

Pureprofile 

# Q3 FY25

## Investor Presentation

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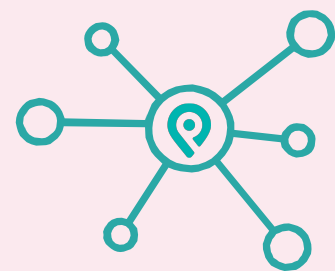




# Business Overview



# → 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

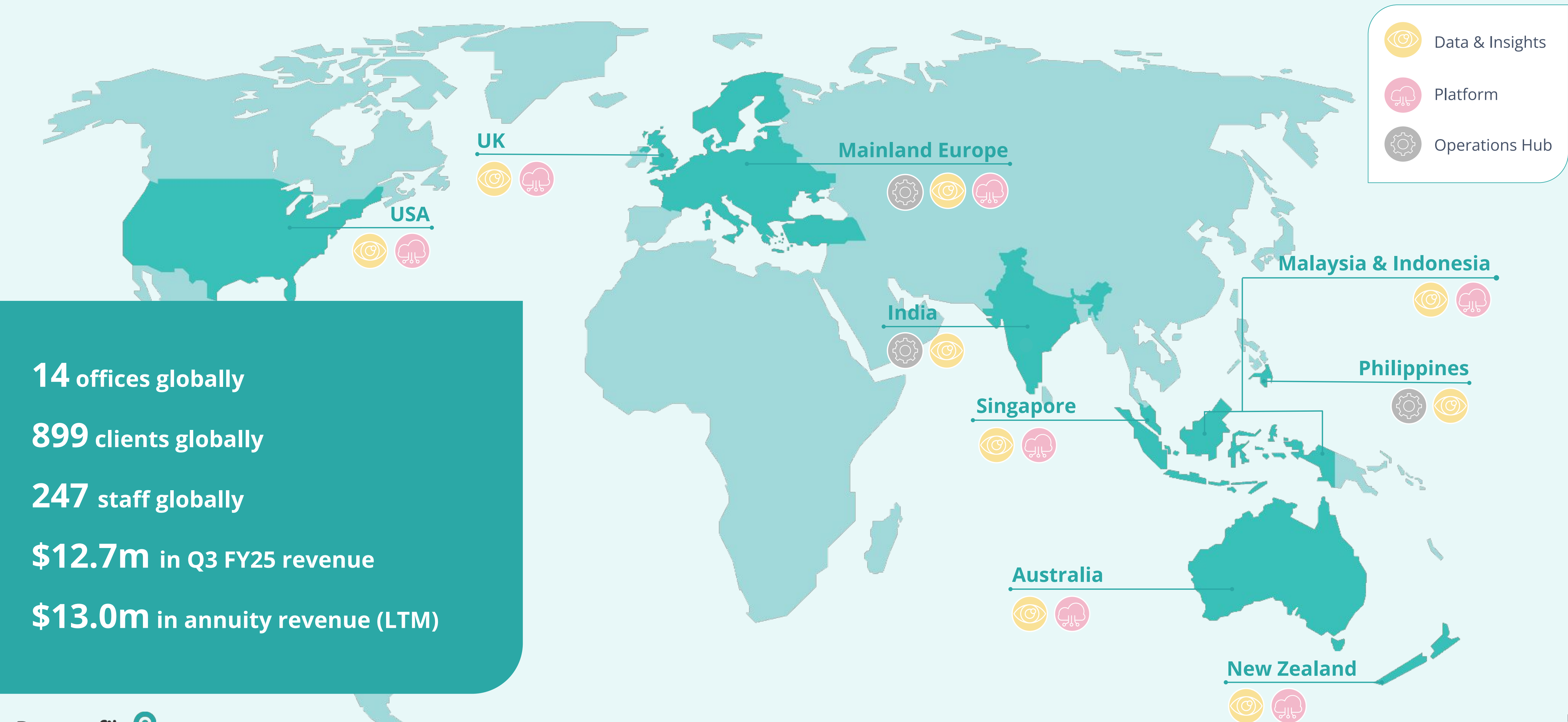


## Why we do it

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

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

We are a truly global company completing studies in **89** countries over the past 12 months



**14** offices globally  
**899** clients globally  
**247** staff globally  
**\$12.7m** in Q3 FY25 revenue  
**\$13.0m** in annuity revenue (LTM)





