

ANNUAL REPORT

2025

Pureprofile 

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An aerial, high-angle photograph of a zebra crossing on a dark asphalt road. Several people are captured in motion, walking across the white stripes of the crossing. The perspective is from directly above, looking down at the scene.

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Who We Are

About Pureprofile

Pureprofile is a global leader in online research and insights, combining high-quality data and a comprehensive suite of solutions leveraging AI and the latest technologies. Each year we conduct millions of interviews in over 100 countries, delivering fast, accurate insights across consumer, business, academic and healthcare research.

Pureprofile offers a range of online research solutions to suit every business type and researcher. Our newest addition, Datarubico, offers self-serve data and insights solutions via an AI-enabled platform, giving researchers and brands greater control, flexibility and speed in the research process.

Renowned for our reputation for data quality, Pureprofile ensures every insight is underpinned by real opinions from real people. With global reach and deep profiling capabilities, Pureprofile delivers high-quality respondents through verified proprietary panels and a curated first-party panel network of qualified respondents, ensuring reliable, actionable high-quality results.

Our purpose



Aspiration

Pureprofile insights are used by every company in their decision making.



Mission

To reward people for sharing their thoughts, opinions and behaviours and provide valuable, actionable insights to organisations for better decision making.



Vision

To deliver more value from the world's information, allowing deeper connections between organisations and their audiences.

Our values



Discovery

We invite our people to continually ask questions and be open to new ideas. To be inquisitive and to understand that we are on a journey together, learning from one another at every step.



Ownership

We encourage our people to take responsibility for everything they do and say, to be bold and fearless and to lead with passion. We encourage our team to challenge themselves daily.



Trust

We foster a culture of trust at Pureprofile. We trust ourselves, colleagues and clients. We also trust the process — things don't always go to plan but hard work and integrity always yield the best results.

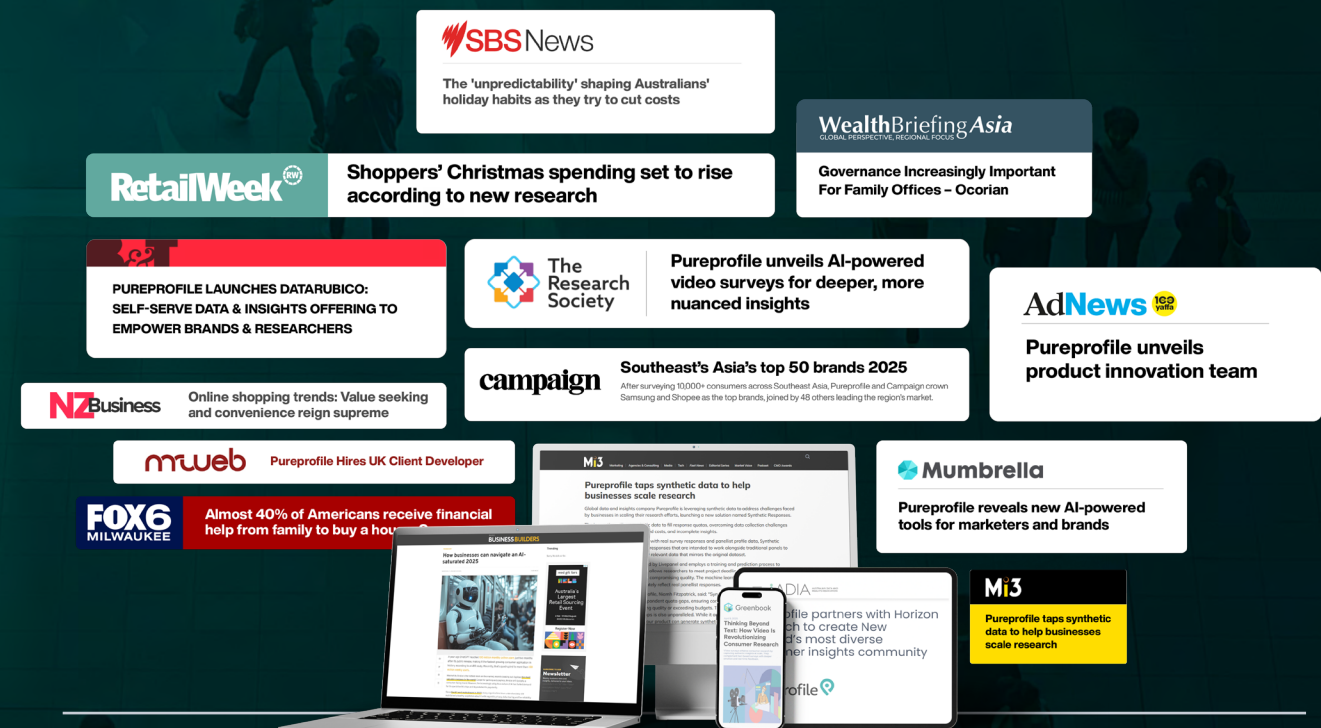


Team

We know that we are one team and appreciate how much strength there is in that. We always treat others with respect and compassion. We show kindness to everyone.

Pureprofile in the news

In FY25, we saw over **800** individual feature articles and press mentions published across multiple countries in various media formats.



Our corporate strategy

Data and analytics lie at the core of our business strategy as we deliver the critical insights businesses need to get ahead. Through every segment of this strategy we will continue to leverage our core assets through rigorous commercial applications.

01. Global Business

Focus on building a stronger **global business, global panel** and adding **complementary data sources** through strategic partnerships

03. Data & Insights

Leverage Pureprofile's **proprietary data**

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



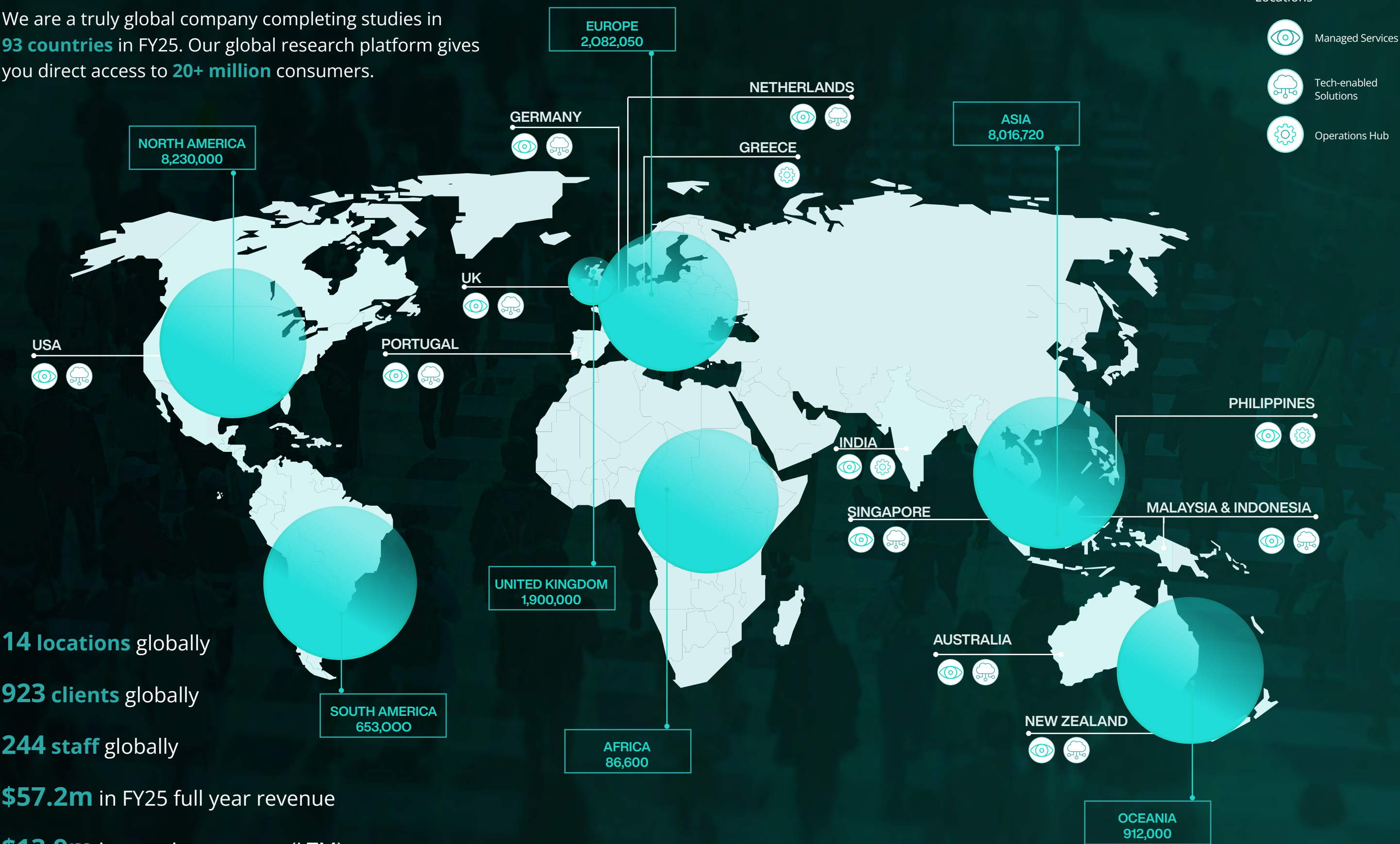
02. Technology & AI

Accelerate our **Technology & AI solutions**

- Datarubico
- Synthetic responses
- Social Insights tools
- Internal efficiency
- Platform

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

We are a truly global company completing studies in **93 countries** in FY25. Our global research platform gives you direct access to **20+ million** consumers.



14 locations globally
923 clients globally
244 staff globally
\$57.2m in FY25 full year revenue
\$13.9m in annuity revenue (LTM)

Our People and Culture



Michelle Mowle

Global Head of Talent and Culture

Evolving with purpose in FY25

At Pureprofile, we recognise that our ability to deliver world-class insights depends on the strength, adaptability, and wellbeing of our people. In FY25, we embedded strategic initiatives to stay ahead in an environment shaped by accelerating technological change, evolving workforce expectations, and increasingly complex regulatory requirements.

Innovation through learning

We prioritised continuous learning and reskilling to equip our teams for the future of market research. Structured AI upskilling built capability and confidence, empowering our people to apply emerging technologies with curiosity and impact. We launched an AI showcase to highlight how teams are leveraging AI across the business and created an AI community channel via Slack to foster collaboration around best practices. To reinforce innovation, we introduced reward and recognition programs celebrating success in AI application and outcomes.

Connected & resilient teams

With our teams operating across multiple time zones, we deepened our focus on distributed collaboration and community wellbeing. Ongoing initiatives kept our global workforce connected and collaborative, fostering a culture of inclusion and belonging. We also celebrated health and wellbeing efforts through a dedicated Slack channel, reinforcing our belief that wellbeing underpins high performance. These efforts supported a flexible, resilient culture where individuals feel valued and empowered.

Enhanced privacy & compliance

We sharpened our focus on data privacy and compliance amid increasingly complex global

standards. We implemented compulsory cybersecurity training via LinkedIn Learning, reinforcing team awareness and accountability. To further safeguard sensitive information, we introduced enterprise-paid AI platform accounts to protect the privacy of Pureprofile and our clients. These measures sit alongside ongoing process management and monitoring to ensure every stage of our research lifecycle meets or exceeds compliance benchmarks.

Engagement that endures

Despite growing economic and industry-wide challenges, our team remains highly engaged, a testament to our culture of support, trust, and purpose. Our FY25 employee engagement survey reflects this strength:

- 93% of employees would recommend Pureprofile as a great place to work
- 94% have confidence in the company's leadership
- 94% feel genuinely supported to make use of flexible working arrangements
- 90% report having access to the learning and development they need to succeed
- 91% agree that outstanding contributions are recognised and acknowledged

Looking ahead

Our people strategy remains anchored in continuous growth, ethical practice and wellbeing. By building diverse, future-ready teams and supporting them with the right tools, training, and culture, we're shaping a workforce that is not only capable but confident in leading the future of insights.

Employee spotlights



Ivan Chen

Senior Account Director

Length of time at company:

6 years, 9 months



What part of working at Pureprofile inspires you the most?

Where do I even begin? The snacks? The Slack reactions? The fact that half of us speak in GIFs? Jokes aside, what truly inspires me is the freedom to think differently. Whether it's solving complex client briefs or brainstorming a pitch with the team, there's a real sense of trust, autonomy, and shared hustle. We're a tight-knit crew of curious minds who care about doing great work.



Asif Idrisi

Assistant Manager - Survey Programming

Length of time at company:

8 years, 9 months

What part of working at Pureprofile inspires you the most?

This Steve Jobs quote truly reflects my experience here: "The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle." For me, it's not just about getting things done efficiently; it's about knowing the work we do helps create better outcomes for both businesses and people, and that's something I feel proud to be part of.



Mo Li

Financial Controller

Length of time at company:

11 years, 1 month



What part of working at Pureprofile inspires you the most?

At Pureprofile, I'm inspired by how we're always encouraged to think beyond the status quo - to look for smarter, more efficient ways of doing things, try new technologies, and challenge ourselves to improve. What really stands out is that those efforts don't go unnoticed — wins, big or small, are genuinely recognised and appreciated. It's a great culture for growth.



Tanja de Vries Robles

Senior Client Development Director

Length of time at company:

7 years, 10 months

What part of working at Pureprofile inspires you the most?

The strong sense of family and support that runs throughout the business - not just locally, but across all our offices. I've never experienced the kind of culture Pureprofile has created. When challenges arise, the support is immediate and real. It's a place where people are valued, ideas are shared, and expertise flows freely between teams and countries.

People and Culture Metrics



Group diversity



Gender

51%

Male

48%

Female

1%

Non-binary



Age

21%

Under 30

57%

Aged 30-40

22%

Over 40



Executive team gender

40%

Male

60%

Female

Nationality & Ethnicity



21

different nationalities across the group

45

ethnic backgrounds across the group



Employee engagement

93%

would recommend Pureprofile as a great place to work

90%

say they have access to the learning & development they need to do their job well

89%

say that their manager is a great role model for employees

87%

agree that the leaders at Pureprofile have communicated a vision that motivates them



Key workforce metrics



4.5 yrs

average tenure



8.7%

voluntary turnover



86%

overall employee engagement



40%

employee referrals

Our Products and Solutions



Niamh Fitzpatrick
Chief Product Officer

Product development at Pureprofile in FY25

FY25 was a transformative year for Pureprofile's product strategy - one shaped by AI acceleration, client demand for immediacy, and the need to turn insights into actions faster and more cost-effectively. We also announced the creation of our product innovation team, dedicated to delivering intuitive, scalable, and impactful data technology solutions.

Putting our clients first

Our goal for FY25 was to make research faster, smarter, and more accessible. Clients told us they wanted end-to-end solutions that deliver speed, cost-efficiencies and deeper insights; with this in mind we focused on building products that reduce friction and boost value.

Efficiency at every stage of the insights process

At the end of 2024 I talked about the thoughtful use of technology, how we planned to use the full potential of data and AI not just to automate, but to enhance and deliver smarter, simpler solutions. From open-ended AI coding that cuts days off projects, to real-time AI probing tools that generate nuanced insights on the fly, our translation engine which preserves cultural nuance while scaling global research; our video survey tool adds emotional texture and engagement; and our chatbot-style interfaces and synthetic responses open new avenues for agile testing.

Understanding consumers through the world's data

Recognising the challenges of eliciting meaning from the vast amount of online data, we launched insights tools powered by transactional and social signals. We enabled clients to spot emerging trends, decode cultural discourse, and expand market intelligence - all through a lens of AI-enhanced research. The introduction of synthetic data built off our quality panel data also allowed clients to test ideas quickly and affordably, without sacrificing insight integrity.

Self-Service: Businesses in control of their research

Perhaps the most exciting development was the launch of Datarubico, our new self-serve data and insights offering. Empowering brands and researchers with a scalable, cost-effective solution to conduct high-quality research - unlocking speed and control at a time when flexibility is more critical than ever before.

Looking ahead

FY25 was a year of doing - of putting real tools in clients' hands and proving that innovation can be both fast and thoughtful. As we move into FY26, our commitment to quality, speed, and doing things the right way remain top of mind. Our product goals remain the same, to make insight generation simpler, more intelligent, and more impactful for everyone.

We're proud to offer a diverse range of online research solutions to suit every business type and researcher, combining 25 years of delivering high-quality data with a comprehensive suite of solutions that leverage the latest in AI and technology.



Audience Intelligence

Get unparalleled insights into Australian consumer spending



Audience Builder

Create additional revenue streams & boost customer loyalty



Global Research Panel

Connecting you to engaged audiences, wherever they are



Research Tools

Research solutions simplifying the complex to drive results



Reporting & Analytics

Ensure you get better data, clear insights, and big discoveries



Brand Health

Maximise brand success with real consumer insights

In FY25, we've taken our research and insights offering a step further with a new suite of tech-enabled solutions...



