

ASX Announcement

28 January 2025

FY25 financial guidance upgrade following exceptional H1 FY25 revenue growth of 22%, with Q2 FY25 revenue growth accelerating to 30% on pcp

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its H1 FY25 & Q2 FY25 business update for the period ended 31 December 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

Revised FY25 Financial Guidance

Following a strong trading performance and a positive outlook for the balance of the year, we revise our financial guidance for FY25 as detailed below:

- Revenue - \$57m to \$58m (previously \$55m to \$57m)
- EBITDA (excl significant items) - \$5.2m to \$5.8m (previously implied \$5.0m to \$5.7m, based on previous guidance of 9% to 10% EBITDA margin)

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

H1 FY25 Highlights

- Exceptional **revenue** result for the half-year of **\$29.2m**, which was up **22%** on pcp, reflecting **strong momentum** and growth across all regions
- ROW revenue was up **30%** on pcp, significantly bolstered by strong growth in the **US, South East Asia and India**. These results highlight the benefit of our targeted investments aimed at expanding our **global presence** and strengthening our position outside ANZ
- ROW revenue increased to **45%** of group revenue in H1 FY25, up from **42%** on pcp, reflecting the **successful execution** of our corporate growth strategy to expand beyond ANZ and capitalising on the significantly larger addressable markets globally
- ANZ revenue was up **16%** on pcp, bolstered by the contribution to revenue of the **i-link acquisition** and benefitting from a strengthening of Australian market



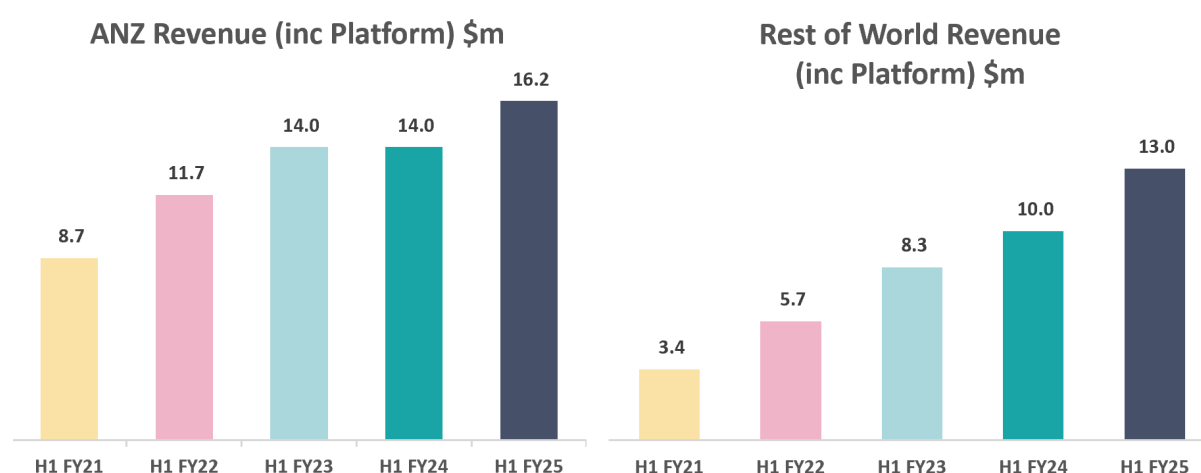
Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia

- Platform revenue grew at **39%** on pcg as we see wider adoption of automation within the business
- EBITDA climbed **38%** to **\$3.3m**, delivering a **record** half yearly result driven by the exceptional revenue performance. EBITDA margin was **11%** up **1ppt** on pcg
- Delivered an **increased** net profit after tax for H1 FY25, due to a strong uplift in EBITDA, coupled with lower amortisation expense and lower share-based payments of **\$206k** (down from **\$670k** on the pcg)
- The reported cash balance of **\$5.1m** remained in line with the balance at 30 June 2024, even after funding the investment of **\$0.63m** for the i-link asset acquisition and **\$0.1m** repaid from the principal of the debt facility
- Established a new **product innovation** team, to develop a pipeline of cutting-edge data technology solutions, leveraging AI to drive efficiency, innovation, and data-driven decision-making
- Ranked among the **Global Top 100 Inspiring Workplaces**, following our placements in the Top 5 in Asia, Top 10 in Australasia, and Top 50 in the UK & Ireland