# Corporate Growth Strategy



# 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

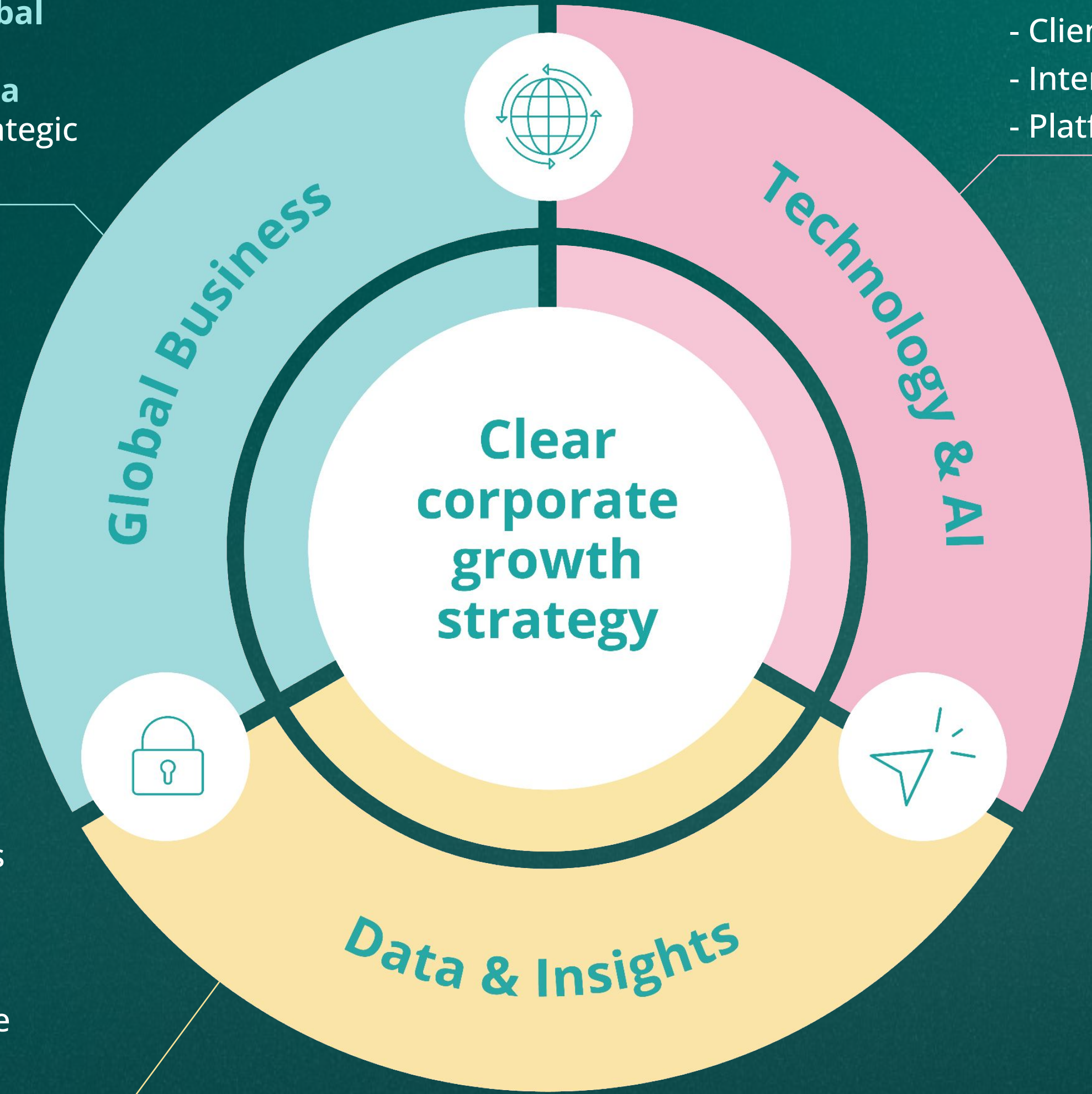
Accelerate our **Technology & AI solutions**