Datarubico Insights Creator

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



Datarubico Sample Only

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



Video Surveys

Capture rich, candid insights by collecting video and audio responses at scale



Synthetic Responses

Leveraging synthetic data to help businesses overcome research scaling challenges



Social Insights Tools

3 powerful AI tools to help brands decode online discourse & unlock deeper insights

Our Clients



Tim Potter

Managing Director - UK/EU/US

FY25: A year of acceleration, innovation, and opportunity

This has been a transformative year for Pureprofile. We've seen significant progress across all our core regions, with particularly strong momentum in the United States, where our revenues have almost doubled. This growth reflects our continued focus on delivering value to our clients, scaling our capabilities and pushing the boundaries of what we can offer through technology and talent.

Expanding impact in the US market

FY25 has been a breakout year for the US. Through deeper engagement with clients, enhanced local execution and continued delivery of high quality data, we have substantially grown our presence in the region. The near doubling of our revenue highlights the opportunity in this market and reinforces our strategy of building partnerships and delivering tailored solutions that meet our clients' needs.

Product innovation: The launch of Datarubico

Innovation continues to be a driving force for Pureprofile. This year saw the successful release of Datarubico, our intuitive new DIY survey tool. Built to simplify the research process, it enables clients to easily script and launch surveys without coding, powered by AI to enhance efficiency and precision. With access to high-quality, targeted sample, Datarubico allows our clients to move quickly while maintaining the high standards of data quality they expect. It's a powerful step in making research faster, smarter, and more accessible to all clients.

Investing in sales talent

To support our growth ambitions and better serve our expanding client base, we've welcomed a

number of exceptional sales professionals to Pureprofile in FY25, across all regions. These individuals bring deep industry knowledge, strong client relationships, and a shared passion for delivering great outcomes. Their impact has already been felt, helping us to enter new markets, strengthen key accounts, and support the launch of our latest product offerings.

Poised for continued growth

With strong foundations in place, we are well positioned for continued growth in FY26. Our offerings have expanded, our reach has deepened, and we have a passionate team committed to delivering for each of our clients. We will continue to invest in our people, technology, and client relationships as we build on the momentum created this year.

FY26 and beyond

I am exceptionally proud of what the team has achieved in FY25. It's been a year of strong progress and bold innovation. I feel incredibly fortunate to be part of this journey and to work alongside such a dedicated, talented group of individuals. There's never been a more exciting time to be at Pureprofile, and I look forward to what we'll accomplish together in the year ahead.

I would of course like to thank all of our clients for their continued trust and partnership. Your support has been a vital part of our growth, and we're excited to keep delivering for you in FY26.

Why clients work with us

Our NPS Score for FY25 was 81

which places Pureprofile in the top quartile* of organisations for client loyalty**

“

It was great to see that people at Pureprofile took a genuine interest in my project and put its successful completion squarely at the centre of our collaboration. They were knowledgeable, helpful and readily accessible throughout the project, to the point that Pureprofile felt more like a project partner than an external provider. I'd thoroughly recommend Pureprofile for academic research.

University, UK

“

There was a requirement to deliver data really fast they delivered even before the deadline we agreed. Fantastic service! Keep up the fantastic job, service is outstanding

AI-powered Visual Recognition Software, US

“

The team was very responsive and proactive in doing their best to meet, and even exceed expectations on the project in terms of data quality and timeframe. We also appreciated the suggestions that the team provided, with regards to local market nuances and data quality assurance in our survey design. A highly competent team, with good leadership, indeed!

Real estate experience Consultancy, Asia

“

Amazing service - honestly. Short turn around, and very HELPFUL on acquiring initial quote, getting started and constant communication throughout and to the end of the project. Really easy and super lovely to work with!

CX Agency, Australia

Who uses our products and services

The brands below all use market research as part of their business decision-making processes

afterpay

flybuys

HSBC

UNIVERSITY OF LIMERICK
Ollscoil Lúimnigh

vistar media

THE UNIVERSITY OF WESTERN AUSTRALIA

JCDecaux

Bupa

ZURICH

Nine

DukeNUS Medical School

VICTORIA State Government
Treasury and Finance

* Top quartile NPS is defined as 72 and above.

** Our NPS score reflects our loyal clients who continually work with Pureprofile.

Our Growth



Martin Filz
CEO

Over the last 25 years, I've had the privilege of building a career in the data and insights space, an industry I've always found deeply compelling. What makes it so powerful is its universal relevance. Every organisation, no matter the size or sector, needs to understand its customers better in order to serve them more effectively. That need has only grown stronger and it's what continues to fuel my passion about this industry.

Today, I couldn't be more excited about the future. The data and insights industry is undergoing a profound transformation, driven by AI, real time analytics and the explosion of digital touch points. Businesses now have access to incredibly rich, real world behavioural data and with tools like conversational AI, predictive

modelling and sentiment analysis, insights are becoming more dynamic, more forward looking and more central to strategic decision-making. It's no longer just about asking questions it's about decoding human behaviour, culture and intent, at scale.

At Pureprofile we're uniquely positioned to lead in this new era. With our robust capabilities, data assets and strong foundations we're ready to meet the global demand for first party data and trusted, tech enabled insights.

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 2022 - FY 2025

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 2026 - FY 2028

Accelerate global growth

Our focus for the next **2 years** is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan.

Our year in review

Financial



Record full-year revenue
\$57.2m up to 19% on pcp



EBITDA growth
\$5.2m up 18% on pcp



Cash at Bank
\$5.7m

Panel



New Audience Builder panel with
Perceptive New Zealand



Total surveys completed
21% up on FY24



Total new accounts open
9% up on FY24

Business



90% of revenue from repeat clients



Multi country projects
24% up on FY24



Client numbers increased from **798** to **923**

Technology



Introduced **5** new tech-enabled products & solutions



Launched **Datarubico**, an AI-enabled self-serve data and insights platform



Established a dedicated **Product Innovation Team** to accelerate tech and AI initiatives

Our Future



A year of strategic transformation and future implications for Pureprofile - 2025 update

The insights industry continues its rapid evolution, propelled by generative AI, rising expectations for real-time intelligence, and a growing demand for high-quality and ethically sourced first-party data. Last year, I wrote about how Pureprofile was setting out on an ambitious agenda to shift from a service-heavy model to a technology-first “ResTech” platform. Over the past twelve months, that strategy has taken hold, delivering clear growth indicators and a product roadmap built for market-defining forces. Let’s break it down with a “then” and “now” perspective.

AI-Led product innovation

Early pilots of AI-assisted survey design and analytics were underway in 2024, but the impact was still largely aspirational. In 2025, Pureprofile launched five AI-powered solutions in just seven months, including Conversational AI surveys, synthetic-respondent Message Testing, and Social Insights tools, powered by Quilt.AI - averaging one major release every 10 weeks. This cadence outpaces most competitors and sets the stage for the newly created Product Innovation Team to accelerate releases that anticipate emerging client needs.

Strategic Payoff: These launches shift Pureprofile’s value proposition from panel access to intelligence-at-scale, a key differentiator as multiple insights buyer surveys indicate almost half of researchers report actively embedding AI in workflows.

Self-Serve platforms & agile research

In 2024, the market was moving rapidly toward DIY tools, and Pureprofile had an early-stage dashboard. In 2025, the introduction of Datarubico, a fully self-serve insights platform, enables clients to script surveys, source sample, and visualize results

Leonard F. Murphy

Thought Leader, Advisor, Global Commentator

in real time, mirroring the broader industry pivot from managed services to platforms.

Strategic Payoff: Platform revenue is growing faster than legacy services, supporting Pureprofile’s profit milestones and reinforcing margin expansion potential.

Geographic scale & talent uplift

In 2024, Pureprofile had only an initial beachhead in the UK with limited brand presence. By 2025, the Shoreditch hub opened in 2022 had grown into a 35-person EMEA team, bolstered by key hires such as Head of Data & Insights Emily Beach and UK Client Development Director Guilherme Campello. Pureprofile now services more than 920 clients across APAC, Europe, and North America.

Strategic Payoff: Local expertise combined with centralized tech accelerates adoption in high-value markets without diluting focus. The company is a significant (and growing) global player.

Outlook: Momentum with headroom

Pureprofile’s consistently market leading revenue growth and profitability demonstrate the commercial viability of its technology shift. More important, the company’s roadmap - rooted in AI, synthetic data, and self-serve design - mirrors the structural trends reshaping market research. Of course scaling execution risks remain, yet the strategic foundations laid in 2024 are already translating into measurable results and the strong track record of success from the leadership team strongly support future confidence.

Bottom line: Pureprofile has moved from articulating a vision to delivering against it. Continued investment in talent, AI-driven platform scalability, and global go-to-market execution will cement its position as a leading data and business insights innovator for years to come.

Growth priorities 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**



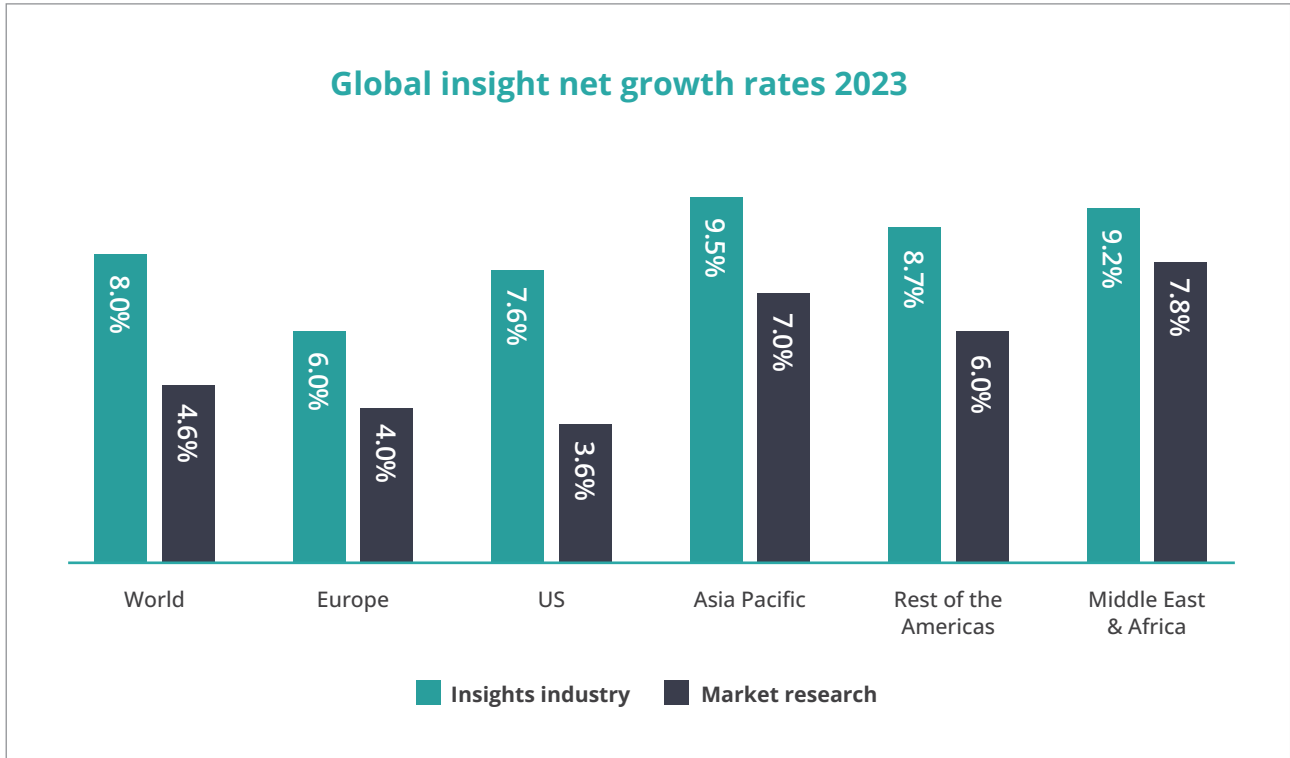
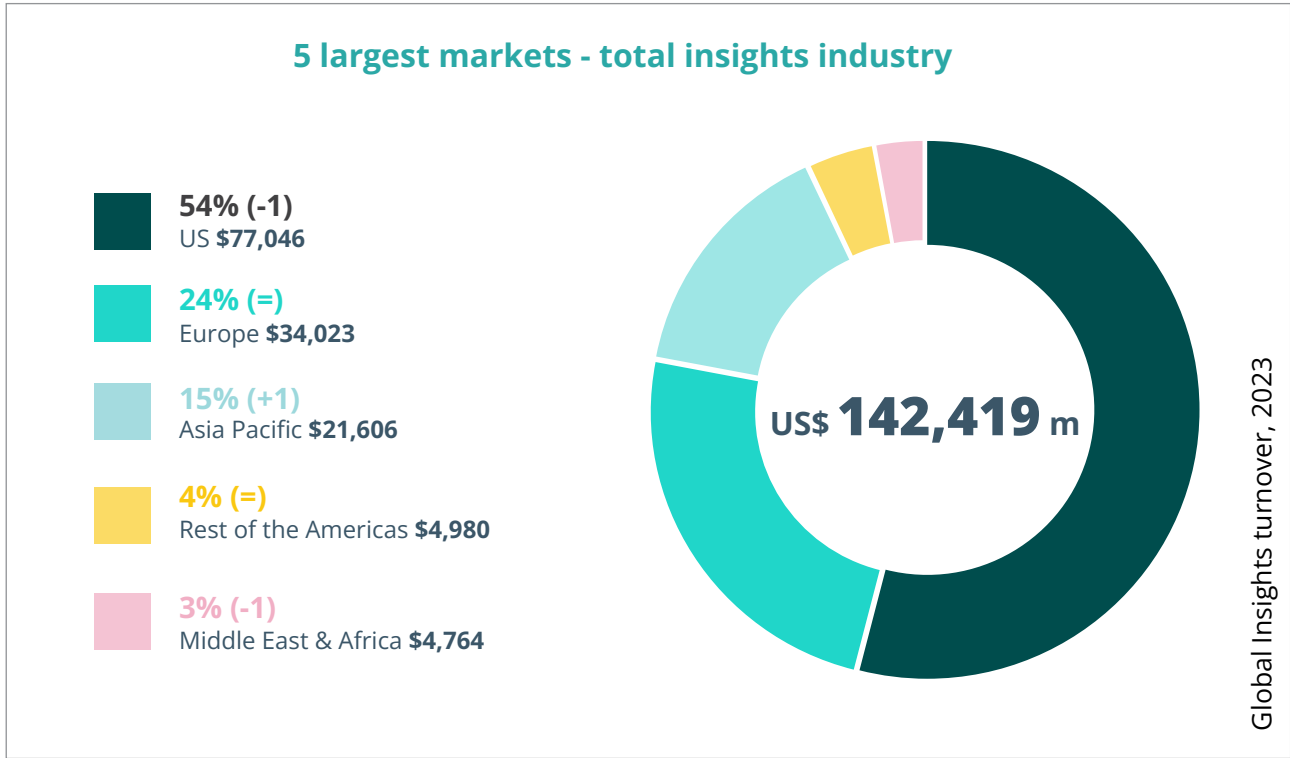
Processes & Tech

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

Note: The statements on this page are aspirational in nature and do not constitute financial guidance.

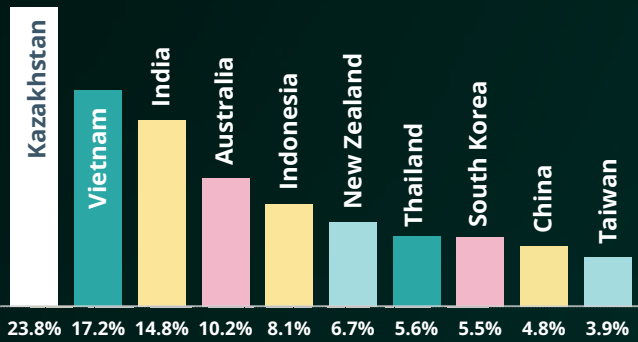
Total Addressable Market (TAM)

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.