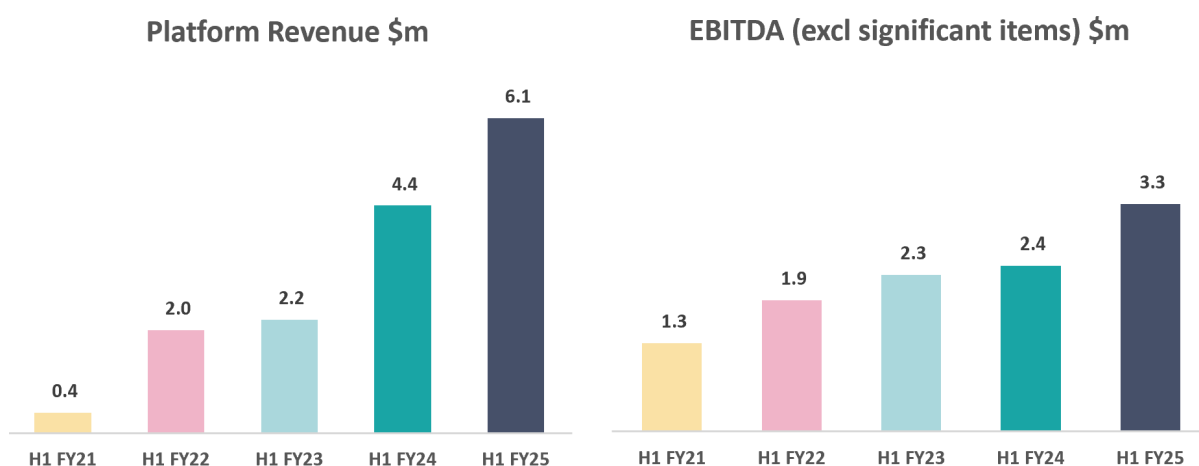
H1 FY25 Revenue	H1 FY25 EBITDA	H1 FY25 EBITDA margin
\$29.2m ▲ up 22% on pcg	\$3.3m ▲ up 38% on pcg	11% up 1% on pcg
H1 FY25 ANZ Revenue (inc Platform)	H1 FY25 Rest of World Revenue (inc Platform)	H1 FY25 Platform Revenue
\$16.2m ▲ up 16% on pcg	\$13.0m ▲ up 30% on pcg	\$6.1m ▲ up 39% on pcg



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

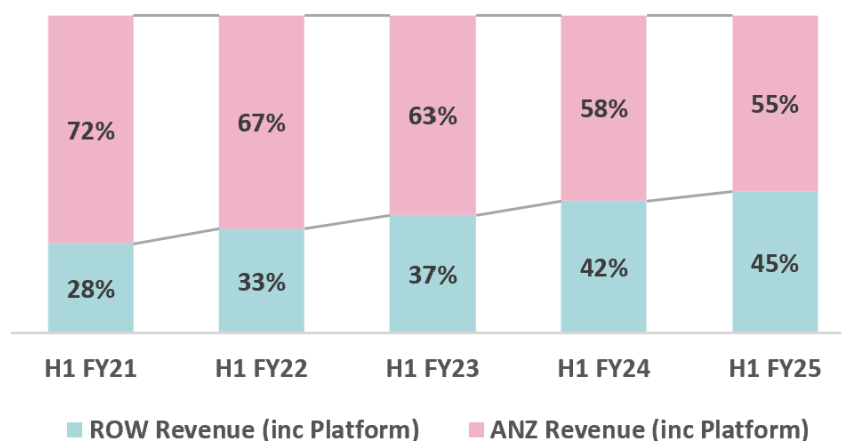
Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia



We have successfully grown our global presence, increasing ROW revenue from 28% in H1 FY21 to 45% of group revenue in H1 FY25. This strategic growth initiative has reduced our reliance on the ANZ region, which now contributes just 55% of revenue, and helps mitigate regional risk.

These investments in new regions and larger addressable markets have accelerated international market penetration and enhanced brand awareness. As a result, our business is now more diversified, resilient, and well-positioned to navigate localised economic fluctuations.

Revenue by Region %



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia

Q2 FY25 Highlights

- Q2 FY25 delivered an accelerated **record revenue** quarter of **\$15.3m**, which was up **30%** on pcp, driven by outstanding performances across all regions
- ROW revenue was up **44%** on pcp, with standout growth in the UK, US and South East Asia, showcasing the effectiveness of our global expansion strategy and our ability to drive market penetration and brand equity outside of ANZ
- ANZ revenue climbed an impressive **20%** on pcp, driven by the strategic addition of the **i-link acquisition** and a strong rebound in regional market activity
- Platform revenue grew at **33%** on pcp as we see wider adoption of automation within the business
- Exceptional EBITDA growth of **79% to \$1.7m delivered a record** result, driven by outstanding revenue performance, favourable FX impacts from ROW, and diligently managed expenses. EBITDA margin rose to **11%**, up **3ppts** on pcp