- Client facing solutions
- Internal efficiency
- Platform

## 03: Data & Insights

Leverage Pureprofile's **proprietary data**

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

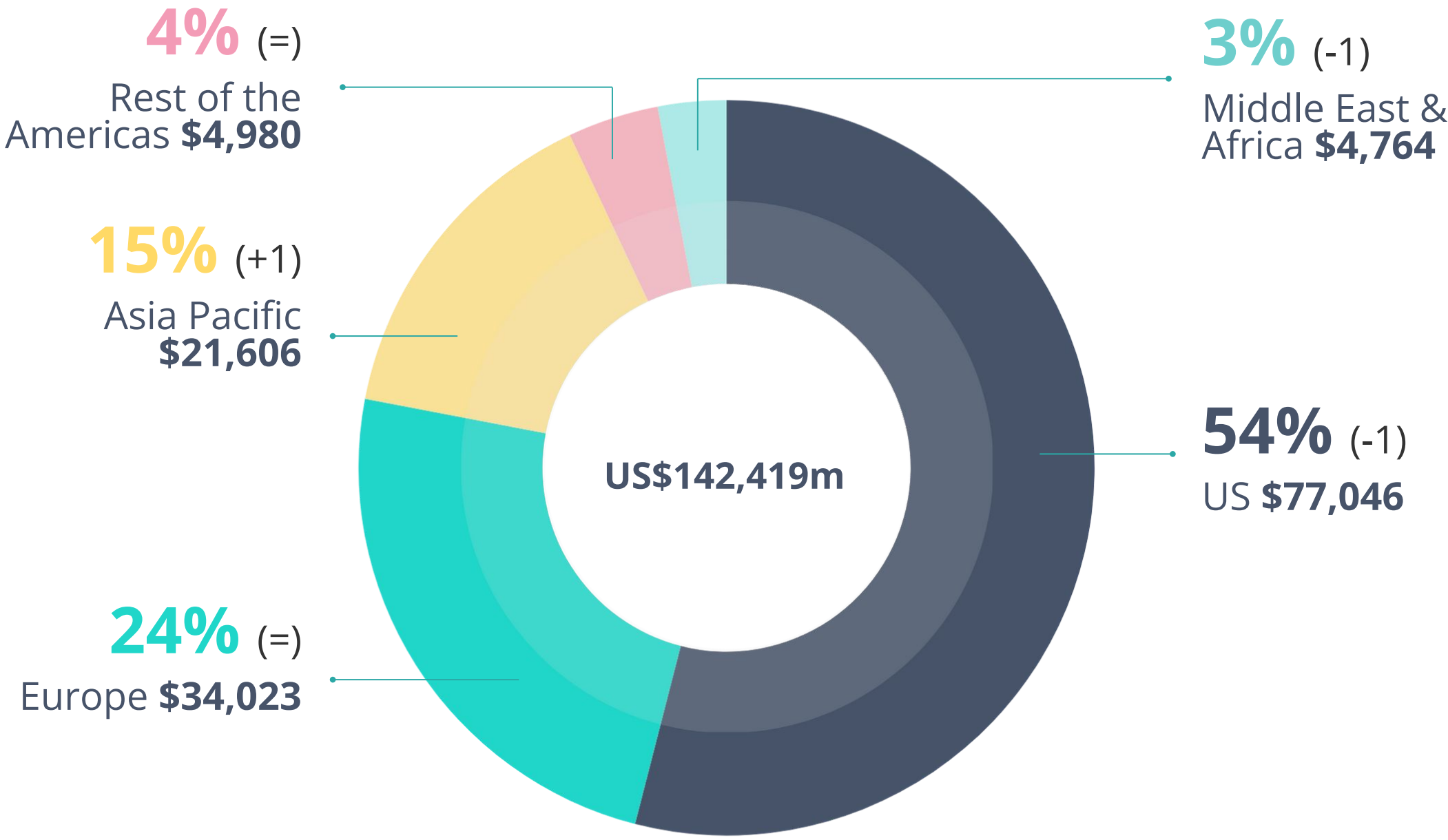




# → The Opportunity

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

Global insights industry turnover, 2023



Source: ESOMAR Global Market Research 2024

## 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

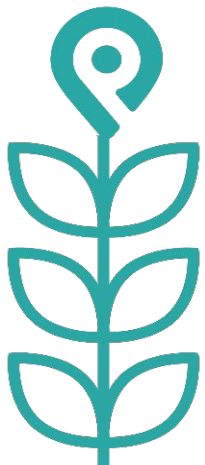
New client verticals and new revenue streams



# ➔ Pureprofile's 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

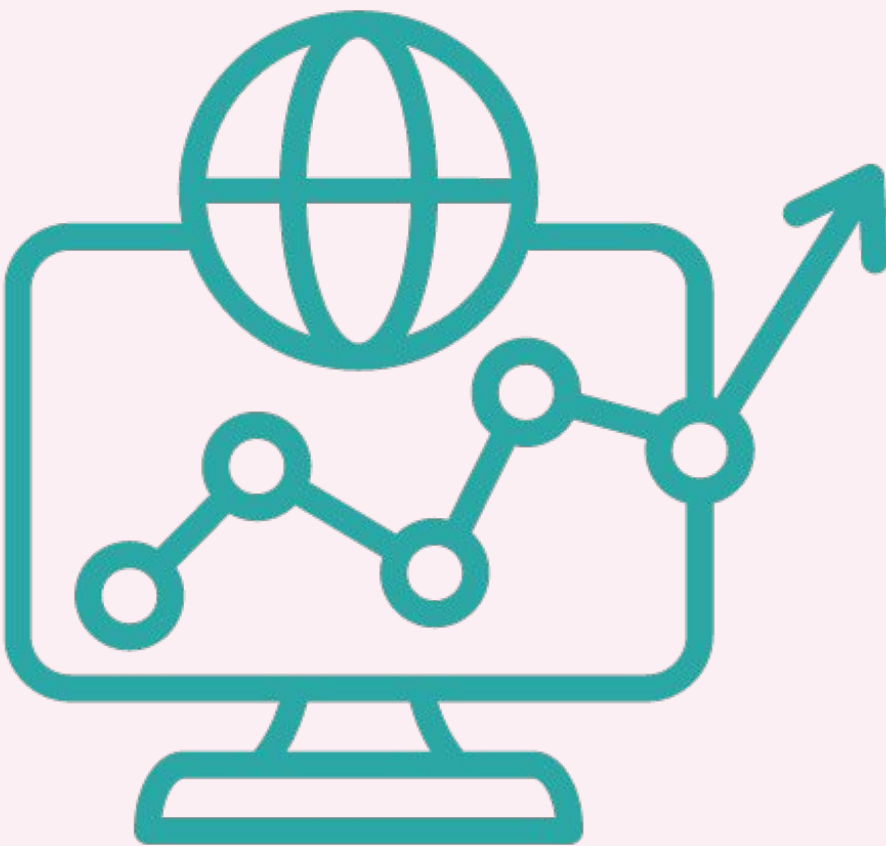
This is the formula that enables us to consistently outperform our competition