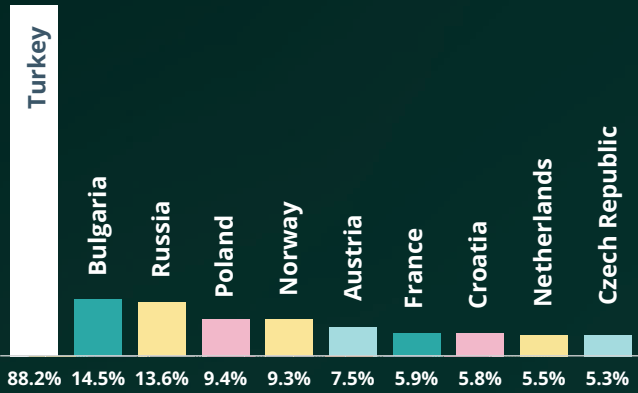
Source: ESOMAR Global Market Research 2024

Growth trends in both Asia Pacific and Europe provide exciting opportunities for Pureprofile to grow its presence in these regions



Top 10 fastest growing markets in Asia Pacific
Net growth rates in 2023 (%)

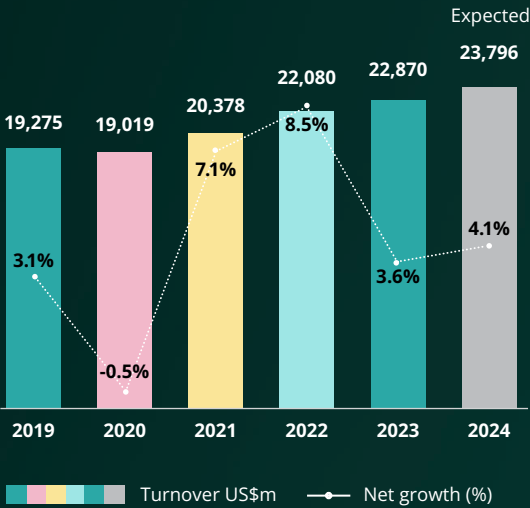
Top 10 Fastest growing markets in Europe



Only countries that participated in ESOMAR's Global Survey, and with a turnover above US\$ 10 million. Exchange rate fluctuations eliminated.

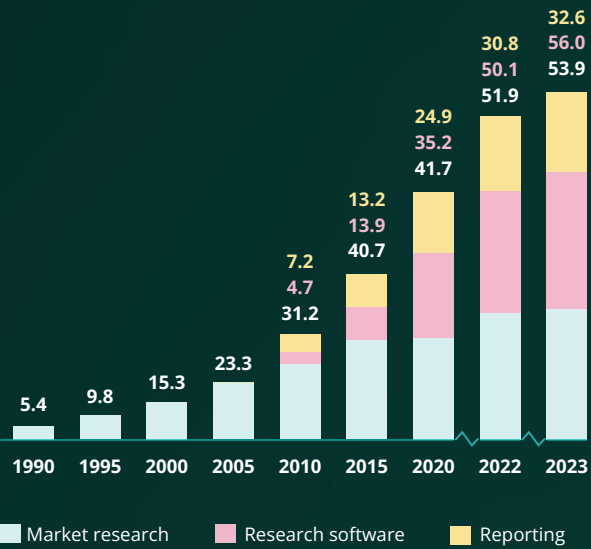
Source: ESOMAR Global Market Research 2024

Since 2019 there has been notable net growth in the US



Turnover and net growth United States

Size of the global insights industry (US\$ bn)



Market research Research software Reporting

Our Board



Michael Anderson
Non-Executive Chair



Martin Filz
Martin Filz
Managing Director and CEO

Chair & CEO's letter

Dear shareholders, partners and stakeholders,

We are pleased to present Pureprofile's Annual Report for the 2025 financial year, marking another exciting period of growth and progress. During the year, we continued to invest strategically in support of our long-term growth ambitions, while maintaining strong financial discipline. As a result, we delivered a significant increase in net profit to \$1.6 million and sustained positive cashflow generation, after accounting for our investments.

Growth was achieved across both domestic and international markets, despite an increasingly competitive landscape. We also made meaningful progress in technology development - launching new solutions, forming key partnerships, and integrating AI tools to open new revenue streams and drive greater operational efficiency.

Operating achievements

FY25 marked Pureprofile's fifth consecutive year of double-digit revenue growth, underpinned by the successful execution of our global growth strategy. Revenue for the year reached a record \$57.2 million, up 19% on the prior corresponding period (pcp), accelerating from 10% growth in FY24. EBITDA also hit a new high of \$5.2 million, up 18% on pcp, with a stable EBITDA margin of 9%. This strong performance reflects the growing adoption of our data and insights solutions by a broader client base; targeted investment; consistent momentum across key markets; and disciplined cost control across the group.

Notably, our closing cash balance of \$5.7 million, up by \$0.5 million on the previous year, was achieved including the investment in i-Link and debt repayments, highlighting our strong cash generation and disciplined capital management.

A key highlight of FY25 was the increasing contribution from our international operations. Revenue from Rest of World (ROW) grew by 28% on pcp to \$26.4 million, now representing 46% of total revenue, up from 29% in FY21. This growth was led by strong demand in the UK and US, supported by ongoing investment in sales capability and client engagement. Meanwhile, our ANZ business delivered solid 12% revenue growth to \$30.8 million, assisted by the acquisition of i-Link, which has strengthened our capabilities and deepened client relationships in an already mature market.

Platform revenue grew 23% on pcp to \$11.1 million, supported by new product launches and rising client demand for tech-enabled insights solutions. Revenue from our Top 25 clients rose by 23%, while their share of total revenue declined slightly - from 49% to 47% - reflecting a more diversified client base, which grew from 798 to 923 during the year. Annuity revenue increased to \$13.9 million, with a strong 90% repeat business rate.

Launch of new solutions

In 2025, Pureprofile launched a suite of innovative solutions designed to enhance how businesses generate insights and engage with data. Among these was Synthetic Responses, which applies synthetic data in ways tailored to address the specific challenges of scaling research. By combining this evolving technology with Pureprofile's expertise, the solution enables cost-effective, scalable insight generation, particularly in markets or segments where traditional data collection may be limited or inefficient.

In addition, our partnership with Quilt.AI led to the release of three advanced social insight solutions that apply a research lens to online discourse. These tools enable brands and marketers to analyse consumer sentiment and detect emerging trends in real time. We also introduced two powerful additions through our Datarubico platform partnership: Insights Creator, an AI-enabled self-service solution for end-to-end research execution, and Sample Only, which gives panel partners and experienced researchers flexible access to high-quality sample.

In Q1 FY26, Pureprofile will launch three new AI-driven solutions to enhance insight generation. Conversational AI will use a chatbot-style interface to blend qualitative depth with quantitative scale. Message Testing will help businesses quickly identify and refine high-performing messages across generational segments. AI Coding, powered by inca, will turn open-ended responses into structured insights efficiently and at scale.

These launches reflect our continued investment in product innovation and our commitment to delivering scalable, tech-driven insight solutions to a growing global client base. As part of this

commitment, we remain open to partnering with others and integrating best-of-breed third-party technologies where they enhance our offering. Our priority is to deliver the most effective, efficient, and valuable solutions to our clients, whether developed in-house or through strategic collaboration.

Strategy and priorities

In FY26, Pureprofile will maintain a strong focus on driving growth across its global operations. Key initiatives include deepening relationships with existing clients to grow share of wallet and capitalising on new products and solutions launched during FY25 and early FY26. The UK remains a strategic market, with targeted investment planned in both sales and operational resources to build local momentum. In parallel, the Company is actively exploring opportunities to expand its presence in the US, while continuing to grow its international panels, strengthen partnerships and deliver greater value to clients in both regions.

Improving margins is another core priority for the year ahead. Pureprofile will continue to shift its service mix from traditional managed offerings to higher-margin, tech-enabled solutions. The launch of automated client solutions is expected to enhance operating leverage, while the adoption of AI tools will support greater efficiency across the business. These efforts will be complemented by a broader focus on streamlining internal processes and ways of working, helping to create a more scalable and profitable operating model.

Acknowledgements

On behalf of the Board, we thank our clients, partners, team members, and shareholders for their continued support and commitment throughout FY25. Your contribution has been instrumental in helping Pureprofile execute its strategy and deliver on its priorities. With a solid foundation now in place and a clear focus on innovation and growth, we are well positioned to accelerate our progress. We remain confident in the Company's long-term potential and look forward to our future achievements.

Meet Our Directors



Michael Anderson
Non-Executive Chair

Michael is an accomplished Chair and Non-Executive Director with a distinguished career in leading media organisations through periods of intense competition and disruption.

As CEO of MediaWorks Group from 2016 to 2020, Michael spearheaded the integration of QMS Outdoor, establishing New Zealand's sole Radio/Outdoor business. He also facilitated the sale of MediaWorks' TV division to Discovery.

Michael's board experience is extensive. As the Non-Executive Chairman of oOh! Media, he prepared the company for a successful IPO, transforming it into a leading out-of-home media business in Australia and New Zealand.

During his tenure at Fairfax Media (Non-Executive Director, 2010-2016), he helped develop strategies that transformed the newsroom to a digital-first approach, reduced debt, and expanded new ventures like Domain and Stan.

Earlier in his career, Michael was with the Austereo Group for a total of 18 years, including 7 years as CEO. Michael has also previously held roles as Non-Executive Chairman at Oztam Pty Ltd (2010-2017), Non-Executive Director at Lux Group (2016-2017) and Villa Maria Estate (2019-2021). He is currently a Non-Executive Director at Flooring xtra and the Black Dog Institute Foundation.

Michael holds a Bachelor of Political Science from La Trobe University.



Martin Filz
Managing Director and CEO

Martin Filz is one of the most highly respected and influential leaders in global research and was appointed as CEO of Pureprofile in 2020. A pioneer of online measurement and research, Martin has more than two decades of experience as a leader across the technology, media and research sectors.

At Pureprofile, Martin leads a global team across North America, Europe and APAC. He has been responsible for restructuring and reorienting the business towards growth and building the company's market-leading data and insights capabilities.

Martin has deep knowledge and expertise across business processes, technology and sales and marketing methodologies. Prior to joining Pureprofile, he was Managing Director of Eureka AI, where he also acted as Global Chief Revenue Officer. He previously held senior positions at Kantar-owned Lightspeed Research – including stints as CEO EMEA and CEO APAC. Previous to that he was Managing Director (EMEA and APAC) at Research Now (now Dynata) and has also worked in leadership roles at Capgemini, Nielsen and Citect.

Martin is active in many digital and research bodies including The Australian Data and Insights Association (ADIA) - where he currently holds the position of Non-Executive Director, The Research Society (TRS), ESOMAR, the Market Research Society (MRS), and the Interactive Advertising Bureau (IAB).



Elizabeth Smith
Non-Executive Director

Elizabeth (Liz) Smith is an experienced Non-Executive Director and Chair of Audit and Risk. Her executive career includes Corporate Finance Partner roles at William Buck and Grant Thornton, as well as audit experience at Ernst & Young.

Liz has strong skills in finance and accounting, strategy, M&A, risk and governance and extensive experience advising businesses with strong growth aspirations. She has worked across a range of industries and for businesses ranging from small privately owned companies to large ASX listed entities. Liz is on the Board of the Australian Red Cross, DGL Group (ASX:DGL) and on Nuchev (ASX: NUC). Liz holds a Bachelor of Commerce from the University of Melbourne and a Masters of Business Administration from La Trobe University.

She is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of the Financial Services Institute of Australasia, a Fellow of the Governance Institute and is a graduate of the Australian Institute of Company Directors.



Mark Heeley
Non-Executive Director

Mark Heeley is a highly accomplished executive with a wealth of experience in building and fostering businesses in the media, marketing, software, consumer intelligence and social media management spaces. Between 1990 and 2002, Mark founded and was joint CEO of Claydon Heeley, a London based, direct marketing agency.

In the early 2000's, he became an advisor and early-stage investor in media and technology businesses, taking an active role on the boards of investee companies. He was appointed Chairman of Improveline, a UK based start-up providing property related services to the insurance industry and a Non-Executive Director of Hometrack, a digital business providing automated valuations, risk and insights to the property industry.

More recently, Mark was an early investor and Board member of Brandwatch, serving as Chairman for 12 years. Brandwatch grew rapidly from a five-person start-up to an international market leader in consumer research, with 1000+ people & offices in seven countries. The Company was acquired by private equity firm Platinum in 2021 for \$450m USD.



Adrian Gonzalez
Non-Executive Director

Adrian is a seasoned growth leader known for transforming businesses and driving sales growth, profitability, and innovation.

As CEO of Kantar Insights APAC (2016-2021), Adrian led the world's foremost brand consultancy and data analytics company, overseeing 2,000 people across 12 countries. He executed large-scale structural, digital and cultural change programs, appointed new country leaders and enhanced the client service model.

Adrian co-founded Millward Brown in Australia in 1994, expanding the business regionally to become a major

player in brand, media and communication optimisation across APAC. Upon the Company becoming part of the WPP Group, he led significant acquisitions in China, Korea, and New Zealand and formed strategic joint ventures in India, Japan, and Vietnam.

Adrian's previous management board roles have included Kantar Insights, Newspoll, various WPP subsidiaries across Asia and Africa and the China-Australia Chamber of Commerce. His community involvement spans Women Leading Change in Asia Awards, Habitat for Humanity Asia, You Can in China and the Special Olympics.

Currently, Adrian is the Head of Corporate Development & Strategy at Geoscape, a member of the Advisory Board at Quilt.AI, and a Non-Executive Director at Adgile Media Holdings.

He holds a Masters in Business Innovation, Change Management, Organisation Design and Culture from York St. John University.

The directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'group') consisting of Pureprofile Ltd (referred to hereafter as the 'company' or 'parent entity') and the entities it controlled at the end of, or during, the year ended 30 June 2025.

Directors

The following persons were directors of Pureprofile Ltd during the whole of the financial year and up to the date of this report, unless otherwise stated:

Michael Anderson - Non-Executive Director and Chair
Martin Filz - Chief Executive Officer and Managing Director
Elizabeth Smith - Non-Executive Director
Mark Heeley - Non-Executive Director
Adrian Gonzalez - Non-Executive Director

Principal activities

During the financial year, the principal continuing activities of the group consisted of the provision of profile marketing and insights technology services.

Dividends

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

Review of operations

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, inclusive of discontinued operations, resulted in 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 excluding significant items and operating profit before tax to be the two core earnings measures of the group.

The following table summarises key reconciling items between statutory profit/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	25,262	53,930
EBITDA (excluding significant items)	5,221,902	4,406,976
Add:		
EBITDA Loss (excluding significant items) from discontinued operations	-	12,695
EBITDA (excluding significant items) from continuing operations	5,221,902	4,419,671

During the financial year ended 30 June 2025 ('FY25'), Pureprofile successfully executed year 1 of stage 3 of its corporate strategy, delivering record revenue, EBITDA and NPAT while accelerating global expansion and innovation. This performance reflects the momentum of a focused growth strategy, enhanced product offering, and disciplined financial management. Stage 3 of its corporate strategy is to accelerate growth where the focus is to drive growth in key markets while improving margins through clear goals and an aligned action plan.

At the end of the financial year, the company delivered several key initiatives consistent with its corporate strategy. Key highlights included:

- Revenue reached a record \$57.2 million, up 19% on the prior corresponding period (pcp), accelerating from 10% in FY24.
- EBITDA grew 18% to \$5.2 million, with an EBITDA margin of 9% (flat on pcp), balancing strategic investment with profitability. This was achieved while preserving margin performance and continuing to invest for long-term growth.
- Net Profit After Tax (NPAT) increased to \$1.54 million (FY24: \$0.1 million), representing Pureprofile's second consecutive year of profitability
- Cash balance rose to \$5.7 million, up from \$5.2 million, after funding the \$1.25 million acquisition of i-Link and repaying \$0.2 million of debt principal, reflecting strong cash generation and disciplined capital allocation.

The group focused on delivering end-to-end solutions directly to clients, building an integrated suite of products and tools, and expanding its international footprint. Technology partnerships and the application of AI continued to enhance client value, improve internal efficiency, and support scalable global operations.

Key achievements in FY25 include:

- Rest of World (ROW) revenue grew 28% to \$26.4 million, led by strong performance in the UK and US, driven by targeted sales investment and growing demand for Pureprofile's solutions.
- ANZ revenue increased 12% to \$30.8 million, supported by robust client demand and the strategic acquisition of i-Link, reinforcing Pureprofile's market leadership.
- Platform revenue rose 23% to \$11.1 million, driven by automation, new self-service solutions and higher adoption of tools like Audience Builder.
- Top 25 clients increased spend by 23%, while total client numbers grew from 798 to 923, reflecting successful client diversification and new business growth.
- Annuity revenue increased to \$13.9 million, with repeat business at 90%, highlighting strong client retention and ongoing contract value.
- Product innovation was a key strategic focus, with new solutions launched including:
 - o Synthetic Responses, using synthetic data to enhance scale
 - o AI Social Insights (in partnership with Quilt.AI), providing sentiment analysis on online discourse
 - o Datarubico Insights Creator – an all-in-one AI-enabled self-service research tool
 - o Datarubico Sample Only, enabling flexible sample access for researchers and partners
- i-Link acquisition completed on 1 July 2024, further strengthening managed services in ANZ and contributing to revenue growth and cross-sell opportunities. The acquisition was fully funded through cash flow and is delivering strong operational and financial performance.
- ROW revenue now represents 46% of total revenue, up from 29% in FY21, reflecting long-term strategic success in reducing reliance on ANZ and increasing global market share.