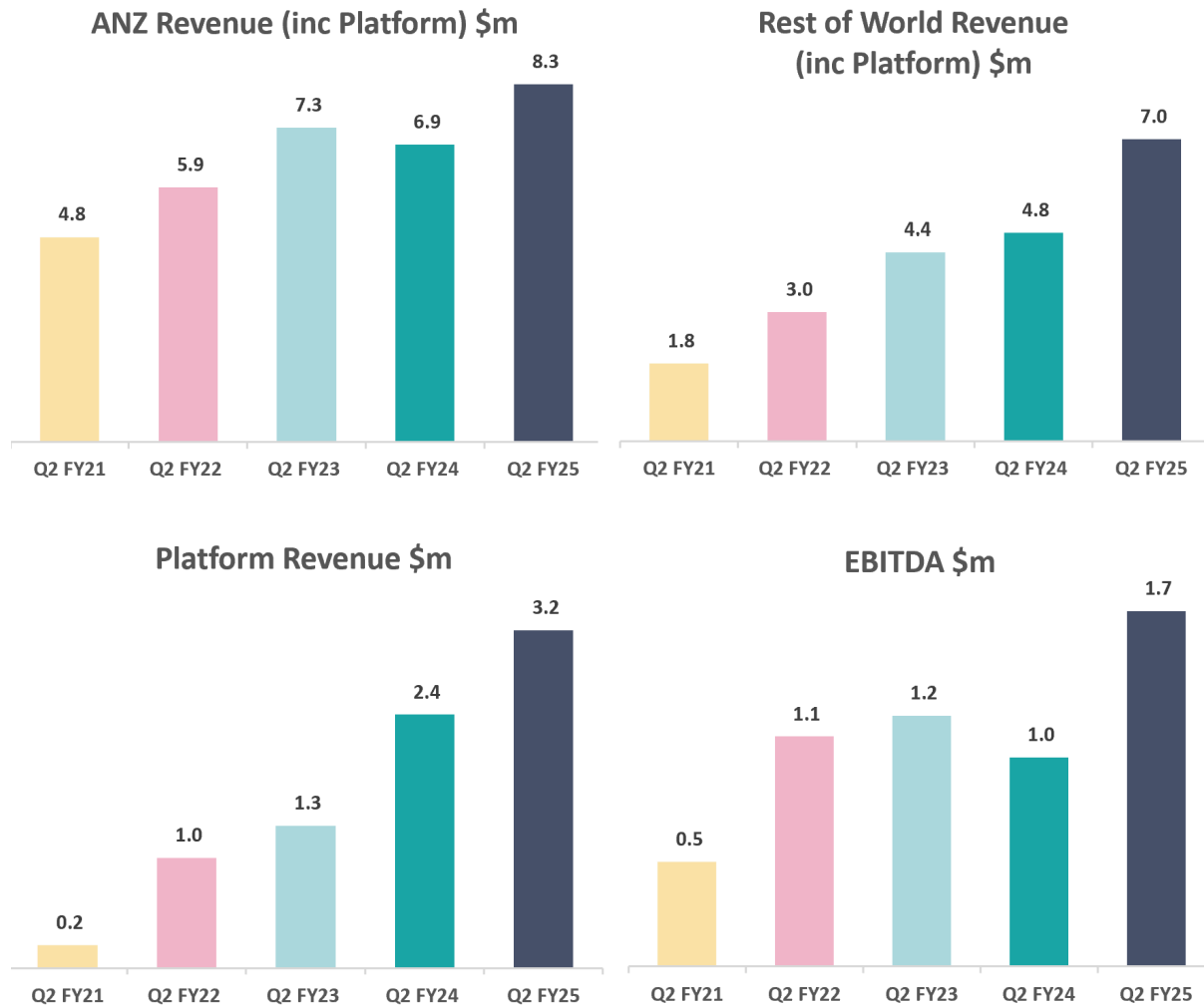
Q2 FY25 Revenue	Q2 FY25 EBITDA	Q2 FY25 EBITDA margin
\$15.3m ▲ up 30% on pcp	\$1.7m ▲ up 79% on pcp	11% up 3% on pcp
Q2 FY25 ANZ Revenue (inc Platform)	Q2 FY25 Rest of World Revenue (inc Platform)	Q2 FY25 Platform Revenue
\$8.3m ▲ up 20% on pcp	\$7.0m ▲ up 44% on pcp	\$3.2m ▲ up 33% on pcp



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia



Pureprofile CEO Martin Filz said *"The strong performance across the business units continued into Q2, delivering another record quarter and a record half-year for Pureprofile. While we are experiencing some pricing pressures in the Australian market impacting gross margin, these are being offset by the ongoing rollout of our automation program across the business. The new international commercial team members onboarded at the end of FY24 are already delivering results, with further commercial resources recently added in the UK, set to further bolster the region's performance in Q4. Additionally, we are excited to be launching innovative new products in Q3, which we anticipate will contribute to further revenue growth from FY26. This global momentum and the introduction of innovative new solutions solidifies Pureprofile's position as a leading global data company."*



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia

FY25 Priorities

In the second half 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 & US
- **Improving Margins**
 - Progressively shift our mix of client solutions from **managed services 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:

George Kopsiaftis, IR Department

george.kopsiaftis@irdepartment.com.au | +61 409 392 687

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.



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia