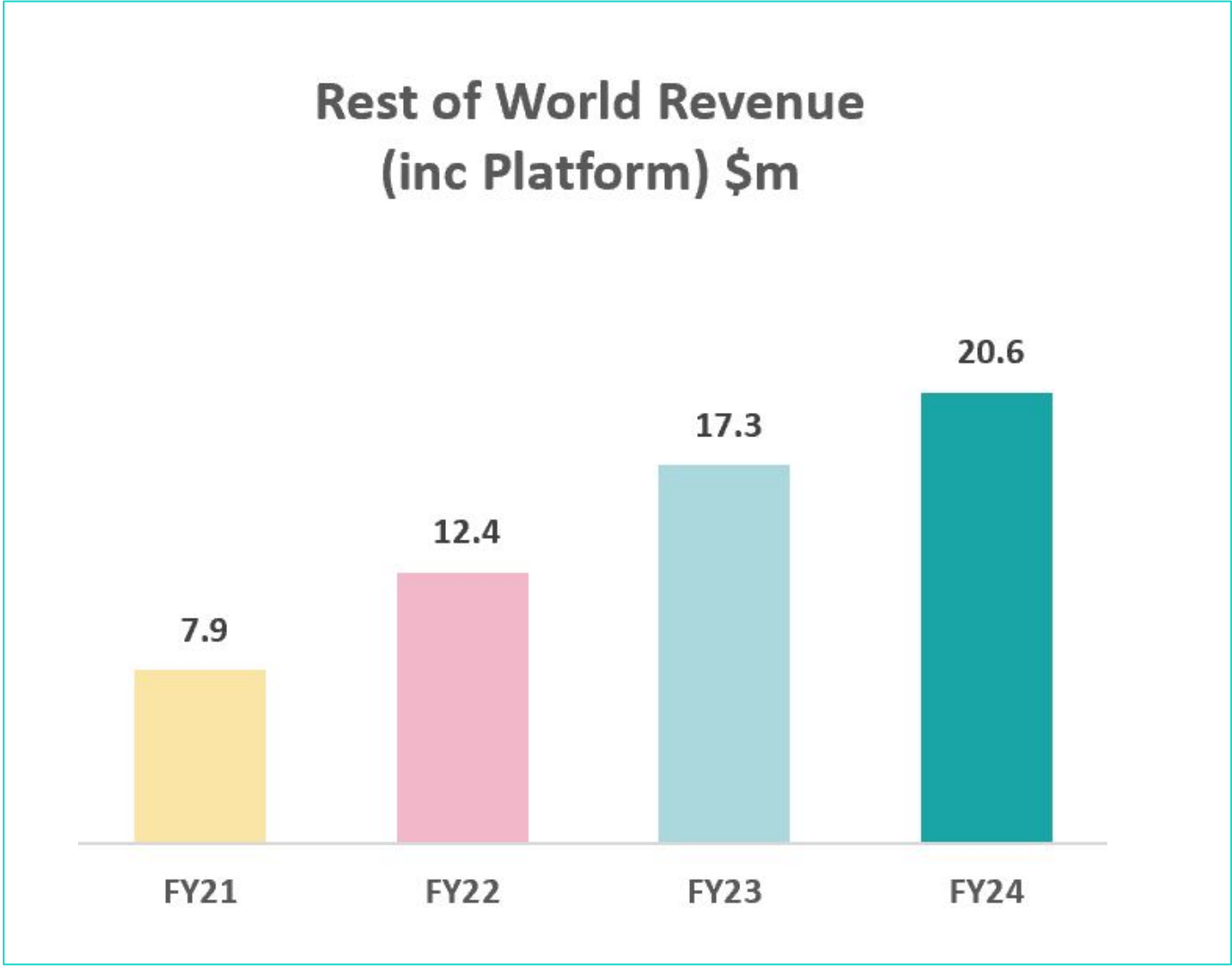
NB: All numbers in this slide **exclude** the discontinued Pure.amplify Media business units
EBITDA excludes significant items and share-based payments