Business risks

The following is a summary of material business risks that could adversely affect our financial performance and growth potential in future years and how we propose to mitigate such risks.

Macroeconomic risks

The group's financial performance is somewhat determined by current and future economic conditions such as increases in interest rates and inflation. To some extent, this is mitigated by the fact that Pureprofile operates in a number of international markets and has a diversified growing customer base from a wide range of industry sectors, thereby significantly mitigating concentration risk from being heavily exposed to one market or a single industry. The demand for market research services during challenging economic times can vary based on several factors including the industry, the economic climate, and the specific needs of businesses. Some customers may increase their investment in market research during economic downturns to better understand new market conditions, re-assess their strategies, and gain a competitive edge. These companies view market research as a critical tool for navigating uncertainty and making data-driven decisions. Conversely, some customers may cut back on "non-essential" expenditures like market research during challenging times as part of broader cost-saving measures. While traditional market research may decline, there may be a rise in demand for specialised research focused on understanding consumer behaviour during recessions, shifts in the competitive landscape, or identifying emerging opportunities as a result of the economic downturn. Some customers might focus on more targeted research efforts that promise a high ROI rather than comprehensive studies that are more cost-intensive. There may be a shift towards more cost-effective, digital methods of gathering market research, such as online surveys, social media analytics, and other web-based tools providing an opportunity for the group to leverage their technology to satisfy this demand. Government and Academic Research public sector organisations often increase research conducted during economic downturns to better inform policy.

Competitive market and changes to market trends

The group predominantly operates in the Data and Insights industry. The increasing complexity of the industry is due to the surging global interest to understand humans and the world. Innovation is constant and technology is playing an increasingly important component to deliver insights. To manage this risk, the group maintains highly experienced product development and technology teams that stay abreast of the latest advances and their industry implications. Strategic partnerships and alliances are pursued to co-develop innovative solutions, while our global growth strategy may reduce dependency on any single market. Additionally, we support continuous learning for our workforce, ensuring they remain equipped with cutting-edge skills.

Privacy and data breach

The group handles personal and sensitive information. The group continues to invest in technology and resources to manage privacy and data risks led by the Chief Technology Officer and associated subject matter experts. The group fosters a compliance-conscious environment, underpinned by mandatory training, in-house audits of information management systems, and external assurance of internal controls under ISO 27001 certification. The group has privacy policies in place, and which are reviewed on a regular basis for all jurisdictions the group operates in. An European Union ('EU') representative has been engaged to represent Pureprofile with regards to our General Data Protection Regulation ('GDPR') requirements and compliance practices.

Reliance on key personnel

There are a number of key personnel who are important to the group. They include the CEO, executive team and several commercial sales, operations and technology roles. The loss of one or more of these key personnel could have a negative impact on the business. Pureprofile seeks to mitigate this risk through maintaining its people first culture including investments in training and development opportunities, a succession planning process is in place for all key roles, alongside long-term incentive plans to retain key talent. Employee engagement is prioritised through bi-annual surveys and performance reviews, with executive team objectives centered around engagement and retention. Frequent company updates and quarterly all-hands meetings enhance communication and alignment. The group also offers benefits like a flexible and hybrid work environment, social team budgets, wellbeing initiatives, and both short-term and long-term incentive plans for executives and key staff.

Platform and Technology Risks

Pureprofile relies on its own proprietary technology and the technology of other suppliers in order to service its clients and to support and maintain its panels. There are risks that the technology may fail, become unreliable or obsolete. To mitigate these platform and technology risks, the group conducts regular assessments of our technology infrastructure to ensure it remains robust and up to date. We invest in continuous platform and system upgrades to prevent obsolescence and reduce the likelihood of failures. We also have contingency plans in place, including disaster recovery protocols and redundant systems, to minimise the impact of any technological disruptions. Furthermore, our commitment to data security and compliance with industry standards, such as ISO 27001, ensures that our technology platforms are secure and resilient against potential threats.

Regulatory and Compliance Risks

Recent amendments to the Corporations Act 2001 have introduced mandatory sustainability reporting obligations for certain entities in Australia. This mandatory sustainability reporting will be applicable for Pureprofile for the first time for the year ending 30 June 2028 based on our current size, growth and the reporting thresholds in the Corporations Act.

Cybersecurity and Information technology ('IT') infrastructure

The group reviews its cybersecurity resilience by conducting regular penetration and security testing. The group has worked with an external IT consultant to implement the essential 8 framework which is a series of mitigation strategies to combat cyber security incidents. Amazon web services ('AWS') is used for all infrastructure services providing access to comprehensive compliance controls. AWS supports and implements a number of security standards and compliance certifications, helping Pureprofile to satisfy compliance requirements for all regulatory agencies around the globe. The group has two factor authentication enforced on all web based systems. All third party technology suppliers are ISO 27001 accredited.

Significant changes in the state of affairs

On 1 July 2024, the company, through its subsidiary Pureprofile Australia Pty Ltd, completed the Transaction agreement with i-Link Research Solutions Pty Ltd ('i-Link').

There were no other significant changes in the state of affairs of the group during the financial year.

Matters subsequent to the end of the financial year

No matter or circumstance has arisen since 30 June 2025 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

Likely developments and expected results of operations

During the year, Pureprofile continued to focus on accelerating growth and enhancing operational efficiencies, laying the foundation for long-term success. The company is committed to expanding internationally, leveraging AI and automation, and driving higher profitability through strategic investments and process improvements. Looking ahead to FY26 and FY27, Pureprofile will continue investing in global expansion, platform scale, and margin enhancement.

Key focus areas include:

- Driving Growth
 - o Expand client share of wallet globally
 - o Monetise products/solutions launched during FY25 and early FY26
 - o Targeted investment into the UK via sales and operational headcount
 - o Exploring opportunities in the US
 - o Expand global data assets to support deeper partnerships within the UK and US
- Improving Margins
 - o Progressively shift our mix of client solutions from managed services to tech enabled solutions
 - o Launch automated client solutions - delivering a higher operating margin
 - o Utilise AI tools to improve internal operating efficiency
 - o Streamline our ways of working

Environmental regulation

The group is not subject to any significant environmental regulation under Australian Commonwealth or State law.

Information on directors

Name:	Michael Anderson
Title:	Non-Executive Director and Chair
Qualifications:	Bachelor of Political Science from La Trobe University
Experience and expertise:	Michael is an accomplished Chairman and Non-Executive Director with a distinguished career in leading media organisations through periods of intense competition and disruption. His expertise lies in strategic thinking, marketing, and innovation, making him adept at navigating fluid markets. As CEO of MediaWorks Group from 2016 to 2020, Michael spearheaded the integration of QMS Outdoor, establishing New Zealand's sole Radio/Outdoor business. He also facilitated the sale of MediaWorks' TV division to Discovery, a landmark transaction that positioned the company for future growth and sustainability. Michael's board experience is extensive. As the Non-Executive Chairman of oOh! Media, he prepared the company for a successful IPO, transforming it into a leading out-of-home media business in Australia and New Zealand through digital integration and consumer insights driven by data. During his tenure at Fairfax Media (Non-Executive Director, 2010-2016), he helped develop strategies that transformed the newsroom to a digital-first approach, reduced debt, and expanded new ventures like Domain and Stan. Earlier in his career, Michael was with the Austereo Group for a total of 18 years, including 7 years as CEO. Michael has also previously held roles as Non-Executive Chairman at Oztam Pty Ltd (2010-2017), Non-Executive Director at Lux Group (2016-2017) and Villa Maria Estate (2019-2021). He is currently a Non-Executive Director at Flooring xtra and the Black Dog Institute Foundation.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	None
Interests in options:	None
Interests in rights:	None

Name:	Martin Filz
Title:	Chief Executive Officer and Managing Director
Qualifications:	Institutional Management - Northampton College
Experience and expertise:	Martin is one of the most well-respected and influential individuals in the market research industry and has held senior executive roles as Managing Director of EMEA & APAC at Research Now (now a part of Dynata) and CEO of EMEA / APAC at Kantar-owned, Lightspeed GMI. Most recently, Martin was the Managing Director and Chief Revenue Officer of Eureka AI, a business intelligence platform, which generates actionable insights from mobile data.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	22,494,190 ordinary shares
Interests in options:	10,955,903
Interests in rights:	8,993,938
Name:	Elizabeth Smith
Title:	Non-Executive Director
Qualifications:	Liz holds a Bachelor of Commerce from the University of Melbourne and a Masters of Business Administration from La Trobe University. She is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of the Financial Services Institute of Australasia, a Fellow of the Governance Institute and is a graduate of the Australian Institute of Company Directors.
Experience and expertise:	Elizabeth (Liz) Smith is an experienced Non-Executive Director and Chair of Audit and Risk. Her executive career includes Corporate Finance Partner roles at William Buck and Grant Thornton, as well as audit experience at Ernst & Young. Liz has strong skills in finance and accounting, strategy, M&A, risk and governance and extensive experience advising businesses with strong growth aspirations. She has worked across a range of industries (including retail, advertising and technology) and for businesses ranging from small privately owned companies to large ASX listed entities. Liz is also on the Board of the Australian Red Cross, Nuchev (ASX: NUC) and DGL Group Limited (ASX: DGL).
Other current directorships:	Nuchev (ASX: NUC); DGL Group Limited (ASX: DGL)
Former directorships (last 3 years):	BikeExchange (ASX: BEX)
Special responsibilities:	None
Interests in shares:	None
Interests in options:	None
Interests in rights:	None

Name:	Mark Heeley
Title:	Non-Executive Director
Qualifications:	Mark Heeley holds a Bachelor degree from Durham University, United Kingdom.
Experience and expertise:	Mark Heeley is a highly accomplished executive with a wealth of experience in building and fostering businesses in the media, marketing, software, consumer intelligence and social media management spaces.
	Between 1990 and 2002, Mark founded and was joint CEO of Claydon Heeley, a London based, direct marketing agency. The business had offices in London and Beijing with 100+ employees when it was acquired in 1998 by Omnicon.
	In the early 2000's, he became an advisor and early-stage investor in media and technology businesses, taking an active role on the boards of investee companies. He was appointed Chairman of Improveline, a UK based start-up providing property related services to the insurance industry and a Non-Executive Director of Hometrack, a digital business providing automated valuations, risk and insights to the property industry.
	More recently, Mark was an early investor and Board member of Brandwatch, serving as Chairman for 12 years. Brandwatch grew rapidly from a five-person start-up to an international market leader in consumer research, employing 1000+ people, with offices in seven countries. Brandwatch's technology provides real time consumer insights to clients using a SaaS based platform. The Company was acquired by private equity firm Platinum in 2021 for \$450m USD.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	16,232,231 ordinary shares
Interests in options:	None
Interests in rights:	None

Name:	Adrian Gonzalez
Title:	Non-Executive Director
Qualifications:	Masters in Business Innovation, Change Management, Organisation Design and Culture from York St. John University
Experience and expertise:	Adrian is a seasoned growth leader known for transforming businesses and driving sales growth, profitability, and innovation.
	As CEO of Kantar Insights APAC (2016-2021), Adrian led the world's foremost brand consultancy and data analytics company, overseeing 2,000 people across 12 countries. He executed large-scale structural, digital, and cultural change programs, appointed new country leaders, and enhanced the client service model.
	Adrian co-founded Millward Brown in Australia in 1994, expanding the business regionally to become a major player in brand, media, and communication optimisation across APAC. Upon the Company becoming part of the WPP Group, he led significant acquisitions in China, Korea, and New Zealand, and formed strategic joint ventures in India, Japan, and Vietnam. His leadership in China resulted in the merger of Millward Brown and ACSR, creating the country's largest data-led brand builder.
	Adrian's previous board roles have included Kantar Insights, Newspoll, various WPP subsidiaries across Asia and Africa and the China-Australia Chamber of Commerce. His community involvement spans Women Leading Change in Asia Awards, Habitat for Humanity Asia, You Can in China and the Special Olympics.
	Currently, Adrian is the Head of Corporate Development & Strategy at Geoscape, a member of the Advisory Board at Quilt.AI, and a Non-Executive Director at Adgile Media Holdings.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	None
Interests in options:	None
Interests in rights:	None

* Interests in shares, options and rights are correct as at the date that the individual ceased to be a director of the company.

'Other current directorships' quoted above are current directorships for listed entities only and excludes directorships of all other types of entities, unless otherwise stated.

'Former directorships (last 3 years)' quoted above are directorships held in the last 3 years for listed entities only and excludes directorships of all other types of entities, unless otherwise stated.

Company secretary

Mr Lee Tamplin resigned as the Company Secretary on 22 September 2023 and was re-appointed on 1 March 2025. Lee is the founder and Managing Director of Comply Corporate Advisory, a professional services company specialising in company secretarial and corporate advisory services. He has served as company secretary for several ASX-listed companies including Pureprofile from 2020 to 2023. Prior to founding Comply Corporate Advisory, Lee managed the largest team of outsourced company secretaries in Australia. He is a graduate of the Australian Institute of Company Directors and holds a Graduate Diploma of Applied Corporate Governance and Risk Management from the Governance Institute of Australia.

Meetings of directors

The number of meetings of the company's Board of Directors ('the Board') held during the year ended 30 June 2025, and the number of meetings attended by each director were:

	Full Board	
	Attended	Held
Michael Anderson	10	10
Martin Filz	9	10
Elizabeth Smith	10	10
Mark Heeley	6	10
Adrian Gonzalez	10	10

Held: represents the number of meetings held during the time the director held office.

The responsibilities ordinarily reserved for the Audit and Risk Committee and the Nomination and Remuneration Committee were undertaken by the full Board during the year ended 30 June 2025.

Remuneration report (audited)

The directors of Pureprofile present the Remuneration Report for the group for the year ended 30 June 2025. The Remuneration Report forms part of the Directors Report and has been audited in accordance with the requirements of the Corporations Act 2001 and its Regulations.

The Remuneration Report details the remuneration arrangements for the group’s Key Management Personnel ('KMP'). Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including all directors.

Name	Title	Term
Non-Executive Directors		
Michael Anderson	Chair	Full Financial Year
Elizabeth Smith	Director	Full Financial Year
Mark Heeley	Director	Full Financial Year
Adrian Gonzalez	Director	Full Financial Year
Executive Director		
Martin Filz	Chief Executive Officer and Managing Director	Full Financial Year
Other Key Executives		
Melinda Sheppard	Chief Operating Officer and Chief Financial Officer	Full Financial Year

The remuneration report is set out under the following main headings:

- Remuneration structure and framework review
- Remuneration principles
- Details of remuneration
- Service agreements
- Share-based compensation
- Additional disclosures relating to key management personnel

Remuneration structure and framework review

In FY24, the directors of Pureprofile completed a comprehensive review of the group’s remuneration structure and framework to ensure it remained effective in motivating, engaging, and rewarding executives and employees, while maintaining strong alignment with shareholder interests. The outcomes of this review have informed the group’s FY25 remuneration strategy. The directors remain committed to a remuneration framework that supports the group’s corporate growth objectives and the successful delivery of its strategic priorities, and will continue to review the structure annually, enhancing it where appropriate to reflect evolving business needs, market conditions, and governance expectations.

Following consultation with shareholders and key executive management, the directors introduced a revised short-term incentive plan effective from FY24. Whereas in previous years the plan was delivered in equity, from FY24 it has been provided as a cash-based reward, with the directors retaining discretion to grant equity should business conditions warrant. The directors have determined to continue with this short-term incentive structure for FY25. In line with the approach taken in FY24, the directors have not implemented a new long-term incentive structure for FY25 but may consider introducing one in future years should business requirements and market conditions warrant. The incentive framework will be reviewed annually to ensure it remains competitive, performance-focused, and aligned with the group’s strategic objectives, as well as the governance and market expectations applicable to an ASX-listed company.

Remuneration principles

The objective of the group's executive reward framework is to ensure reward for performance is competitive and appropriate for the results delivered. The Board of Directors ('the Board') seeks to ensure that executive reward satisfies the following key criteria for good reward governance practices:

- competitiveness and reasonableness;
- acceptability to shareholders;
- performance linkage / alignment of executive compensation; and
- transparency.

The Board is responsible for reviewing and approving remuneration packages and policies relating to the directors and executives and to ensure that the remuneration policies and practices are consistent with the group's strategic goals and human resource objectives.

The reward framework is designed to align executive reward to shareholders' interests. The Board has considered that it should seek to enhance shareholders' interests by:

- having economic profit as a core component of plan design;
- focusing on sustained growth in shareholder wealth, consisting of dividends and growth in share price, and delivering constant or increasing return on assets as well as focusing the executive on key non-financial drivers of value; and
- attracting and retaining high calibre executives.

Additionally, the reward framework should seek to enhance executives' interests by:

- rewarding capability and experience;
- reflecting competitive reward for contribution to growth in shareholder wealth; and
- providing a clear structure for earning rewards.

In accordance with best practice corporate governance, the structure of non-executive director and executive director remuneration is separate.

Non-executive directors' remuneration

Fees and payments to non-executive directors reflect the demands and responsibilities of their role. Non-executive directors' fees and payments are reviewed annually by the Board. The Board may, from time to time, receive advice from independent remuneration consultants to ensure non-executive directors' fees and payments are appropriate and in line with the market. The Chair's fees are determined independently to the fees of other non-executive directors based on comparative roles in the external market. The Chair is not present at any discussions relating to the determination of their own remuneration. Non-executive directors do not receive short-term incentives and their remuneration must not include a commission on, or a percentage of, operating revenue.

ASX listing rules require the aggregate non-executive director's remuneration be determined periodically by a general meeting. Under the company's constitution and as set out in the IPO Prospectus, total aggregate remuneration available to non-executive directors is set currently at \$600,000 per annum. Non-executive director fees (directors' fees and committee fees, inclusive of superannuation) proposed for the year ending 30 June 2026 are summarised as follows:

Name	FY 2026 Fees
Michael Anderson	\$140,000
Elizabeth Smith	\$70,000
Mark Heeley	\$70,000
Adrian Gonzalez	\$70,000

All directors are also eligible for additional long term incentives under the company's Long Term Incentive plan ('LTI'). The company from time to time grants directors share options under the LTI. Refer to Long Term Incentives section below for key terms and conditions of the LTI.

Executive remuneration

The group aims to reward executives based on their position and responsibility, with a level and mix of remuneration which has both fixed and variable components.

The executive remuneration and reward framework has four components:

- base pay and non-monetary benefits;
- short-term performance incentives;
- long-term incentives; and
- other remuneration such as superannuation and long service leave.

The combination of these comprises the executive's total remuneration. The remuneration packages for executives are considered and approved by the Board. At the absolute discretion of the Board, the company may seek external advice on the appropriate level and structure of remuneration packages from time to time.

Fixed remuneration, consisting of base salary, superannuation and non-monetary benefits, is reviewed annually by the Board based on individual and business unit performance, the overall performance of the group and comparable market remuneration.

Executives may receive their fixed remuneration in the form of cash or other fringe benefits (for example motor vehicle benefits) where it does not create any additional costs to the group and provides additional value to the executive.

The short-term incentives ('STI') program is designed to align the targets of the business units with the performance hurdles of executives. Under the STI, eligible executives may be offered cash incentives ('rewards'), rights or options to acquire shares which may be subject to vesting conditions set by the Board. Each offer of rewards, grant of rights or options under the STI is, or will be, on the terms generally described as follows:

- the Board will determine the total dollar amount of the STI, calculated as a percentage of their salary package;
- the payment (or part payment) of the STI will be subject to fulfilment (or part fulfilment) of performance conditions set by the Board;
- any STI that becomes payable will be paid in cash or by the grant of rights or by the grant of options to receive shares of equivalent value (as determined by the Board at the time of grant);
- rights or options will vest progressively over the periods which were determined by the Board at the time of the grant;
- the expiration date will be determined by the Board at the time of the grant;
- the exercise price is set by the Board at the time of the grant;
- rights or options holders are not entitled to participate in new issues of shares or other securities made by the company to holders of shares without exercising the rights or options before the record date for the relevant issue;
- if, prior to the exercise of a right or option, the company makes a pro rata bonus issue to the holders of its shares, and the right or option is not exercised prior to the record date in respect of that bonus issue, the right or option will, when vested, entitle the holder to one share plus the number of bonus shares which would have been issued to the holder if the right or option had been exercised prior to the record date; and
- if, prior to the exercise of a right or option, the company undergoes a reorganisation of capital (other than by way of a bonus issue for cash), the terms of the rights or options will be changed to the extent necessary to comply with the ASX Listing Rules as they apply at the relevant time.

From FY24, the directors agreed that the short-term incentive plan will be cash-based reward versus an equity grant, with the directors maintaining discretion to pay in equity if the business conditions so dictate.

Percentage of STI awarded and forfeited for Executive KMP during the financial year

Details of the STI outcomes received by Executive KMP during the financial year are outlined in the table below:

Executive KMP	Year	Percentage of STI award granted	Percentage of STI award forfeited
Martin Filz	2025	98.4%	1.6%
	2024	53.6%	46.4%
	2023	72.0%	28.0%
	2022	98.4%	1.6%
Melinda Sheppard	2025	98.4%	1.6%
	2024	53.6%	46.4%
	2023	72.0%	28.0%
	2022	99.4%	0.6%

The long-term incentives are share-based payments. The company has previously adopted a long term incentive plan ('LTI') in order to assist in the motivation and retention of key staff. There were no long-term incentive plans implemented for FY24 and FY25.

Under the prior LTI, eligible executives and employees may be given rights or options to acquire shares which may be subject to vesting conditions set by the Board. Each grant of rights or options under the LTI is, or will be, on the terms generally described as follows:

- the Board will determine the number of rights or options to be granted to each eligible employee;
- rights or options will vest progressively over the periods which were determined by the Board at the time of the grant;
- the expiration date will be determined by the Board at the time of the grant;
- the exercise price is set by the Board at the time of the grant;
- rights or options holders are not entitled to participate in new issues of shares or other securities made by the company to holders of shares without exercising the rights or options before the record date for the relevant issue;
- if, prior to the exercise of a right or option, the company makes a pro rata bonus issue to the holders of its shares, and the right or option is not exercised prior to the record date in respect of that bonus issue, the right or option will, when vested, entitle the holder to one share plus the number of bonus shares which would have been issued to the holder if the right or option had been exercised prior to the record date; and
- if, prior to the exercise of a right or option, the company undergoes a reorganisation of capital (other than by way of a bonus issue for cash), the terms of the rights or options will be changed to the extent necessary to comply with the ASX Listing Rules as they apply at the relevant time.

Percentage of LTI awarded and forfeited for Executive KMP during the financial year

Details of the LTI outcomes received by Executive KMP during the financial year are outlined in the table below:

Executive KMP	Year	Percentage of LTI award granted	Percentage of LTI award forfeited
Martin Filz	2025	0.0%	0.0%
	2024	0.0%	0.0%
	2023	100%*	0.0%
	2022	84.5%	15.5%
Melinda Sheppard	2025	0.0%	0.0%
	2024	0.0%	0.0%
	2023	100%*	0.0%
	2022	84.5%	15.5%

* 100% provided for and will be measured at the end of 3 years performance period.

Group performance and link to remuneration

Remuneration for certain individuals is directly linked to the performance of the group. A portion of cash bonus and incentive payments are dependent on defined revenue and earnings targets being met.

Consequences of performance on shareholder wealth

In considering the group's performance and benefits to shareholder wealth, the board has had regard to the share price, EBITDA excluding significant items and profit after tax in respect of the current financial year and the previous four financial years.

	2025	2024	2023	2022	2021
Share price	\$0.044	\$0.021	\$0.025	\$0.044	\$0.027
EBITDA (excluding significant items) at financial year end (\$)	5,221,902	4,406,976	4,299,188	4,005,964	3,141,689
Profit/(loss) after tax (\$)	1,538,778	94,352	(2,159,208)	(2,164,277)	2,811,156

Use of remuneration consultants

During the financial year ended 30 June 2025, the group did not engage any remuneration consultants to review or provide recommendations regarding the group's remuneration practices, including share-based incentive programs. All decisions regarding remuneration were made internally by the board, free from any undue influence by Executive KMPs.

Voting and comments made at the company's 2024 Annual General Meeting ('AGM')

At the 2024 AGM, 75% of the votes received supported the adoption of the remuneration report for the year ended 30 June 2024.

Details of remuneration

Amounts of remuneration

Details of the remuneration of key management personnel of the group are set out in the following tables.

The key management personnel of the group consisted of the following directors of Pureprofile Ltd:

- Michael Anderson - Non-Executive Director and Chair
- Martin Filz - Chief Executive Officer and Managing Director
- Elizabeth Smith - Non-Executive Director
- Mark Heeley - Non-Executive Director
- Adrian Gonzalez - Non-Executive Director

And the following person:

- Melinda Sheppard - Chief Operating Officer/Chief Financial Officer

	Short-term benefits			Post-employment benefits	Long-term benefits	Share-based payments	
	Cash salary and fees	Cash bonus	Other	Super-annuation	Employee leave	Equity-settled*	Total
2025	\$	\$	\$	\$	\$	\$	\$
<i>Non-Executive Directors:</i>							
M. Anderson	138,063	-	-	-	-	-	138,063
E. Smith	70,000	-	-	-	-	-	70,000
M. Heeley	62,780	-	-	7,220	-	-	70,000
A. Gonzalez	65,187	-	-	4,813	-	-	70,000
<i>Executive Directors:</i>							
M. Filz	470,458	345,239	-	30,000	-	57,923	903,620
<i>Other Key Management Personnel:</i>							
M. Sheppard	349,954	261,057	-	30,000	-	21,556	662,567
	1,156,442	606,296	-	72,033	-	79,479	1,914,250

- * Share-based payments for M. Filz consists of performance rights of \$57,923. Share-based payments for M. Sheppard consists of options of \$4,665 and performance rights of \$16,891.

	Short-term benefits			Post-employment benefits	Long-term benefits	Share-based payments	
	Cash salary and fees	Cash bonus	Other	Super-annuation	Employee leave	Equity-settled**	Total
2024	\$	\$	\$	\$	\$	\$	\$
<i>Non-Executive Directors:</i>							
M. Anderson*	11,667	-	-	-	-	-	11,667
L. Jenkinson*	165,375	-	-	-	-	63,432	228,807
A. Hitchcock*	70,320	-	-	-	-	-	70,320
E. Smith	70,000	-	-	-	-	-	70,000
M. Heeley*	44,710	-	-	4,918	-	-	49,628
A. Gonzalez*	5,255	-	-	578	-	-	5,833
<i>Executive Directors:</i>							
M. Filz	416,500	150,115	-	27,500	-	274,196	868,311
<i>Other Key Management Personnel:</i>							
M. Sheppard	309,590	111,780	-	35,124	-	159,512	616,006
	1,093,417	261,895	-	68,120	-	497,140	1,920,572

- * Represents remuneration from the date of appointment and/or to the date of resignation

- ** Share-based payments for M. Filz consists of options of \$11,131 and performance rights of \$263,065. Share-based payments for M. Sheppard consists of options of \$69,572 and performance rights of \$89,939.

The proportion of remuneration linked to performance and the fixed proportion are as follows:

Name	Fixed remuneration		At risk - STI		At risk - LTI	
	2025	2024	2025	2024	2025	2024
<i>Non-Executive Directors:</i>						
M. Anderson	100%	100%	-	-	-	-
L. Jenkinson	-	72%	-	-	-	28%
A. Hitchcock	100%	100%	-	-	-	-
E. Smith	100%	100%	-	-	-	-
A. Gonzalez	100%	100%	-	-	-	-
M. Heeley	100%	100%	-	-	-	-
<i>Executive Directors:</i>						
M. Filz	55%	51%	38%	17%	6%	32%
<i>Other Key Management Personnel:</i>						
M. Sheppard	57%	56%	39%	18%	3%	26%

Service agreements

Remuneration and other terms of employment for key management personnel are formalised in service agreements. Details of these agreements are as follows:

Name:	Michael Anderson
Title:	Non-Executive Director and Chair
Agreement commenced:	1 June 2024
Term of agreement:	Mr Anderson's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary for the year ended 30 June 2025 of \$140,000 excluding any GST, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to short-term and long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Martin Filz
Title:	Chief Executive Officer and Managing Director
Agreement commenced:	3 August 2020
Term of agreement:	No fixed end date
Details:	Base salary of \$450,000 plus superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies. Reimbursement of reasonable out-of-pocket expenses incurred in connection with the performance of duties. 3 month termination notice period by either party. Eligibility to short-term and long-term incentives, under the Incentives Scheme, which defines the amount, form, frequency, KPI's and targets to which the incentives relate.

Name:	Elizabeth Smith
Title:	Non-Executive Director
Agreement commenced:	1 March 2023
Term of agreement:	Ms Smith's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary for the year ended 30 June 2025 of \$70,000 excluding any GST, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to short-term and long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Mark Heeley
Title:	Non-Executive Director
Agreement commenced:	17 October 2023
Term of agreement:	Mr Heeley's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary for the year ended 30 June 2025 of \$70,000 inclusive of superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to short-term and long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Melinda Sheppard
Title:	Chief Operating Officer/Chief Financial Officer
Agreement commenced:	25 June 2018
Term of agreement:	No fixed end date
Details:	Base salary for the year ended 30 June 2025 of \$340,766 plus superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies. Reimbursement of reasonable out-of-pocket expenses incurred in connection with the performance of duties. 3 month termination notice period by either party. Eligibility to short-term and long-term incentives, under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Adrian Gonzalez
Title:	Non-Executive Director
Agreement commenced:	1 June 2024
Term of agreement:	Mr Gonzalez's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary for the year ended 30 June 2025 of \$70,000 inclusive of superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to short-term and long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Key management personnel have no entitlement to termination payments in the event of removal for misconduct.

Share-based compensation

Issue of shares

There were no shares issued to directors and other key management personnel as part of compensation during the year ended 30 June 2025 (2024: nil).

Options

The terms and conditions of each grant of options over ordinary shares affecting remuneration of directors and other key management personnel in this financial year or future reporting years are as follows:

Name	Number of options granted	Grant date	Vesting date and exercisable date	Expiry date	Exercise price	Fair value per option at grant date
M. Sheppard	2,826,413	16/09/2021	01/09/2024	16/09/2026	\$0.027	\$0.034

Options granted carry no dividend or voting rights.

All options were granted over unissued fully paid ordinary shares in the company. The number of options granted was determined having regard to the satisfaction of performance measures and weightings as described above in the section 'Group performance and link to remuneration'. Options vest based on the provision of service over the vesting period whereby the executive becomes beneficially entitled to the option on vesting date. Options are exercisable by the holder as from the vesting date. There has not been any alteration to the terms or conditions of the grant since the grant date. There are no amounts paid or payable by the recipient in relation to the granting of such options other than on their potential exercise.

Values of options over ordinary shares granted, exercised and forfeited for directors and other key management personnel as part of compensation during the year ended 30 June 2025 are set out below:

Name	Value of options granted during the year \$	Value of options exercised during the year \$	Value of options forfeited during the year \$
M. Sheppard	-	-	-

Share rights

There were no share rights over ordinary shares issued to directors and other key management personnel that affect their remuneration in this financial year or future financial years.

Performance rights

The terms and conditions of each grant of performance rights over ordinary shares affecting remuneration of directors and other key management personnel in this financial year or future reporting years are as follows:

Name	Number of rights granted	Grant date	Vesting date and exercisable date	Expiry date	Fair value per right at grant date
M. Filz	3,333,333	26/10/2021	01/09/2024	26/10/2026	\$0.060
M. Filz	3,088,636	13/12/2022	01/09/2024	13/12/2027	\$0.033
M. Filz	3,088,637	13/12/2022	01/09/2025	13/12/2027	\$0.033
M. Sheppard	1,095,188	13/12/2022	01/09/2024	13/12/2027	\$0.033
M. Sheppard	1,095,188	13/12/2022	01/09/2025	13/12/2027	\$0.033

Performance rights granted carry no dividend or voting rights.

All performance rights were granted over unissued fully paid ordinary shares in the company. The number of performance rights granted was determined having regard to the satisfaction of performance measures and weightings as described above in the section 'Group performance and link to remuneration'. Performance rights vest based on the provision of service over the vesting period whereby the executive becomes beneficially entitled to the rights on vesting date. Performance rights are exercisable by the holder as from the vesting date. There has not been any alteration to the terms or conditions of the grant since the grant date. There are no amounts paid or payable by the recipient in relation to the granting of such rights other than on their potential exercise.

Values of performance rights over ordinary shares granted, exercised and lapsed for directors and other key management personnel as part of compensation during the year ended 30 June 2025 are set out below:

Name	Value of rights granted during the year \$	Value of rights exercised during the year \$	Value of rights lapsed during the year \$
M. Filz	-	-	-
M. Sheppard	-	-	-

Additional disclosures relating to key management personnel

Shareholding

The number of shares in the company held during the financial year by each director and other members of key management personnel of the group, including their personally related parties, is set out below:

	Balance at the start of the year	Received as part of remuneration	Additions	Disposals/ other	Balance at the end of the year
Ordinary shares					
M. Filz	33,716,412	-	-	(11,222,222)	22,494,190
M. Sheppard	5,857,775	-	-	(5,857,775)	-
M. Heeley	16,232,231	-	-	-	16,232,231
	55,806,418	-	-	(17,079,997)	38,726,421

Option holding

The number of options over ordinary shares in the company held during the financial year by each director and other members of key management personnel of the group, including their personally related parties, is set out below:

	Balance at the start of the year	Granted	Exercised	Disposals/ other	Balance at the end of the year
Options over ordinary shares					
M. Filz	10,955,903	-	-	-	10,955,903
M. Sheppard	17,347,772	-	-	-	17,347,772
	28,303,675	-	-	-	28,303,675

Employees have the option to use a cashless exercise as a method for exercising options without the need for the employees to make a cash payment to cover the exercise price. If this method is used, the resulting number of fully paid shares issued differs to the number of options exercised.

