

ASX Announcement

30 October 2024

Pureprofile continues strong momentum into FY25 with another record quarter for Q1 FY25 of 13% revenue growth on pcg

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q1 FY25 business update for the period ended 30 September 2024

All commentary and financial metrics are presented on a preliminary, un-audited and continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items which include share based payments

Q1 FY25 Highlights

- Q1 FY25 delivered another **record revenue** quarter of **\$13.9m**, which was up **13%** on pcg, driven by continued strong growth in regions outside of ANZ, alongside improved performance in Australia
- ROW revenue was up **17%** on pcg, significantly bolstered by strong growth in the **US, UK and India**. The result of our efforts to grow our global footprint, increasing brand awareness and market penetration outside of ANZ
- ROW revenue increased to **44%** of total revenue in Q1 FY25, up from **42%** in pcg, reflecting the **successful execution** of our corporate growth strategy to expand beyond ANZ and driving international growth
- ANZ revenue was up **10%** on pcg, bolstered by the contribution to revenue of the **i-link acquisition** and stronger performance as the regional market rebounded
- The i-link acquisition which completed at the start of July has successfully been **integrated into Pureprofile**, providing i-link clients with enhanced services, panel and operational support
- EBITDA was up **13%** to **\$1.6m**, a **record** quarterly result driven by the record revenue result for Q1 FY25. EBITDA margin for Q1 FY25 was **12%**
- Remained **profitable** for the quarter, with a **net profit after tax** delivered due to an uplift in EBITDA, coupled with lower amortisation expense and lower share-based payments of **\$122k** (down from **\$513k** for the pcg) for the quarter
- We ranked among the **Global Top 100** Inspiring Workplaces. This follows our placements in the **Top 5** in Asia, **Top 10** in Australasia, and **Top 50** in the UK & Ireland



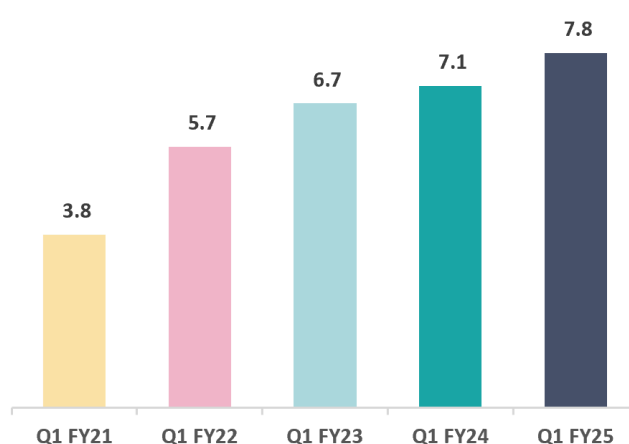
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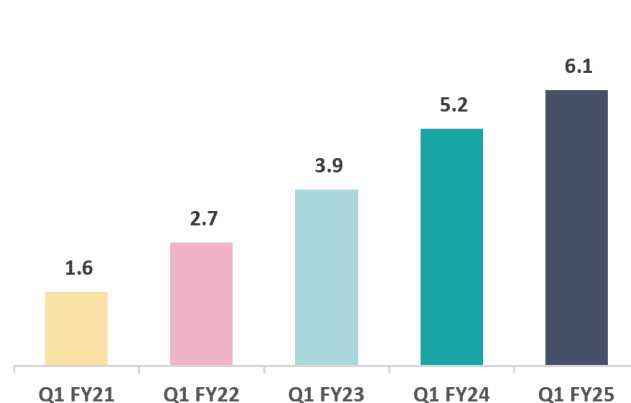
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Q1 FY25 Revenue	Q1 FY25 EBITDA	Q1 FY25 EBITDA margin
\$13.9m ▲ up 13% on pcp	\$1.6m ▲ up 13% on pcp	12% inline with pcp
Q1 FY25 ANZ Revenue (inc Platform)	Q1 FY25 Rest of World Revenue (inc Platform)	Q1 FY25 Platform Revenue
\$7.8m ▲ up 10% on pcp	\$6.1m ▲ up 17% on pcp	\$2.9m ▲ up 45% on pcp