➔ Full Year Financial metrics trends

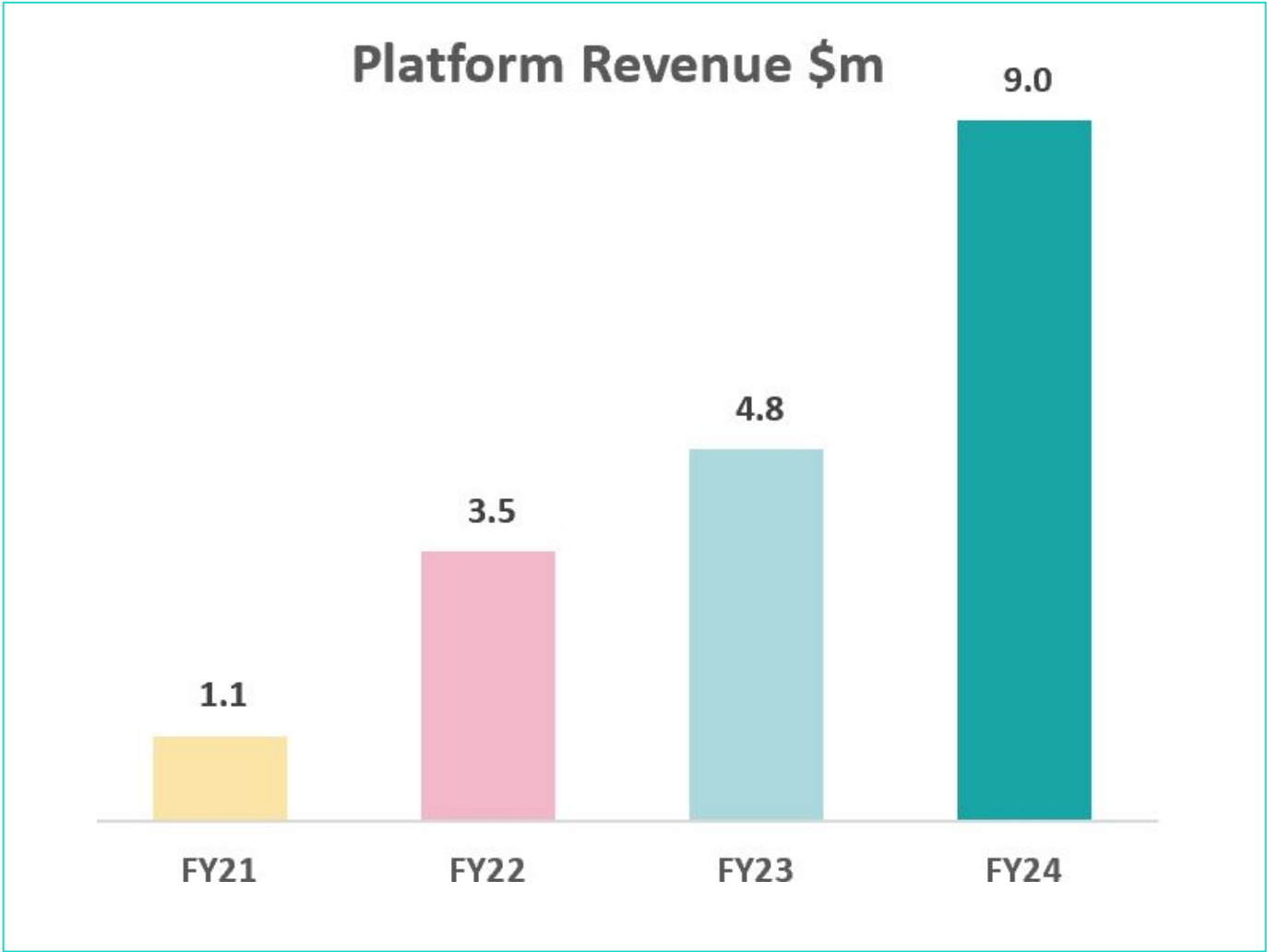
+16% 3-year CAGR



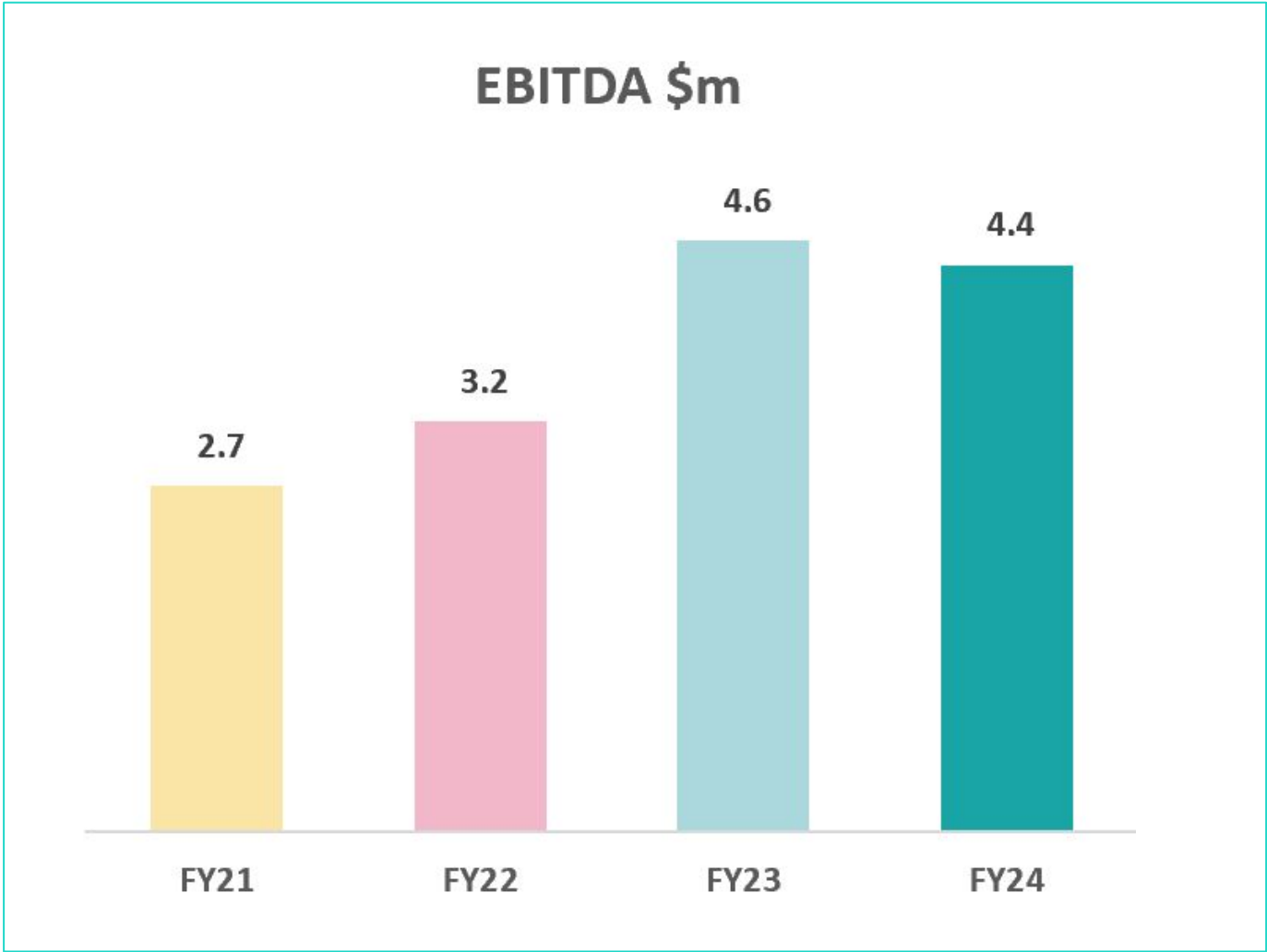
+38% 3-year CAGR



+102% 3-year CAGR



+18% 3-year CAGR



Full year statutory profit reconciliation

Profit/(loss) after income tax for the financial year was **A\$0.1m**. Profit/(loss) after income tax for the continuing business units for financial year was **A\$0.1m** with the Loss from the discontinued Pure.amplify business units of **(A\$12k)**

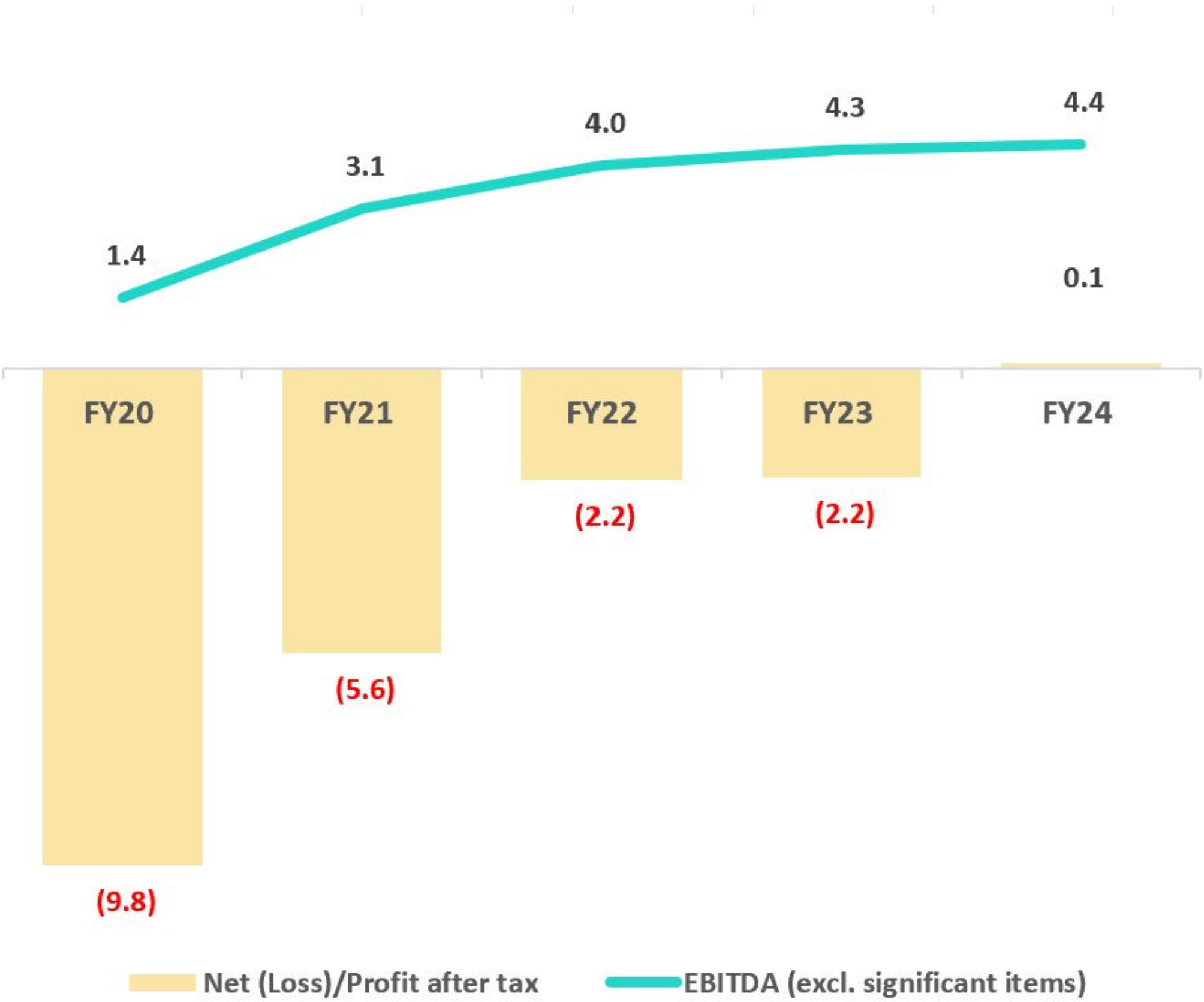
Restructuring costs of **A\$0.1m** primarily include costs related to the i-link Research Solutions acquisition and professional fees related to the debt refinancing. Depreciation and amortisation expense continues to decrease in line with prior periods

Significant items include share-based payments and other items that in the Directors' judgement are one-off or need to be disclosed separately by virtue of their size or incidence

Period Ending	30 June 2024	30 June 2023
EBITDA (from continuing business)	\$4.4m	\$4.6m
Add:		
EBITDA (Loss from discontinued business)	(\$0.0m)	(\$0.3m)
EBITDA	\$4.4m	\$4.3m
Less:		
Finance Costs	(\$0.5m)	(\$0.5m)
Restructuring and acquisition costs	(\$0.1m)	(\$0.5m)
Depreciation, amortisation expense & disposal of assets	(\$2.7m)	(\$3.1m)
Share-based payment expense	(\$1.0m)	(\$2.3m)
Income tax expense	(\$0.0m)	(\$0.1m)
Profit/(Loss) after income tax	\$0.1m	(\$2.2m)

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units **EBITDA** excludes significant items and share-based payments

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



NB: FY21 Net Loss after Tax excludes loan forgiveness of A\$8.4m
All numbers in this slide **include** the discontinued Pure.amplify Media business units

Achieved maiden full year net profit after tax

After several years of reinvestment deployed in growing a global business we have achieved a maiden Net Profit after Tax in FY24

Net Profit after income tax expense from continuing operations was **A\$0.1m** for FY24 - down from **(A\$1.5m)** for FY23. Net Loss from the discontinued Pure.amplify business units was **(A\$13k)**, compared to a Net Loss of **(A\$0.3m)** in FY23