FY 2025 - FY 2027

## Accelerate global growth

Our focus for the next **3 years** is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan



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



# ➔ Key Priorities for Q4 FY25

## Drive Growth

- Expand **client** share of wallet globally
- Increase number of **products / solutions**
- Targeted **investment** in United Kingdom
- **Exploring partnerships** in the UK & US

## Improve Margins

- Shift solutions mix from **managed services to platform**
- Launch **automated client solutions**
- Utilise **AI** to improve internal operations
- Streamline **ways of working**

## Global Business

**New clients** - Add more commercial people to enable client growth

**Commercial partnerships** - Partner with best of breed client solutions, utilising the extensive Pureprofile distribution channel to upsell new solutions

## Technology & AI

**Internal processes** - Utilising AI to increase internal efficiencies, deliver faster projects and lower costs

**Client facing solutions** - Build & enhance AI-enabled revenue generating solutions and sell to our 800+ clients.

**Self Service Platform** - Develop and sell next-gen DIY platform to expedite projects and harness automation

## Data & Insights

**Audience Builder** - How we build high quality audiences is unique to Pureprofile. Key is to grow non-ANZ Audience Builder audiences to ensure overall panel growth

**UK/US** - Represents 64% of global market. Grow from our brand awareness and client foundations in the two largest global markets



# ➔ Aspirational Objectives for FY26 & FY27

## Drive Growth



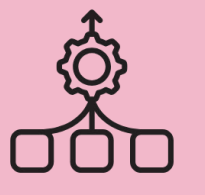
### International Revenue Overtakes ANZ

- Double** the UK business revenue, taking significant market share
- Triple** the US business revenue



### Product Expansion

- Triple** platform business revenue
- Increase uptake** of client facing solutions
- Become an **important source of data** within the AI space



### Mergers & Acquisitions

- Identify & execute **acquisition opportunities** which can aid in accelerating growth in key markets

## Improve Margins



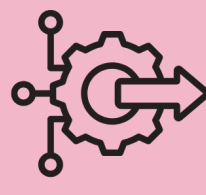
### Economies of Scale

- Continually **reducing costs versus revenue**
- Specific focus on **salaries & contractors** proportional to revenue



### Reduced Reliance on Suppliers

- Expand panel sizes** in key growth markets
- Launch new panels** in emerging markets where appropriate
- Identify synthetic data opportunities to reduce need for sample**



### Processes and Tech

- Being a tech-led organisation will enable us to operate and grow as a leaner team



# New Solutions





# ➔ New Solutions - *Launched in Q3*

## Synthetic Responses

In partnership with Livepanel, a solution that leverages synthetic data to help businesses overcome research scaling challenges:



### 1. What it does?

Fills response quotas using machine learning-trained synthetic data—reducing delays, cost, and incomplete datasets in research projects



### 2. How it works?

Combines real survey responses and panellist profile data to generate synthetic responses that mirror original data



### 3. Why it matters?

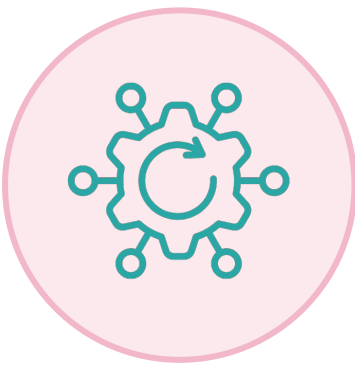
Delivers reliable, contextually relevant insights faster—helping researchers meet deadlines without compromising data quality or representativeness



# ➔ New Solutions - *Launched in Q3*

## Social Insights Tools

In partnership with Quilt.AI, launched three powerful tools to help brands decode online conversations and unlock deeper consumer insights:



### 1. Social meaning

An AI-powered analytics platform that transforms unstructured online data into actionable insights—revealing deep consumer sentiment and cultural trends



### 2. Emerging Consumer Trends

Tracks rising online trends across industries like fashion, food, and travel—empowering businesses to act on early signals before they go mainstream



### 3. Beauty Trends

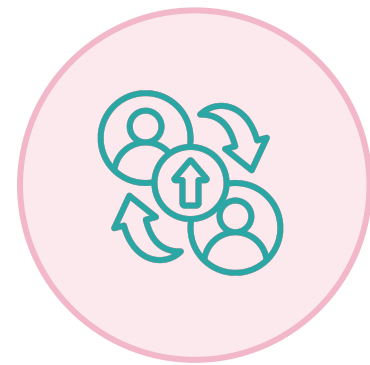
Identifies and validates emerging beauty movements across makeup, skincare and fragrance—helping brands stay ahead in global and local markets



## → New Solutions - *Coming in Q4*

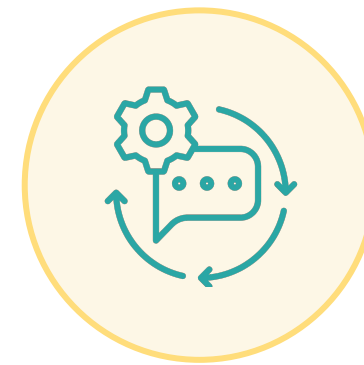
### Conversational AI

A chatbot style interface that engages, probes and seamlessly blends qualitative insights with quantitative scale.