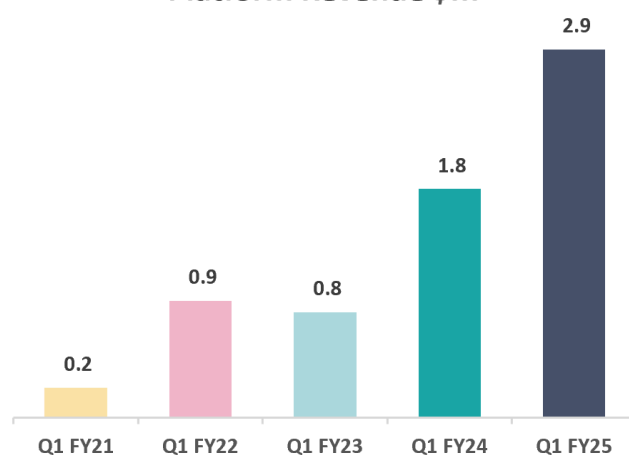
ANZ Revenue (inc Platform) \$m



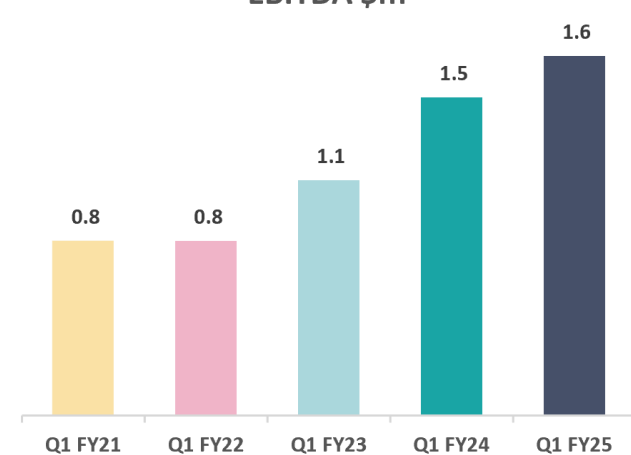
Rest of World Revenue
(inc Platform) \$m



Platform Revenue \$m



EBITDA \$m

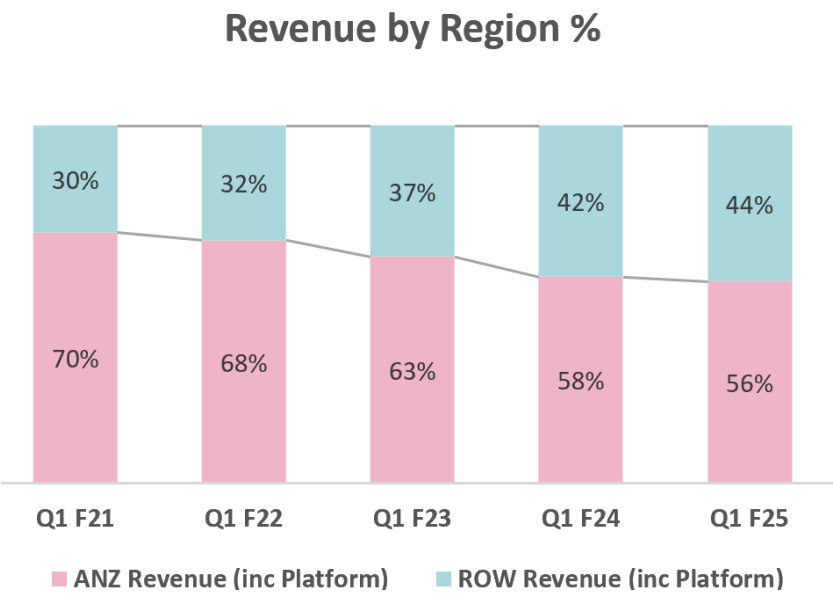


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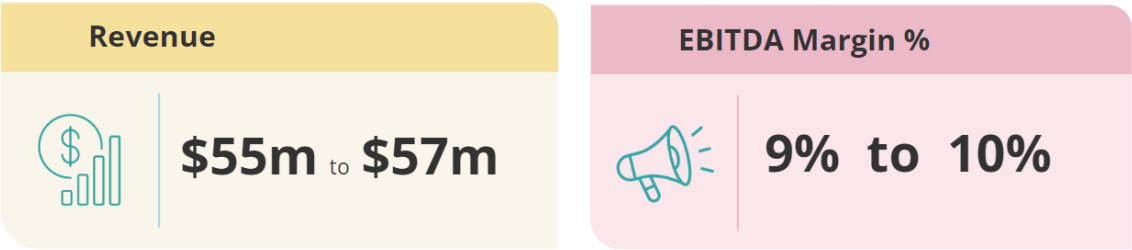
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We have successfully expanded our global presence, increasing ROW revenue from 30% in Q1 FY21 to 44% in Q1 FY25. This growth strategy reduces reliance on ANZ over time, now contributing only 56% of revenue, and mitigates regional risk. Our investments in new regions, sales teams, and marketing have driven international market penetration, enhancing brand awareness. As a result, our business is now more balanced, resilient, and well-positioned to navigate localised economic fluctuations.



Pureprofile CEO Martin Filz said *"It's encouraging to see the momentum from the final quarter of FY24 carrying into Q1. The uplift in the ANZ market is a positive sign, and our continued investments in the rest of the world are delivering strong returns. The i-Link integration has been seamless, with teams successfully transitioning to Pureprofile systems, and clients now benefiting from greater scale. Our client-facing technology is evolving quickly, with new solutions launched in Q1 already generating revenue, and more on the way for Q2, setting us up well for the second half. We remain vigilant about global economic conditions, focusing on prudent investments that drive revenue and margin growth."*

FY25 Financial Guidance



Based on current expectations and assuming a continuation of current global macroeconomic conditions



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FY25 Priorities

During the balance of FY25, Pureprofile will continue to focus on the following key areas:

- **Driving Growth**
 - Expand **client** share of wallet globally
 - Increase number of **products & services** available to clients
 - Targeted **investment** into the United Kingdom via sales & operational headcount
 - Exploring opportunities for **partnerships** within the UK & USA
- **Improving Margins**
 - Progressively shift our mix of client solutions from **managed service to platform**
 - Launch **automated client solutions** delivering a higher operating margin
 - Utilise **AI** tools to improve internal operations efficiency
 - Streamline our **ways of working**

This announcement has been authorised for release to the ASX by the Chair and the Managing Director

- 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 850 clients.



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