Performance rights holding

The number of performance rights over ordinary shares in the company held during the financial year by each director and other members of key management personnel of the group, including their personally related parties, is set out below:

	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
Performance rights over ordinary shares					
M. Filz	8,993,950	-	-	-	8,993,950
M. Sheppard	2,190,384	-	-	-	2,190,384
	11,184,334	-	-	-	11,184,334

Other transactions with key management personnel and their related parties

During the financial year, expenses totalling \$5,207 (2024: \$8,857) were reimbursed to key management personnel. There were no loans to or from key management personnel at the current and previous reporting date.

This concludes the remuneration report, which has been audited.

Shares under option

There were no unissued ordinary shares of Pureprofile Ltd under option outstanding at the date of this report.

Grant date	Expiry date	Exercise price	Number under option
29/01/2021	01/04/2026	0.020	29,028,347
16/09/2021	16/09/2026	0.027	19,946,995
16/09/2021	16/09/2026	0.027	17,210,667
27/06/2022	16/02/2026	0.053	2,000,000
27/11/2023	26/11/2028	0.028	5,000,000
			<u>73,186,009</u>

Shares issued on the exercise of options

The following ordinary shares of Pureprofile Ltd were issued during the year ended 30 June 2025 and up to the date of this report on the exercise of options granted:

Grant date	Exercise price	Number of shares issued
29/01/2021	\$0.020	5,797,545
16/09/2021	\$0.027	540,770
16/09/2021	\$0.027	252,460
		<u>6,590,775</u>

Shares under share rights

Unissued ordinary shares of Pureprofile Ltd under share rights at the date of this report are as follows:

Grant date	Expiry date	Number under rights
29/01/2021	01/04/2026	14,000,000
17/02/2023	17/02/2028	17,272,936
		<u>31,272,936</u>

No person entitled to exercise the share rights had or has any right by virtue of the right to participate in any share issue of the company or of any other body corporate.

Shares issued on the exercise of share rights

There were no ordinary shares of Pureprofile Ltd issued on the exercise of share rights during the year ended 30 June 2025 and up to the date of this report.

Shares under performance rights

Unissued ordinary shares of Pureprofile Ltd under performance rights at the date of this report are as follows:

Grant date	Expiry date	Number under rights
26/10/2021	26/10/2026	2,816,666
13/12/2022	13/12/2027	8,792,337
20/12/2022	20/12/2027	1,693,361
20/12/2022	20/12/2027	4,467,091
		<u>17,769,455</u>

No person entitled to exercise the performance rights had or has any right by virtue of the performance rights to participate in any share issue of the company or of any other body corporate.

Shares issued on the exercise of performance rights

The following ordinary shares of Pureprofile Ltd were issued during the year ended 30 June 2025 and up to the date of this report on the exercise of performance rights granted:

Grant date	Exercise price	Number of shares issued
20/12/2022	\$0.000	1,034,179
20/12/2022	\$0.000	1,940,342
		<u>2,974,521</u>

Indemnity and insurance of officers

The company has indemnified the directors, officers and executives of the company for costs incurred, in their capacity as a director or executive, for which they may be held personally liable, except where there is a lack of good faith.

During the financial year, the company paid a premium in respect of a contract to insure the directors, officers and executives of the company against a liability to the extent permitted by the Corporations Act 2001. The contract of insurance prohibits disclosure of the nature of the liability and the amount of the premium.

Indemnity and insurance of auditor

The company has not, during or since the end of the financial year, indemnified or agreed to indemnify the auditor of the company or any related entity against a liability incurred by the auditor.

During the financial year, the company has not paid a premium in respect of a contract to insure the auditor of the company or any related entity.

Proceedings on behalf of the company

No person has applied to the Court under section 237 of the Corporations Act 2001 for leave to bring proceedings on behalf of the company, or to intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or part of those proceedings.

Audit and non-audit services

Details of the amounts paid or payable to the auditor for audit and non-audit services provided during the financial year by the auditor are outlined in note 28 to the financial statements.

The directors are satisfied that the provision of non-audit services during the financial year, by the auditor (or by another person or firm on the auditor's behalf), is compatible with the general standard of independence for auditors imposed by the Corporations Act 2001.

The directors are of the opinion that the services as disclosed in note 28 to the financial statements do not compromise the external auditor's independence requirements of the Corporations Act 2001 for the following reasons:

- all non-audit services have been reviewed and approved to ensure that they do not impact the integrity and objectivity of the auditor; and
- none of the services undermine the general principles relating to auditor independence as set out in APES 110 Code of Ethics for Professional Accountants (including Independence Standards) issued by the Accounting Professional and Ethical Standards Board, including reviewing or auditing the auditor's own work, acting in a management or decision-making capacity for the company, acting as advocate for the company or jointly sharing economic risks and rewards.

Officers of the company who are former partners of Grant Thornton Australia

Elizabeth Smith was appointed as a Non-Executive Director on 1 March 2023. She was a partner of Grant Thornton Australia, the current auditor, between 2009 and 2013.

Rounding of amounts

The company is of a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2016/191, issued by the Australian Securities and Investments Commission, relating to 'rounding-off'. Amounts in the Directors' Report and Financial Report have been rounded to the nearest dollar.

Auditor's independence declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

This report is made in accordance with a resolution of directors, pursuant to section 298(2)(a) of the Corporations Act 2001.

On behalf of the directors



Michael Anderson
Non-Executive Chair

28 August 2025
Sydney



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Sydney NSW 2000
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1230
T +61 2 8297 2400

Auditor’s Independence Declaration

To the Directors of Pureprofile Limited

In accordance with the requirements of section 307C of the *Corporations Act 2001*, as lead auditor for the audit of Pureprofile Limited for the year ended 30 June 2025, I declare that, to the best of my knowledge and belief, there have been:

- a no contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
- b no contraventions of any applicable code of professional conduct in relation to the audit.



Grant Thornton Audit Pty Ltd
Chartered Accountants



A L Spowart
Partner – Audit & Assurance
Sydney, 28 August 2025

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Pureprofile Ltd
Statement of profit or loss and other comprehensive income
For the year ended 30 June 2025

	Note	Consolidated 2025 \$	2024 \$
Revenue from continuing operations	5	57,177,840	48,068,926
Other income	6	341,557	91,704
Interest revenue calculated using the effective interest method		2,169	518
Expenses			
Direct costs of sales		(25,713,330)	(21,399,014)
Panel expenses		(494,818)	(642,103)
Employee benefits expense		(21,084,803)	(17,291,996)
Foreign exchange loss		-	(82,682)
Depreciation and amortisation expense	8	(2,873,717)	(2,694,344)
Loss on disposal of intangible assets		-	(39,070)
Technology, engineering and licence fees		(2,498,458)	(1,976,645)
Share-based payment expense	36	(319,350)	(949,871)
Professional fees		(25,262)	(53,930)
Restructuring and acquisition costs		(40,539)	(112,388)
Occupancy costs		(391,387)	(401,756)
Other expenses		(2,114,699)	(1,946,763)
Finance costs	8	(376,004)	(439,408)
Profit before income tax expense from continuing operations		1,589,199	131,178
Income tax expense	9	(50,421)	(24,131)
Profit after income tax expense from continuing operations		1,538,778	107,047
Loss after income tax expense from discontinued operations	7	-	(12,695)
Profit after income tax expense for the year attributable to the owners of Pureprofile Ltd		1,538,778	94,352
Other comprehensive (loss)/profit			
<i>Items that may be reclassified subsequently to profit or loss</i>			
Foreign currency translation		(143,901)	84,734
Other comprehensive (loss)/profit for the year, net of tax		(143,901)	84,734
Total comprehensive income for the year attributable to the owners of Pureprofile Ltd		<u>1,394,877</u>	<u>179,086</u>
Total comprehensive income for the year is attributable to:			
Continuing operations		1,394,877	191,781
Discontinued operations		-	(12,695)
		<u>1,394,877</u>	<u>179,086</u>

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of profit or loss and other comprehensive income
For the year ended 30 June 2025

		2025 Cents	2024 Cents
Profit/(loss) per share for profit from continuing operations attributable to the owners of Pureprofile Ltd			
Basic earnings per share	35	0.1325	0.0093
Diluted earnings per share	35	0.1247	0.0088
Loss per share for loss from discontinued operations attributable to the owners of Pureprofile Ltd			
Basic earnings per share	35	-	(0.0010)
Diluted earnings per share	35	-	(0.0010)
Profit/(loss) per share for profit attributable to the owners of Pureprofile Ltd			
Basic earnings per share	35	0.1325	0.0082
Diluted earnings per share	35	0.1247	0.0078

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of financial position
As at 30 June 2025

	Note	Consolidated 2025 \$	2024 \$
Assets			
Current assets			
Cash and cash equivalents	10	5,722,836	5,237,973
Trade and other receivables	11	12,703,577	10,346,570
Contract assets	12	1,917,510	1,127,333
Deposits		244,908	269,167
Prepayments		1,145,926	1,097,295
Total current assets		<u>21,734,757</u>	<u>18,078,338</u>
Non-current assets			
Property, plant and equipment	13	210,402	136,075
Right-of-use assets	14	1,229,268	1,590,442
Intangibles	15	7,376,307	5,608,587
Total non-current assets		<u>8,815,977</u>	<u>7,335,104</u>
Total assets		<u>30,550,734</u>	<u>25,413,442</u>
Liabilities			
Current liabilities			
Trade and other payables	17	13,642,337	10,788,337
Contract liabilities	18	2,226,336	1,882,710
Borrowings	19	219,174	220,594
Lease liabilities	20	368,448	402,219
Income tax		217,042	9,502
Provisions	21	2,553,589	2,258,679
Total current liabilities		<u>19,226,926</u>	<u>15,562,041</u>
Non-current liabilities			
Borrowings	19	2,500,000	2,700,000
Lease liabilities	20	1,007,834	1,299,668
Deferred tax	16	15,857	-
Provisions	21	447,601	312,046
Total non-current liabilities		<u>3,971,292</u>	<u>4,311,714</u>
Total liabilities		<u>23,198,218</u>	<u>19,873,755</u>
Net assets		<u>7,352,516</u>	<u>5,539,687</u>
Equity			
Issued capital	22	63,252,385	62,846,929
Reserves	23	3,054,832	3,243,499
Accumulated losses		<u>(58,954,701)</u>	<u>(60,550,741)</u>
Total equity		<u>7,352,516</u>	<u>5,539,687</u>

The above statement of financial position should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of changes in equity
For the year ended 30 June 2025

	Consolidated	Issued capital \$	Reserves \$	Accumulated losses \$	Total equity \$
Balance at 1 July 2023		61,788,147	3,267,676	(60,645,093)	4,410,730
Profit after income tax expense for the year		-	-	94,352	94,352
Other comprehensive income for the year, net of tax		-	84,734	-	84,734
Total comprehensive income for the year		-	84,734	94,352	179,086
<i>Transactions with owners in their capacity as owners:</i>					
Share-based payments (note 36)		-	949,871	-	949,871
Share options and rights exercised		1,058,782	(1,058,782)	-	-
Balance at 30 June 2024		<u>62,846,929</u>	<u>3,243,499</u>	<u>(60,550,741)</u>	<u>5,539,687</u>
	Consolidated	Issued capital \$	Reserves \$	Accumulated losses \$	Total equity \$
Balance at 1 July 2024		62,846,929	3,243,499	(60,550,741)	5,539,687
Profit after income tax expense for the year		-	-	1,538,778	1,538,778
Other comprehensive loss for the year, net of tax		-	(143,901)	-	(143,901)
Total comprehensive (loss)/profit for the year		-	(143,901)	1,538,778	1,394,877
<i>Transactions with owners in their capacity as owners:</i>					
Expired and unexercised options previously expensed (note 23)		-	(57,262)	57,262	-
Share-based payments (note 36)		12,000	307,350	-	319,350
Share options and rights exercised		393,456	(294,854)	-	98,602
Balance at 30 June 2025		<u>63,252,385</u>	<u>3,054,832</u>	<u>(58,954,701)</u>	<u>7,352,516</u>

The above statement of changes in equity should be read in conjunction with the accompanying notes

Cash flows from operating activities

Receipts from customers (inclusive of GST)
Payments to suppliers and employees (inclusive of GST)

Interest received
Interest and other finance costs paid
Income taxes paid

Net cash from operating activities

Cash flows from investing activities

Payment for purchase of business
Payments for property, plant and equipment
Payments for intangibles
Proceeds from disposal of property, plant and equipment
Payment for expenses relating to acquisitions

Net cash used in investing activities

Cash flows from financing activities

Proceeds from issue of shares
Repayment of borrowings
Repayment of lease liabilities

Net cash used in financing activities

Net increase in cash and cash equivalents
Cash and cash equivalents at the beginning of the financial year
Effects of exchange rate changes on cash and cash equivalents

Cash and cash equivalents at the end of the financial year

Note	Consolidated 2025 \$	2024 \$
	56,840,455	48,186,918
	(51,734,273)	(44,169,929)
	5,106,182	4,016,989
	2,169	518
	(250,204)	(438,298)
	(67,565)	(85,966)
37	4,790,582	3,493,243
32	(1,250,000)	-
13	(160,124)	(66,579)
15	(2,269,866)	(2,236,921)
	4,079	741
32	(40,539)	(39,793)
	(3,716,450)	(2,342,552)
	98,602	-
	(200,000)	(100,000)
	(504,746)	(532,941)
	(606,144)	(632,941)
	467,988	517,750
	5,237,973	4,726,460
	16,875	(6,237)
10	5,722,836	5,237,973

Note 1. General information

The financial statements cover Pureprofile Ltd as a group consisting of Pureprofile Ltd and the entities it controlled at the end of, or during, the year. The financial statements are presented in Australian dollars, which is Pureprofile Ltd's functional and presentation currency.

Pureprofile Ltd is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

263 Riley Street
Surry Hills NSW 2010
Australia

A description of the nature of the group's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 28 August 2025. The directors have the power to amend and reissue the financial statements.

Note 2. Material accounting policy information

The accounting policies that are material to the group are set out below. The accounting policies adopted are consistent with those of the previous financial year, unless otherwise stated.

New or amended Accounting Standards and Interpretations adopted

The group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the group.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Basis of preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the Corporations Act 2001, as appropriate for for-profit oriented entities. These financial statements also comply with International Financial Reporting Standards ('IFRS') Accounting Standards as issued by the International Accounting Standards Board ('IASB').

Historical cost convention

The financial statements have been prepared under the historical cost convention.

Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the group's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 3.

Principles of consolidation

The consolidated financial statements incorporate the assets and liabilities of all subsidiaries of Pureprofile Ltd ('company' or 'parent entity') as at 30 June 2025 and the results of all subsidiaries for the year then ended. Pureprofile Ltd and its subsidiaries together are referred to in these financial statements as the 'group'.

Subsidiaries are all those entities over which the group has control. The group controls an entity when the group is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power to direct the activities of the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the group. They are de-consolidated from the date that control ceases.

Intercompany transactions, balances and unrealised gains on transactions between entities in the group are eliminated. Unrealised losses are also eliminated unless the transaction provides evidence of the impairment of the asset transferred. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the group.

Note 2. Material accounting policy information (continued)

The acquisition of common control subsidiaries is accounted for at book value. The acquisition of other subsidiaries is accounted for using the acquisition method of accounting. A change in ownership interest, without the loss of control, is accounted for as an equity transaction, where the difference between the consideration transferred and the book value of the share of the non-controlling interest acquired is recognised directly in equity attributable to the parent.

Where the group loses control over a subsidiary, it derecognises the assets including goodwill, liabilities and non-controlling interest in the subsidiary together with any cumulative translation differences recognised in equity. The group recognises the fair value of the consideration received and the fair value of any investment retained together with any gain or loss in profit or loss.

Operating segments

Operating segments are presented using the 'management approach', where the information presented is on the same basis as the internal reports provided to the Chief Operating Decision Makers ('CODM'). The CODM is responsible for the allocation of resources to operating segments and assessing their performance.

Foreign currency translation

The financial statements are presented in Australian dollars, which is Pureprofile Ltd's functional and presentation currency.