Balance sheet

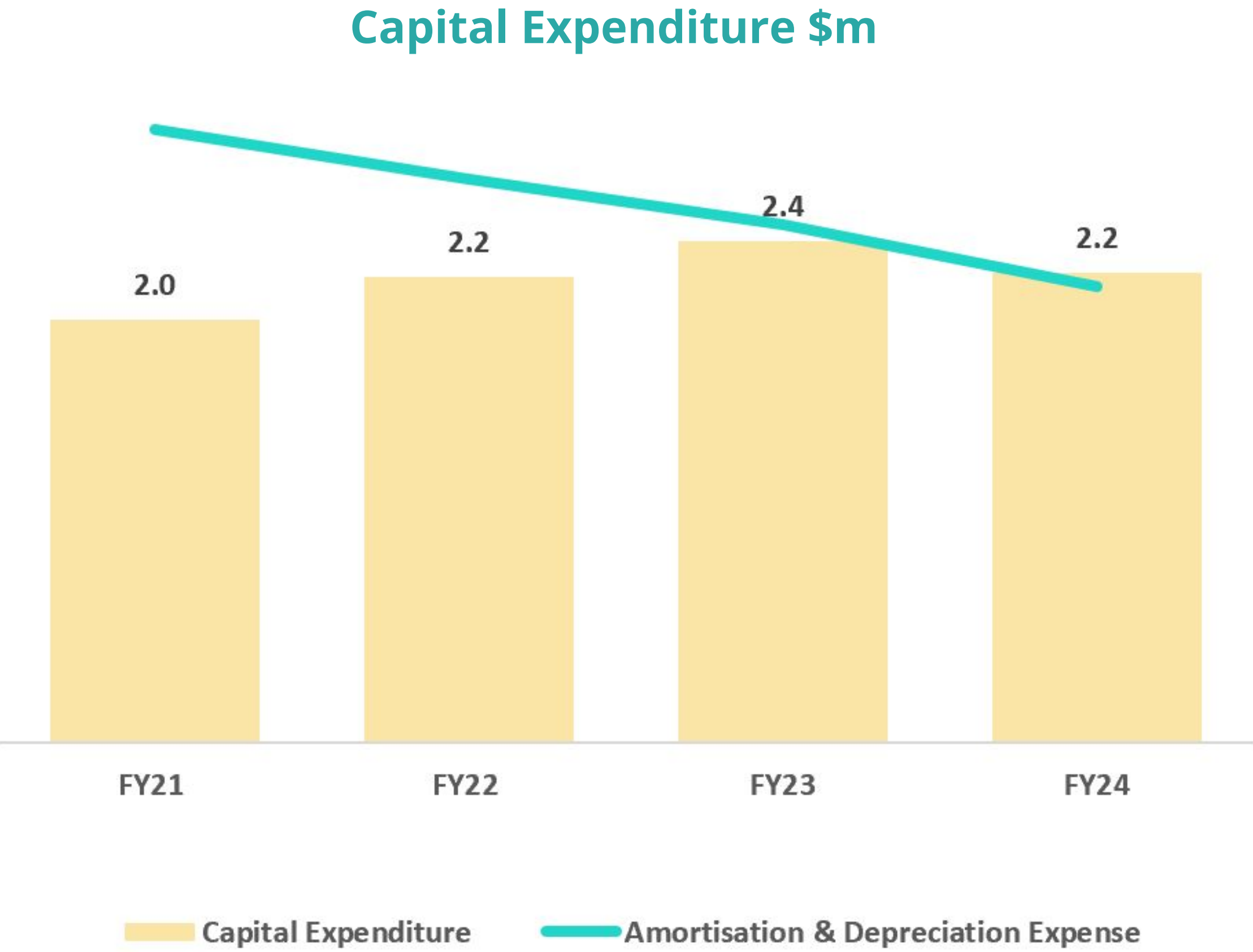
Closing cash balance of **\$5.2m**, up **\$0.5m** on 30 June 2023 and up **\$0.7m** on 31 December 2023. H1 typically generates lower operating cashflow compared to H2.

In line with our growth strategy, full year revenue was up 10% on pcp, which has resulted in a corresponding increase in both trade and other receivables and trade and other payables. The rise in trade receivables is reflective of increased sales activity, while the increase in trade and other payables is attributable to the higher costs incurred to support this growth

The Company’s debt facility was refinanced in November 2023 for a 3 year term. \$0.1m repaid of the principal in FY24. It has therefore been reclassified as a non-current liability with the exception of principal payments due within the next 12 months

Period Ending	30 June 2024	30 June 2023
Cash and cash equivalents	\$5.2m	\$4.7m
Trade and other receivables	\$10.3m	\$7.5m
Other assets	\$2.6m	\$2.6m
Total Current Assets	\$18.1m	\$14.8m
Right of use assets	\$1.6m	\$2.0m
Intangibles & PPE	\$5.7m	\$5.7m
Total Non-Current Assets	\$7.3m	\$7.7m
Total Assets	\$25.4m	\$22.5m
Trade and other payables	\$10.8m	\$8.7m
Borrowings	\$0.2m	\$3.0m
Provisions & other liabilities	\$4.6m	\$4.5m
Total Current Liabilities	\$15.6m	\$16.2m
Borrowings	\$2.7m	\$0.0m
Other liabilities	\$1.6m	\$1.9m
Total Non-Current Liabilities	\$4.3m	\$1.9m
Total Liabilities	\$19.9m	\$18.1m
Net Assets	\$5.5m	\$4.4m

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units



NB: Excluding right of use assets and depreciation of leases

A disciplined approach to investment in Capital Expenditure

Investment focus for **FY24** aligned to accelerating our corporate growth strategy; technology, solutions and platforms

Key improvements during FY24 include 5 new AI tools, the Hub (Specialised applications for partners and internal resources), multiple API integrations & optimisations, platform enhancements & new audience builder integrations

Cash flow

Net operating cash flows of **A\$3.5m**, with stronger H2 FY24 net operating cash flows of **A\$2.3m** compared to **A\$1.2m** in H1 FY24

H1 FY24 Net Operating cash flows included payments related to the discontinuation of the media business and fees related to the refinancing the debt facility resulting in a slight decline of \$0.2m in total cash flows

During FY24, \$0.1m was repaid off the principal of debt facility

Period ending 30th June	FY24	FY23
Receipts from customers	\$48.2m	\$48.7m
Payments to suppliers and employees	(\$44.2m)	(\$45.8m)
Interest and other financing	(\$0.4m)	(\$0.3m)
Other	(\$0.1m)	(\$0.1m)
Operating cash flows	\$3.5m	\$2.6m
Payments for PPE & intangibles	(\$2.3m)	(\$2.6m)
Other	(\$0.0m)	(\$0.1m)
Investing cash flows	(\$2.3m)	(\$2.7m)
Repayment of borrowings	(\$0.1m)	\$0.0m
Repayment of lease liabilities	(\$0.5m)	(\$0.5m)
Financing cash flows	(\$0.6m)	(\$0.5m)
Total cash flows	\$0.5m	(\$0.6m)
Opening cash balance	\$4.7m	\$5.3m
Closing cash balance	\$5.2m	\$4.7m

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units

➔ Key Priorities for FY25

 International Expansion	Continuing to grow our UK commercial team and supporting our newly established Spanish and German businesses
 ANZ	Maintaining and building on the momentum built in Q4 FY24 in the Australian business for both revenue and profitability, whilst laying the foundations for further growth beyond FY25
 i-Link acquisition	Successfully integrate the business, maximise revenue opportunities and leverage operational efficiencies to deliver cost synergies
 Data & Panellist Growth	As we start to work with more AI and technology providers with the objective to be able to offer more data points for their models
 Technology Improvements	Continuing to develop new internally focused AI solutions creating further efficiencies and enhancing the delivery of client solutions
 NPAT Profitability	Clear focus on maintaining NPAT profitability, whilst continuing to drive measured investment in growth opportunities
 Beyond FY25	Setting up for success beyond FY25. Ensuring we have the right teams and investment in place to continue to deliver strong growth in revenue and profit growth

Summary



Delivered a full year positive Net Profit after Tax for FY24 of \$0.1m



Revenue for FY24 of \$48.1m, up 10% on pcp, significantly enhanced by record quarterly revenue in Q4 FY24 of \$13.1m



Rest of World revenue up 23% on pcp, significantly bolstered by strong growth in the UK and India during the year



Reported cash balance of \$5.2m up from \$4.2m at 31 December 2023. During FY24 \$0.1m was repaid of the principal of debt facility



Completed i-Link Research Solutions acquisition comprising people, panel and technology

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This presentation has been authorised for release to the
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