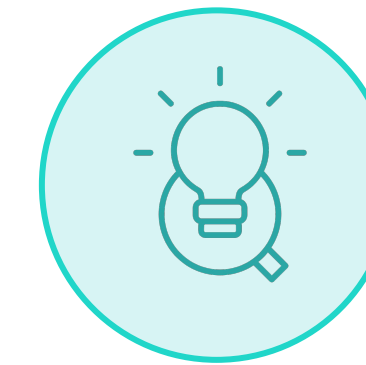
#### **Enhanced respondent engagement**

Chatbot technology mimics natural human dialogue to create an interactive experience



#### **Richer responses at scale**

Enables more nuanced, meaningful responses at quantitative scale. Ask a follow up question with AI probing and use gamified projective techniques to capture deeper insights



#### **Faster actionable insights**

Deliver actionable insights quickly to inform decisions. Data visualisation in realtime plus automatic AI summary of open-ended responses to reduce processing time for fast actionable insights





# Self-serve data and insights solutions

Coming in Q4

### Self-serve data and insights solutions that drive confident decisions

Datarubico empowers clients to collect and transform data into powerful insights on their own terms

[Request a demo](#)

"Give me an overall analysis of my results"

"Create a customer experience survey for my product"

Ada

Hello, I'm Ada, a marketing research consultant.

#### Insights Creator

All-in-one self-service AI-powered platform for end-to-end insights generation

[Get Started](#)

#### Sample Only

Always-on, self-serve solution putting you in control of how you manage and purchase quality sample

[Get Started](#)

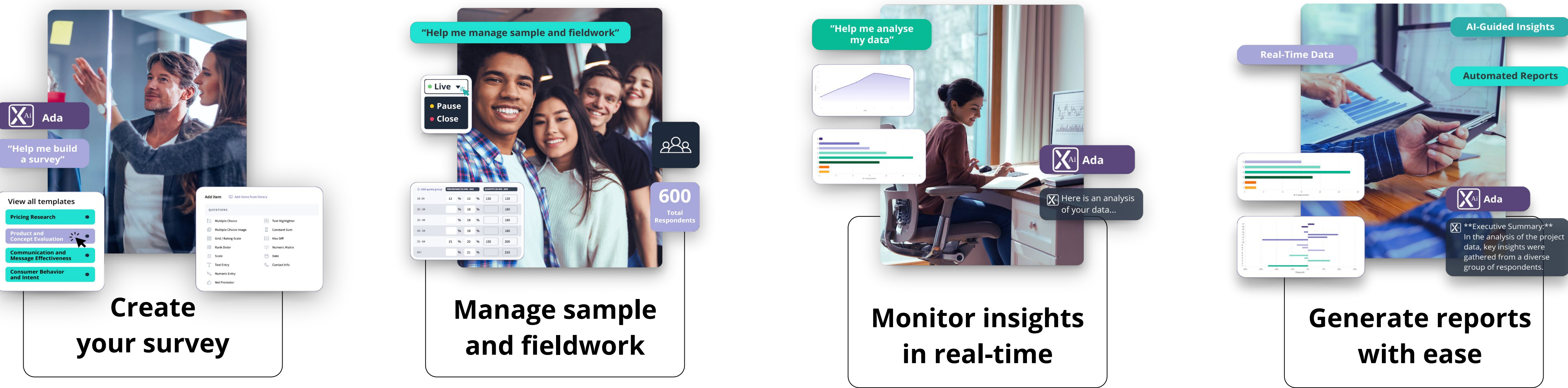


➔ Self-serve data and insights solutions - *Coming in Q4*

# Insights Creator

## An all-in-one AI-powered platform that streamlines end-to-end insights generation

Launch surveys, influence costs with flexible sample bidding, manage fieldwork, monitor data in real time, and generate automated, executive-ready summaries, all in one seamless, self-service platform



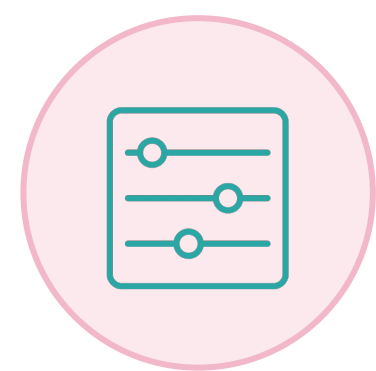


➔ **Self-serve data and insights solutions - *Coming in Q4***

**Sample Only**

**An always-on, self-serve platform giving users access to quality sample sources**

Allows panel partners to access quality sample anytime through a self-serve platform that enables them to manage spend and streamline fieldwork using the flexible bidding tool



**Control and autonomy**

Manage sample and spend without relying on external parties



**Speed and efficiency**

Launch projects faster and manage fieldwork with reduced delays



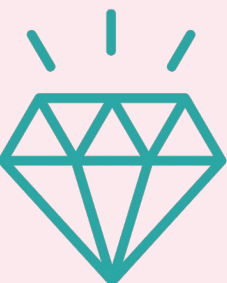
**Quality and reliability**

Access trusted sample sources to deliver consistent, quality data



➔ **New Solutions - *Why***

**To better support clients and drive strategic growth,  
Pureprofile is launching next-gen insight solutions that:**



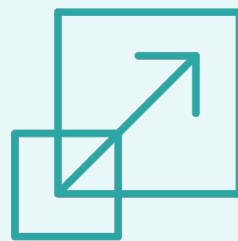
**Deliver More Value  
to More Clients**