Foreign currency transactions

Foreign currency transactions are translated into the company's functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at financial year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss.

Foreign operations

The assets and liabilities of foreign operations are translated into Australian dollars using the exchange rates at the reporting date. The revenues and expenses of foreign operations are translated into Australian dollars using the average exchange rates, which approximate the rates at the dates of the transactions, for the period. All resulting foreign exchange differences are recognised in other comprehensive income through the foreign currency reserve in equity.

The foreign currency reserve is recognised in profit or loss when the foreign operation or net investment is disposed of.

Revenue recognition

The group recognises revenue as follows:

Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the group is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the group: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds, any potential bonuses receivable from the customer and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Note 2. Material accounting policy information (continued)

Sales revenue - Data and Insights

Revenue relating to the provision of services for Data and Insights encapsulates online market research services which helps businesses connect to, and receive feedback from, consumers who are registered to www.pureprofile.com. The group generates sales revenue by charging clients for access to its online panel for survey responses and may additionally charge for set-up and support services. Contracts with clients generally comprise a single distinct performance obligation, being the provision of market research services and the transaction price is allocated to the single performance obligation. Some contracts contain multiple deliverables – such as set-up and support services. In such circumstances, these multiple deliverables are considered to represent a single distinct performance obligation, given there is a significant integration performed by the group in delivering the services. For fixed-price contracts, revenue is recognised based on the actual service provided to the end of the reporting period as a proportion of the total services to be provided because the customer receives and uses the benefits simultaneously. This is determined based on the actual surveys completed relative to the total expected surveys.

Unlike standard services that predominantly rely on survey responses from the in-house built panel, the Data and Insights – Platform subcategory adopts a revenue strategy centred around the utilisation of internally developed IT products. A key product within the group's portfolio facilitates the rapid expansion of panel access through strategic partnerships. This strategic approach allows the group to generate revenue by offering survey responses obtained from partner panels. Additionally, the group generates revenue by licensing the group's profiling technology platform to publishers and various organisations. These licensees can harness the platform, along with the profiles it generates, to effectively optimise yields from their websites and applications. In summary, the group's revenue policy within this subcategory is characterised by a multifaceted approach that encompasses internally developed products, strategic partnerships, and technology licensing, all aimed at driving revenue growth.

Other revenue

Other revenue is recognised when it is received or when the right to receive payment is established.

Income tax

The income tax expense or benefit for the period is the tax payable on that period's taxable income based on the applicable income tax rate for each jurisdiction, adjusted by the changes in deferred tax assets and liabilities attributable to temporary differences, unused tax losses and the adjustment recognised for prior periods, where applicable.

Deferred tax assets and liabilities are recognised for temporary differences at the tax rates expected to be applied when the assets are recovered or liabilities are settled, based on those tax rates that are enacted or substantively enacted, except for:

- when the deferred income tax asset or liability arises from the initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and that, at the time of the transaction, affects neither the accounting nor taxable profits; or
- when the taxable temporary difference is associated with interests in subsidiaries, associates or joint ventures, and the timing of the reversal can be controlled and it is probable that the temporary difference will not reverse in the foreseeable future.

Deferred tax assets are recognised for deductible temporary differences and unused tax losses only if it is probable that future taxable amounts will be available to utilise those temporary differences and losses.

The carrying amount of recognised and unrecognised deferred tax assets are reviewed at each reporting date. Deferred tax assets recognised are reduced to the extent that it is no longer probable that future taxable profits will be available for the carrying amount to be recovered. Previously unrecognised deferred tax assets are recognised to the extent that it is probable that there are future taxable profits available to recover the asset.

Deferred tax assets and liabilities are offset only where there is a legally enforceable right to offset current tax assets against current tax liabilities and deferred tax assets against deferred tax liabilities; and they relate to the same taxable authority on either the same taxable entity or different taxable entities which intend to settle simultaneously.

Pureprofile Ltd. (the 'head entity') and its wholly-owned Australian subsidiaries have formed an income tax consolidated group with tax funding agreements, under the tax consolidation regime, effective 7 November 2014. The head entity and each subsidiary in the tax consolidated group continue to account for their own current and deferred tax amounts. The tax consolidated group has applied the 'separate taxpayer within group' approach in determining the appropriate amount of taxes to allocate to members of the tax consolidated group.

Note 2. Material accounting policy information (continued)

In addition to its own current and deferred tax amounts, the head entity also recognises the current tax liabilities (or assets) and the deferred tax assets arising from unused tax losses and unused tax credits assumed from each subsidiary in the tax consolidated group.

Assets or liabilities arising under tax funding agreements with the tax consolidated entities are recognised as amounts receivable from or payable to other entities in the tax consolidated group. The tax funding arrangement ensures that the intercompany charge equals the current tax liability or benefit of each tax consolidated group member, resulting in neither a contribution by the head entity to the subsidiaries nor a distribution by the subsidiaries to the head entity.

Current and non-current classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the group's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the group's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no right at the end of the reporting period to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Deferred tax assets and liabilities are always classified as non-current.

Cash and cash equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

Trade and other receivables

Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any allowance for expected credit losses. Trade receivables are generally due for settlement within 74 days.

The group has applied the simplified approach to measuring expected credit losses, which uses a lifetime expected loss allowance. To measure the expected credit losses, trade receivables have been grouped based on days overdue.

Other receivables are recognised at amortised cost, less any allowance for expected credit losses.

Contract assets

Contract assets are recognised when the group has transferred goods or services to the customer but where the group is yet to establish an unconditional right to consideration. Contract assets are recognised net of any expected credit losses. Contract assets are treated as financial assets for impairment purposes.

Property, plant and equipment

Plant and equipment is stated at historical cost less accumulated depreciation and impairment. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Depreciation is calculated on a straight-line basis to write off the net cost of each item of property, plant and equipment over their expected useful lives as follows:

Office and computer equipment 3 to 9 years

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the group. Gains and losses between the carrying amount and the disposal proceeds are taken to profit or loss.

Note 2. Material accounting policy information (continued)

Right-of-use assets

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the group expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The group has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.

Intangible assets

Intangible assets acquired as part of a business combination, other than goodwill, are initially measured at their fair value at the date of the acquisition. Intangible assets acquired separately are initially recognised at cost. Indefinite life intangible assets are not amortised and are subsequently measured at cost less any impairment. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

Goodwill

Goodwill arises on the acquisition of a business. Goodwill is not amortised. Instead, goodwill is tested annually for impairment, or more frequently if events or changes in circumstances indicate that it might be impaired and is carried at cost less accumulated impairment losses. Impairment losses on goodwill are taken to profit or loss and are not subsequently reversed.

Software

Costs incurred in developing products or systems and costs incurred in acquiring software and licenses that will contribute to future period financial benefits through revenue generation and/or cost reductions are capitalised. Costs capitalised include external direct costs of materials and service and employee costs. Software development costs include only those costs directly attributable to the development phase and are only recognised following completion of technical feasibility and where the group has an intention and ability to use the asset. Software costs are amortised on a straight-line basis over the period of their expected benefit, being their finite life of between four and five years.

Customer contracts and partner network arrangements

Customer contracts and partner network arrangement acquired from the i-Link business are recorded at fair value at the acquisition date. They represent established relationships with existing customers and are amortised on a straight-line basis over a 5-year life. The carrying value is reviewed annually for any signs of impairment.

Membership base

Membership bases acquired are amortised over their useful economic life of 7 years on a straight line basis.

Brand names

Brand names acquired from the i-Link business on 1 July 2024 are recorded at fair value at the acquisition date. They have a finite life of 5 years and are amortised on a straight-line basis. The carrying value is reviewed annually for any signs of impairment.

Panel

The LiveTribe research panel was acquired as part of the i-Link business. It represents an established group of active survey participants and is recorded at fair value at the acquisition date. The panel has a finite life of 3 years and is amortised on a straight-line basis, with the value reviewed annually for any signs of impairment.

Note 2. Material accounting policy information (continued)

Impairment of non-financial assets

Intangible assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment, or more frequently if events or changes in circumstances indicate that they might be impaired. Other non-financial assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of an asset's fair value less costs of disposal and value-in-use. The value-in-use is the present value of the estimated future cash flows relating to the asset using a pre-tax discount rate specific to the asset or cash-generating unit to which the asset belongs. Assets that do not have independent cash flows are grouped together to form a cash-generating unit.

Trade and other payables

Trade and other payables represent liabilities for goods and services provided to the group prior to the end of the financial year and which are unpaid. Due to their short-term nature, they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 69 days of recognition.

Contract liabilities

Contract liabilities represent the group's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the group recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the group has transferred the goods or services to the customer.

Borrowings

Loans and borrowings are initially recognised at the fair value of the consideration received, net of transaction costs. They are subsequently measured at amortised cost using the effective interest method.

Lease liabilities

A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the present value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the group's incremental borrowing rate. Lease payments comprise of fixed payments less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be paid under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain to occur, and any anticipated termination penalties.

The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred.

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured if there is a change in the following: future lease payments arising from a change in an index or a rate used; residual guarantee; lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment is made to the corresponding right-of use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully written down.

Provisions

Provisions are recognised when the group has a present (legal or constructive) obligation as a result of a past event, it is probable the group will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation. The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting date, taking into account the risks and uncertainties surrounding the obligation. If the time value of money is material, provisions are discounted using a current pre-tax rate specific to the liability. The increase in the provision resulting from the passage of time is recognised as a finance cost.

Reward redemption

The group invites its internet panel members to complete surveys in exchange for a cash or points-based incentive. These amounts are not paid until a predetermined target value has accrued on a members account. An assessment of incentives likely to be paid (present obligation) is made taking into account past behaviour and activity. This is recognised as an expense in the period in which the service is provided.

Note 2. Material accounting policy information (continued)

Employee benefits

Short-term employee benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Other long-term employee benefits

The liability for employee benefits not expected to be settled wholly within 12 months of the reporting date are measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on high quality corporate bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

Defined contribution superannuation expense

Contributions to defined contribution superannuation plans are expensed in the period in which they are incurred.

Share-based payments

Equity-settled share-based compensation benefits are provided to employees. Equity-settled transactions are awards of shares, rights (share rights and performance rights) or options over shares, that are provided to employees in exchange for the rendering of services.

The cost of equity-settled transactions is measured at fair value on grant date. Fair value is independently determined using the Black-Scholes or Monte Carlo option pricing model that takes into account the exercise price, the term of the option, the impact of dilution, the share price at grant date and expected price volatility of the underlying share, the expected dividend yield and the risk free interest rate for the term of the option, together with non-vesting conditions that do not determine whether the group receives the services that entitle the employees to receive payment. No account is taken of any other vesting conditions.

The cost of equity-settled transactions is recognised as an expense with a corresponding increase in equity over the vesting period. The cumulative charge to profit or loss is calculated based on the grant date fair value of the award, the best estimate of the number of awards that are likely to vest and the expired portion of the vesting period. The amount recognised in profit or loss for the period is the cumulative amount calculated at each reporting date less amounts already recognised in previous periods.

Market conditions are taken into consideration in determining fair value. Therefore, any awards subject to market conditions are considered to vest irrespective of whether or not that market condition has been met, provided all other conditions are satisfied.

If equity-settled awards are modified, as a minimum an expense is recognised as if the modification has not been made. An additional expense is recognised, over the remaining vesting period, for any modification that increases the total fair value of the share-based compensation benefit as at the date of modification.

If the non-vesting condition is within the control of the group or employee, the failure to satisfy the condition is treated as a cancellation. If the condition is not within the control of the group or employee and is not satisfied during the vesting period, any remaining expense for the award is recognised over the remaining vesting period, unless the award is forfeited.

If equity-settled awards are cancelled, they are treated as if they had vested on the date of cancellation, and any remaining expense is recognised immediately. If a new replacement award is substituted for the cancelled award, the cancelled and new award are treated as if they were a modification.

Fair value measurement

When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Note 2. Material accounting policy information (continued)

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use.

Assets and liabilities measured at fair value are classified into three levels, using a fair value hierarchy that reflects the significance of the inputs used in making the measurements. Classifications are reviewed at each reporting date and transfers between levels are determined based on a reassessment of the lowest level of input that is significant to the fair value measurement.

For recurring and non-recurring fair value measurements, external valuers may be used when internal expertise is either not available or when the valuation is deemed to be significant. External valuers are selected based on market knowledge and reputation. Where there is a significant change in fair value of an asset or liability from one period to another, an analysis is undertaken, which includes a verification of the major inputs applied in the latest valuation and a comparison, where applicable, with external sources of data.

Issued capital

Ordinary shares are classified as equity.

Incremental costs directly attributable to the issue of new shares or options are shown in equity as a deduction, net of tax, from the proceeds.

Business combinations

The acquisition method of accounting is used to account for business combinations regardless of whether equity instruments or other assets are acquired.

The consideration transferred is the sum of the acquisition-date fair values of the assets transferred, equity instruments issued, or liabilities incurred by the acquirer to former owners of the acquiree and the amount of any non-controlling interest in the acquiree. For each business combination, the non-controlling interest in the acquiree is measured at either fair value or at the proportionate share of the acquiree's identifiable net assets. All acquisition costs are expensed as incurred to profit or loss.

On the acquisition of a business, the group assesses the financial assets acquired and liabilities assumed for appropriate classification and designation in accordance with the contractual terms, economic conditions, the group's operating or accounting policies and other pertinent conditions in existence at the acquisition-date.

Where the business combination is achieved in stages, the group remeasures its previously held equity interest in the acquiree at the acquisition-date fair value and the difference between the fair value and the previous carrying amount is recognised in profit or loss.

Contingent consideration to be transferred by the acquirer is recognised at the acquisition-date fair value. Subsequent changes in the fair value of the contingent consideration classified as an asset or liability is recognised in profit or loss. Contingent consideration classified as equity is not remeasured and its subsequent settlement is accounted for within equity.

The difference between the acquisition-date fair value of assets acquired, liabilities assumed and any non-controlling interest in the acquiree and the fair value of the consideration transferred and the fair value of any pre-existing investment in the acquiree is recognised as goodwill. If the consideration transferred and the pre-existing fair value is less than the fair value of the identifiable net assets acquired, being a bargain purchase to the acquirer, the difference is recognised as a gain directly in profit or loss by the acquirer on the acquisition-date, but only after a reassessment of the identification and measurement of the net assets acquired, the non-controlling interest in the acquiree, if any, the consideration transferred and the acquirer's previously held equity interest in the acquirer.

Business combinations are initially accounted for on a provisional basis. The acquirer retrospectively adjusts the provisional amounts recognised and also recognises additional assets or liabilities during the measurement period, based on new information obtained about the facts and circumstances that existed at the acquisition-date. The measurement period ends on either the earlier of (i) 12 months from the date of the acquisition or (ii) when the acquirer receives all the information possible to determine fair value.

Note 2. Material accounting policy information (continued)

Earnings per share

Basic earnings per share

Basic earnings per share is calculated by dividing the profit attributable to the owners of Pureprofile Ltd, excluding any costs of servicing equity other than ordinary shares, by the weighted average number of ordinary shares outstanding during the financial year, adjusted for bonus elements in ordinary shares issued during the financial year.

Diluted earnings per share

Diluted earnings per share adjusts the figures used in the determination of basic earnings per share to take into account the after income tax effect of interest and other financing costs associated with dilutive potential ordinary shares and the weighted average number of shares assumed to have been issued for no consideration in relation to dilutive potential ordinary shares.

Rounding of amounts

The company is of a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2016/191, issued by the Australian Securities and Investments Commission, relating to 'rounding-off'. Amounts in this Report have been rounded to the nearest dollar.

New Accounting Standards and Interpretations not yet mandatory or early adopted

Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the group for the annual reporting period ended 30 June 2025. The group's assessment of the impact of these new or amended Accounting Standards and Interpretations, most relevant to the group, are set out below.

AASB 18 Presentation and Disclosure in Financial Statements

This standard is applicable to annual reporting periods beginning from 1 January 2027, with early adoption permitted. The standard replaces AASB 101 'Presentation of Financial Statements', although many of the requirements have been carried forward unchanged and is accompanied by limited amendments to the requirements in AASB 107 'Statement of Cash Flows'. The standard requires income and expenses to be classified into five categories: 'Operating' (residual category if income and expenses are not classified into another category), 'Investing', 'Financing', 'Income taxes' and 'Discontinued operations'. The standard introduces two mandatory sub-totals: 'Operating profit' and 'Profit before finance and income taxes'. There are also new disclosure requirements for 'management-defined performance measures', such as earnings before interest, taxes, depreciation and amortisation ('EBITDA') or 'adjusted profit'. The standard provides guidance on how to organise and group information (aggregation and disaggregation) in the financial statements and whether to provide it in the primary financial statements or in the notes. The group will adopt this standard from 1 July 2027 and it is expected that there will be a significant change to the layout of the statement of profit or loss.

