

1. Company details

Name of entity:	Pureprofile Ltd
ABN:	37 167 522 901
Reporting period:	For the year ended 30 June 2025
Previous period:	For the year ended 30 June 2024

2. Results for announcement to the market

			\$
Revenues from ordinary activities	up	19% to	57,177,840
EBITDA (excluding significant items)	up	100% to	5,221,902
Profit from ordinary activities after tax attributable to the owners of Pureprofile Ltd	up	1531% to	1,538,778
Profit for the year attributable to the owners of Pureprofile Ltd	up	1531% to	1,538,778

Dividends

There were no dividends paid, recommended or declared during the current financial period.

Comments

The profit for the group after providing for income tax amounted to \$1,538,778 (30 June 2024: \$94,352).

Earnings before interest, tax, depreciation, amortisation and significant items ('EBITDA excluding significant items') for the financial year amounted to a profit of \$5,221,902 (30 June 2024: profit of \$4,406,976).

EBITDA excluding significant items is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider EBITDA and operating profit before tax to be the two core earnings measures of the group.

Pureprofile Ltd
Appendix 4E
Preliminary final report

The following table summarises key reconciling items between statutory loss after income tax and EBITDA excluding significant items:

	Consolidated 2025 \$	2024 \$
Profit after income tax from continuing operations	1,538,778	107,047
Add: Loss after income tax expense from discontinued operations	-	(12,695)
Profit after income tax	1,538,778	94,352
Less:		
Interest	(2,169)	(518)
Add back:		
Finance costs	248,783	283,892
Income tax expense	50,421	24,131
Depreciation and amortisation expense	2,873,717	2,694,344
Interest expense on leases	127,221	155,516
Loss on disposal of intangible assets	-	39,070
Restructuring and acquisition costs	40,539	112,388
Share-based payments expense	319,350	949,871
Professional fees and payroll tax on share-based payments	25,262	53,930
EBITDA (excluding significant items)	5,221,902	4,406,976
EBITDA Loss (excluding significant items) from discontinued operations	-	12,695
EBITDA (excluding significant items) from continuing operations	5,221,902	4,419,671

Refer to the Directors' report for further commentary on the group's results for the reporting period.

3. Net tangible assets

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	(0.11)	(0.14)

The net tangible assets per ordinary security presented above is exclusive of right-of-use assets and inclusive of lease liabilities.

4. Control gained over entities

Date control gained

5. Loss of control over entities

Not applicable.

6. Dividend reinvestment plans

Not applicable.

7. Details of associates and joint venture entities

Not applicable.

8. Foreign entities

Details of origin of accounting standards used in compiling the report:

Not applicable.

9. Audit qualification or review

Details of audit/review dispute or qualification (if any):

The financial statements have been audited and an unmodified opinion has been issued.

10. Attachments

Details of attachments (if any):

The Annual Report of Pureprofile Ltd for the year ended 30 June 2025 is attached.

11. Signed

As authorised by the Board of Directors

Signed



Michael Anderson
Non-Executive Chair
Sydney

Date: 28 August 2025