Relevance and value in supply chain, giving a broader range of clients the flexibility to choose the right tools to access insights and benefit from advances in AI technology



**High-Quality Insights,  
Delivered at Scale**

Offering a suite of scalable, tech-enabled tools that give clients more control over their research needs - faster, cheaper and without compromising on quality



**Support Margin  
Expansion**

Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage



A photograph of three young adults (two men and one woman) laughing and talking on a rooftop terrace. The man on the left is wearing a dark green shirt and glasses. The woman in the center is wearing a white patterned shirt over a white tank top and red pants. The man on the right is wearing a light yellow shirt and has tattoos on his arm. They are all holding drinks. The background shows a cityscape with buildings.

# Q3 FY25 Financial Performance

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






# Strong continued growth for Q3 FY25




Q3 FY25 saw record quarter 3 growth, with revenue rising **16%** on pcp to **\$12.7m**, reflecting consistent momentum across key regions. Platform revenue grew **11%** on pcp, reflecting continued automation adoption across the business. New platform solutions are expected to support incremental revenue growth in FY26 and FY27

ANZ revenue was up **10%** on pcp, reflecting the contribution of the i-link acquisition and strong performance by the team, in a highly competitive market where we already hold significant market share

ROW delivered a **24%** uplift in revenue on pcp, led by strong contributions from the UK, US, and South East Asia, highlighting sustained progress in our global growth strategy

EBITDA growth of **16%** on pcp was driven by continued revenue momentum and diligently managed expenses. While EBITDA margin was flat on pcp at **5%**, this is in line with seasonal trends for Q3, which is traditionally a lower-margin quarter.

Business Results	Q3 FY25	vs Q3 FY24
Revenue	\$12.7m	16% 
EBITDA	\$0.6m	16% 
EBITDA Margin %	5%	0 ppt% 

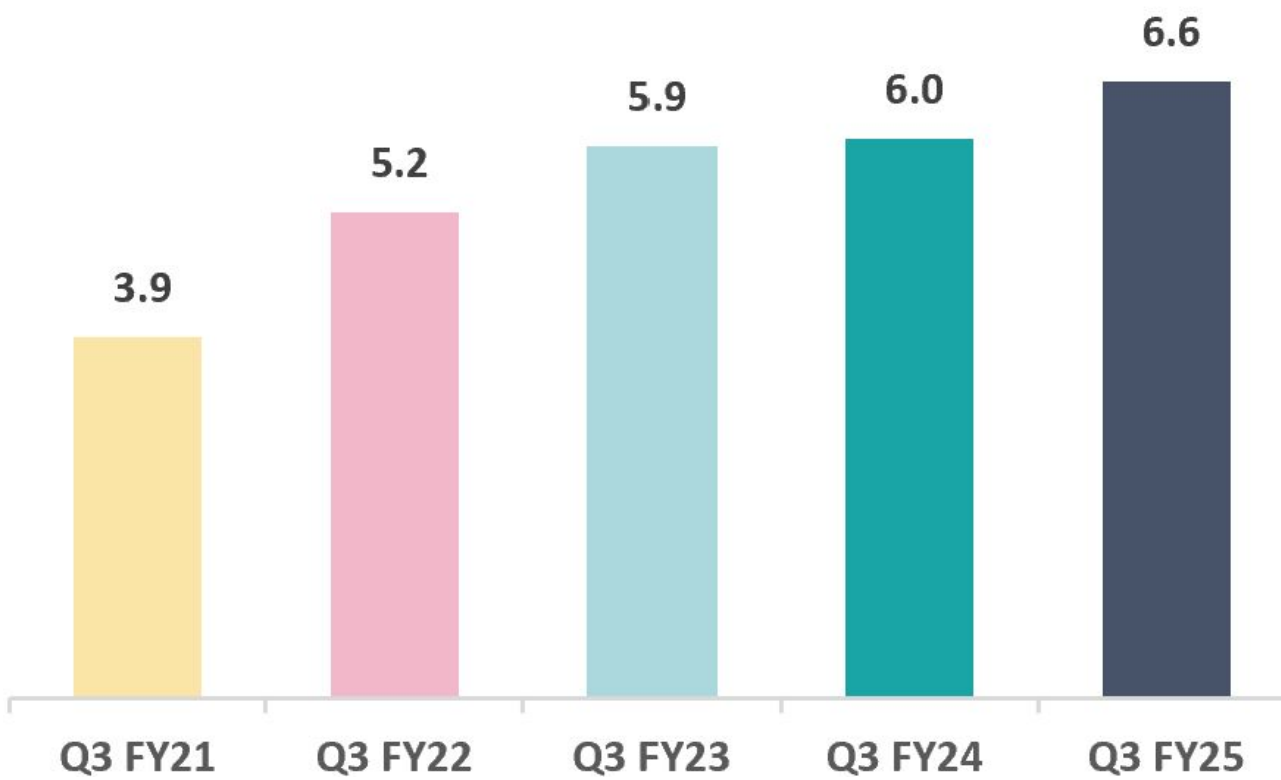
Business Unit Revenues	Q3 FY25	vs Q3 FY24
ANZ (incl. Platform)	\$6.6m	10% 
Rest of World (incl. Platform)	\$6.1m	24% 
Platform	\$2.2m	11% 



# ➔ Q3 FY25 Financial metrics trends

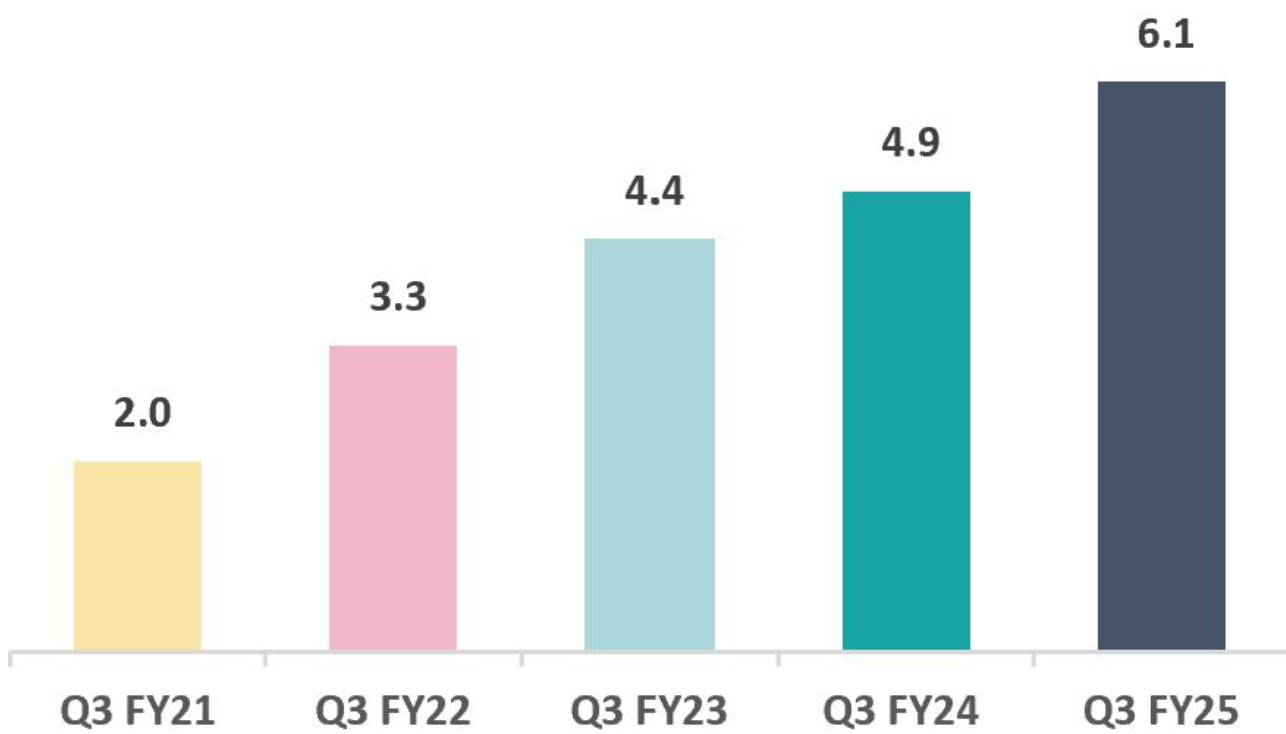
ANZ Revenue (inc Platform) \$m

+14% 4-year CAGR



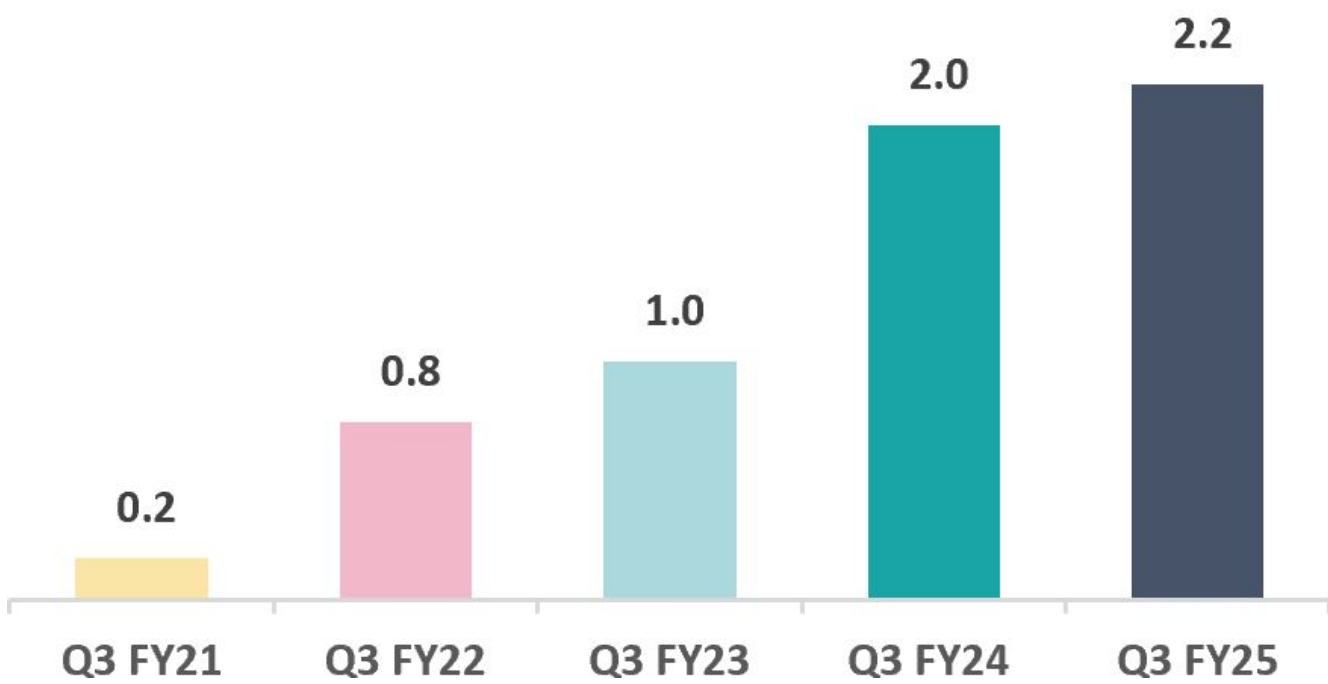
Rest of World Revenue (inc Platform) \$m

+32% 4-year CAGR



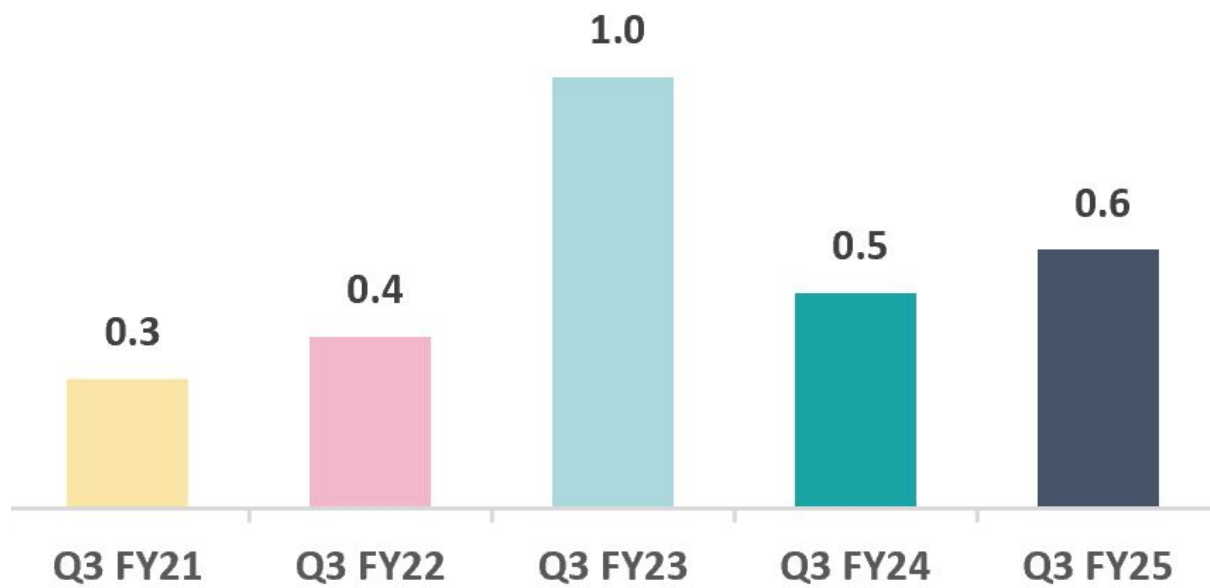
Platform Revenue \$m

+87% 4-year CAGR



EBITDA \$m

+19% 4-year CAGR





# ➔ FY25 Financial Guidance reaffirmed

## Revenue



**\$57m to \$58m**

Our strategy to achieve these targets is aligned to our key priorities for the balance of FY25:

- **Innovative Client-facing Solutions:** Increasing the number of innovative products and services to expand our client share of wallet
- **Leveraging AI for Growth and Efficiency:** Integrating AI technologies to enhance our data insights and automation capabilities
- **Expand Margins:** Shifting our solutions mix from managed services to platform offerings, automated client solutions, leveraging AI to streamline our ways of working."

## EBITDA



**\$5.2m to \$5.8m**



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



# Summary



EBITDA growth for Q3 FY25 of 16% on pcp was driven by continued revenue momentum and diligently managed expenses



Robust ANZ revenue growth of 10% in an increasingly competitive market



ROW delivered a **24%** uplift in revenue on pcp, highlighting sustained progress in our global growth strategy



Reaffirming FY25 financial guidance following consistent trading performance and a positive outlook for the balance of the year



New tech enabled solutions launched in Q3 with further self-service launches planned for Q4



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