AASB 2024-2 Amendments to the Classification and Measurement of Financial Instruments

AASB 2024-2 is applicable for annual reporting periods beginning from 1 January 2026, with early adoption permitted. This standard makes amendments to AASB 9 'Financial Instruments' and AASB 7 'Financial Instruments: Disclosures' to clarify how the contractual cash flows from financial assets should be assessed in determining how they should be classified. The group does not expect any material impact on the classification of the group's financial assets.

Note 3. Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Share-based payment transactions

The group measures the cost of equity-settled transactions with employees by reference to the fair value of the equity instruments at the date at which they are granted. The fair value is determined by using the Black-Scholes or Monte Carlo model taking into account the terms and conditions upon which the instruments were granted. The accounting estimates and assumptions relating to equity-settled share-based payments would have no impact on the carrying amounts of assets and liabilities within the next annual reporting period but may impact profit or loss and equity.

Note 3. Critical accounting judgements, estimates and assumptions (continued)

Allowance for expected credit losses
The allowance for expected credit losses assessment requires a degree of estimation and judgement. It is based on the lifetime expected credit loss, grouped based on days overdue, and makes assumptions to allocate an overall expected credit loss rate for each group. These assumptions include recent sales experience, historical collection rates and forward-looking information that is available. The allowance for expected credit losses, as disclosed in note 11, is calculated based on the information available at the time of preparation. The actual credit losses in future years may be higher or lower.

Capitalised software development costs
Distinguishing the research and development phases of a new customised software project and determining whether the recognition requirements for the capitalisation of development costs are met requires judgement. After capitalisation, management monitors whether the recognition requirements continue to be met and whether there are any indicators that capitalised costs may be impaired.

Estimation of useful lives of assets
The group determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

Impairment of non-financial assets other than indefinite life intangible assets
The group assesses impairment of non-financial assets other than indefinite life intangible assets at each reporting date by evaluating conditions specific to the group and to the particular asset that may lead to impairment. If an impairment trigger exists, the recoverable amount of the asset is determined.

Income tax
The group is subject to income taxes in the jurisdictions in which it operates. Significant judgement and estimates are required in recognising and measuring current and deferred tax amounts. For any uncertain tax treatment adopted relating to transactions or events, the group recognises and measures tax related amounts having regard to both the probability that such amounts may be challenged by a tax authority and the expected resolution of such uncertainties. In such circumstances, tax balances are determined based on either most-likely amount or expected-value probability based outcomes. Where final tax outcomes vary from what is estimated, such differences will impact the current and deferred tax provisions recognised in the financial statements.

Reward redemption provision
In determining the level of provision required for reward redemptions the group has made judgements in respect of the expected outflows necessary to settle the redemptions. The provision represents the maximum amount that the group estimates is likely to be claimed by panel members and is based on estimates made from historical data and likely redemption patterns. Balances accrued by panel members that have been inactive (i.e. not completed any transaction) for more than one year are written back to profit or loss.

Note 4. Operating segments

Identification of reportable operating segments
The group is organised into one reportable operating segment in the current period:

- Data & Insights

In the prior year, the group also operated the Pure.amplify Media AU and Pure.amplify Media UK segments, which were discontinued during that period. These segments have been presented in the current period's disclosure for comparative purposes.

These operating segments are based on the internal reports that are reviewed and used by the Board of Directors (who are identified as the Chief Operating Decision Makers ('CODM')) in assessing performance and in determining the allocation of resources. There is no aggregation of operating segments.

Other segments represent the corporate headquarters of the group.

Note 4. Operating segments (continued)

The CODM reviews adjusted EBITDA (earnings before interest, tax, depreciation and amortisation, adjusted for non-cash and significant items). The accounting policies adopted for internal reporting to the CODM are consistent with those adopted in the financial statements.

Types of products and services
The principal products and services are as follows:

Data & Insights	Conducting market research and accessing insights and campaigns through our proprietary self-service platform
Pure.amplify Media AU	Previously engaged buying and selling online advertising inventory on behalf of advertisers and publishers
Pure.amplify Media UK	Previously generated leads for client through its consumer database and proprietary and partner digital assets

Major customers
During the years ended 30 June 2025 and 30 June 2024, no single customer contributed more than 10% to the group's external revenue.

Discontinued operations
During the year ended 30 June 2023, the Pure.amplify Media AU and Pure.amplify Media UK segments ceased operations. Refer note 7.

	Data & Insights \$	Other segments \$	Total \$
Consolidated - 2025			
Revenue			
Sales to external customers	57,177,840	-	57,177,840
Interest	-	2,169	2,169
Total revenue	57,177,840	2,169	57,180,009
EBITDA excluding significant items	16,458,772	(11,236,870)	5,221,902
Depreciation and amortisation expense	(2,323,446)	(550,271)	(2,873,717)
Share-based payment expense	-	(319,350)	(319,350)
Restructuring and acquisition costs	-	(40,539)	(40,539)
Interest	-	2,169	2,169
Interest expense on leases	-	(127,221)	(127,221)
Finance costs	-	(248,783)	(248,783)
Professional fees	-	(25,262)	(25,262)
Profit/(loss) before income tax expense	14,135,326	(12,546,127)	1,589,199
Income tax expense			(50,421)
Profit after income tax expense			1,538,778

Note 4. Operating segments (continued)

	Data & Insights \$	Pure.amplify Media AU \$	Pure.amplify Media UK \$	Other segments \$	Total \$
Consolidated - 2024					
Revenue					
Sales to external customers	48,068,926	327	-	-	48,069,253
Interest	-	-	-	518	518
Total revenue	48,068,926	327	-	518	48,069,771
EBITDA excluding significant items	14,065,843	(41,000)	28,305	(9,646,172)	4,406,976
Depreciation and amortisation expense	(2,172,178)	-	-	(522,166)	(2,694,344)
Share-based payment expense	-	-	-	(949,871)	(949,871)
Restructuring and acquisition costs	-	-	-	(112,388)	(112,388)
Loss on disposal of intangible assets	(39,070)	-	-	-	(39,070)
Interest	-	-	-	518	518
Finance costs	-	-	-	(439,408)	(439,408)
Professional fees	-	-	-	(53,930)	(53,930)
Profit/(loss) before income tax expense	11,854,595	(41,000)	28,305	(11,723,417)	118,483
Income tax expense					(24,131)
Profit after income tax expense					94,352

All assets and liabilities, including taxes are not allocated to the operating segments as they are managed on an overall group basis.

Revenue by geographical area (continuing and discontinued operations)

The group has operations in 7 countries working with clients based in 3 (2024: 3) regions. The sales revenue based on each client region is as follows:

	Consolidated 2025 \$	Consolidated 2024 \$
Australasia	33,986,890	29,982,085
Europe	10,387,235	9,700,246
United States	12,803,715	8,386,922
	57,177,840	48,069,253

Note 5. Revenue

	Consolidated 2025 \$	Consolidated 2024 \$
From continuing operations		
Data & Insights	46,119,487	39,103,668
Data & Insights - Platform	11,058,353	8,965,258
Revenue from continuing operations	57,177,840	48,068,926

Disaggregation of revenue

Refer to note 4 'Operating segments' for analysis of revenue by major product line and geographical region.

During the financial years ended 30 June 2025 and 30 June 2024, all revenue was recognised based on services transferred over time.

Note 6. Other income

	Consolidated 2025 \$	Consolidated 2024 \$
Net foreign exchange gain	337,186	-
Net gain on disposal of property, plant and equipment	4,079	741
Miscellaneous	292	90,963
Other income	341,557	91,704

Note 7. Discontinued operations

Description

There were no discontinued operations during the financial year 2025. In the prior year, the discontinued operations represented Pureprofile Performance Ltd (UK) (Pure.amplify Media UK business) that ceased activity in the first half of financial year 2023 and Pure.amplify Media AU (Pure.amplify Media Australia business) that ceased activity in the second half of financial year 2023.

Financial performance information

	Consolidated 2024 \$
Revenue	327
Direct cost of sales	(14,333)
Employee benefits expense	(2,038)
Foreign exchange loss	(87,970)
Technology, engineering and licence fees	(4,854)
Occupancy income	106,476
Other expenses	(10,303)
Total expenses	(13,022)
Loss before income tax expense	(12,695)
Income tax expense	-
Loss after income tax expense from discontinued operations	(12,695)

Note 8. Expenses

	Consolidated 2025 \$	2024 \$
Profit before income tax from continuing operations includes the following specific expenses:		
<i>Depreciation</i>		
Right-of-use assets	461,713	459,589
Office and computer equipment	88,558	62,577
Total depreciation	550,271	522,166
<i>Amortisation</i>		
Software	2,153,113	2,037,713
Customer contracts and partner network arrangement	83,400	-
Membership base	-	134,465
Brand names	11,600	-
Panel	75,333	-
Total amortisation	2,323,446	2,172,178
Total depreciation and amortisation	2,873,717	2,694,344
<i>Finance costs</i>		
Interest and finance charges paid/payable on borrowings	248,783	283,892
Interest and finance charges paid/payable on lease liabilities	127,221	155,516
Finance costs expensed	376,004	439,408
<i>Leases</i>		
Short-term lease payments	58,911	37,841
<i>Superannuation expense</i>		
Defined contribution superannuation expense	1,228,385	1,016,918
<i>Employee benefits expense excluding superannuation</i>		
Employee benefits expense excluding superannuation	19,856,418	16,275,078

Note 9. Income tax expense

	Consolidated 2025 \$	2024 \$
<i>Income tax expense</i>		
Current tax	226,934	23,781
Deferred tax - origination and reversal of temporary differences	(194,443)	-
Adjustment recognised for prior periods	17,930	350
Aggregate income tax expense	50,421	24,131
Deferred tax included in income tax expense comprises:		
Increase in deferred tax assets (note 16)	(194,443)	-
<i>Numerical reconciliation of income tax expense and tax at the statutory rate</i>		
Profit before income tax expense from continuing operations	1,589,199	131,178
Loss before income tax expense from discontinued operations	-	(12,695)
	1,589,199	118,483
Tax at the statutory tax rate of 30%	476,760	35,545
Tax effect amounts which are not deductible/(taxable) in calculating taxable income:		
Entertainment expenses	23,536	22,771
Share-based payments	95,805	274,961
Merger and acquisition expenditure	17,005	17,458
Disposal of intangible assets	-	11,721
Sundry items	6,326	44,747
	619,432	407,203
Adjustment recognised for prior periods	17,930	350
Current year tax losses not recognised	2,399	200,990
Prior year tax losses not recognised now recouped	(573,208)	(514,439)
Current year temporary differences not recognised	(12,948)	-
Difference in overseas tax rates	(30,421)	(69,973)
Recognition of previously unrecognised deferred tax assets	27,237	-
Income tax expense	50,421	24,131
	Consolidated 2025 \$	2024 \$
<i>Tax losses not recognised</i>		
Potential unused tax benefit for which no deferred tax asset has been recognised	342,553	898,741

The above potential tax benefit for tax losses has not been recognised in the statement of financial position. These tax losses can only be utilised in the future if the continuity of ownership test is passed, or failing that, the same business test is passed.

Note 10. Cash and cash equivalents

	Consolidated 2025 \$	2024 \$
<i>Current assets</i>		
Cash at bank	5,722,836	5,237,973

Note 11. Trade and other receivables

	Consolidated 2025 \$	2024 \$
Current assets		
Trade receivables	13,018,098	10,543,892
Less: Allowance for expected credit losses	(342,208)	(197,322)
	<u>12,675,890</u>	<u>10,346,570</u>
Other receivables	<u>27,687</u>	<u>-</u>
	<u>12,703,577</u>	<u>10,346,570</u>

Allowance for expected credit losses
The group has recognised a loss of \$197,029 (2024: \$28,331) in profit or loss in respect of impairment of receivables for the year ended 30 June 2025.

The ageing of the receivables and allowance for expected credit losses provided for above are as follows:

	Expected credit loss rate		Carrying amount		Allowance for expected credit losses	
Consolidated	2025 %	2024 %	2025 \$	2024 \$	2025 \$	2024 \$
Not overdue	-	-	8,956,882	7,834,845	-	-
0 to 3 months overdue	0.0241%	-	3,066,322	2,120,898	739	-
3 to 6 months overdue	0.3795%	8.2977%	376,689	176,950	1,430	14,683
Over 6 months overdue	52.6464%	44.4161%	645,892	411,199	340,039	182,639
			<u>13,045,785</u>	<u>10,543,892</u>	<u>342,208</u>	<u>197,322</u>

Movements in the allowance for expected credit losses are as follows:

	Consolidated 2025 \$	2024 \$
Opening balance	197,322	168,991
Additional provisions recognised	197,029	28,331
Receivables written off during the year as uncollectible	(39,160)	-
Unused amounts reversed	(12,983)	-
Closing balance	<u>342,208</u>	<u>197,322</u>

Note 12. Contract assets

	Consolidated 2025 \$	2024 \$
Current assets		
Contract assets	<u>1,917,510</u>	<u>1,127,333</u>

Note 12. Contract assets (continued)

	Consolidated 2025 \$	2024 \$
Reconciliation		
Reconciliation of the written down values at the beginning and end of the current and previous financial year are set out below:		
Opening balance	1,127,333	1,259,996
Additions	1,917,428	1,127,251
Cumulative catch-up adjustments	4,195	(6,378)
Transfer to trade receivables	(1,131,446)	(1,253,536)
Closing balance	<u>1,917,510</u>	<u>1,127,333</u>

Allowance for expected credit losses
The allowance for expected credit losses on contract assets for the year ended 30 June 2025 is \$nil (2024: \$nil).

Note 13. Property, plant and equipment

	Consolidated 2025 \$	2024 \$
Non-current assets		
Office and computer equipment - at cost	402,266	242,847
Less: Accumulated depreciation	(191,864)	(106,772)
	<u>210,402</u>	<u>136,075</u>

Reconciliations
Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

	Office and computer equipment \$
Consolidated	
Balance at 1 July 2023	132,143
Additions	66,579
Exchange differences	(70)
Depreciation expense	(62,577)
Balance at 30 June 2024	136,075
Additions	160,124
Disposals	(1,332)
Exchange differences	4,093
Depreciation expense	(88,558)
Balance at 30 June 2025	<u>210,402</u>

Note 14. Right-of-use assets

	Consolidated 2025 \$	2024 \$
<i>Non-current assets</i>		
Buildings - right-of-use	2,675,922	2,663,058
Less: Accumulated depreciation	(1,446,654)	(1,072,616)
	<u>1,229,268</u>	<u>1,590,442</u>

The group leases buildings under agreements of between 1 to 5 years with, in some cases, options to extend. The leases have various escalation clauses. On renewal, the terms of the leases are renegotiated.

Reconciliations

Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

Consolidated	Buildings - right-of-use \$
Balance at 1 July 2023	2,004,885
Additions	104,978
Lease modification	(72,352)
Exchange differences	12,520
Depreciation expense	(459,589)
Balance at 30 June 2024	1,590,442
Additions	51,920
Exchange differences	48,619
Depreciation expense	(461,713)
Balance at 30 June 2025	<u>1,229,268</u>

For other AASB 16 lease disclosures refer to:

- note 8 for depreciation on right-of-use assets, interest on lease liabilities and other lease expenses;
- note 20 for lease liabilities at the reporting date;
- note 25 for undiscounted future lease commitments; and
- consolidated statement of cash flows for repayment of lease liabilities.

Note 15. Intangibles

	Consolidated 2025 \$	2024 \$
<i>Non-current assets</i>		
Goodwill - at cost	16,623,585	15,503,285
Less: Impairment	(15,503,285)	(15,503,285)
	<u>1,120,300</u>	<u>-</u>
Software - at cost	35,487,467	33,217,601
Less: Accumulated amortisation	(25,163,403)	(23,010,290)
Less: Impairment	(4,598,724)	(4,598,724)
	<u>5,725,340</u>	<u>5,608,587</u>
Customer contracts and partner network arrangement - at cost	4,039,000	3,622,000
Less: Accumulated amortisation	(1,252,390)	(1,168,990)
Less: Impairment	(2,453,010)	(2,453,010)
	<u>333,600</u>	<u>-</u>
Membership base - at cost	2,694,410	2,694,410
Less: Accumulated amortisation	(2,694,410)	(2,694,410)
	<u>-</u>	<u>-</u>
Brand names - at cost	58,000	-
Less: Accumulated amortisation	(11,600)	-
	<u>46,400</u>	<u>-</u>
Panel - at cost	226,000	-
Less: Accumulated amortisation	(75,333)	-
	<u>150,667</u>	<u>-</u>
	<u>7,376,307</u>	<u>5,608,587</u>

Reconciliations

Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

	Goodwill \$	Software \$	Customer contracts and partner network arrangemen t \$	Membership base \$	Brand names \$	Panel \$	Total \$
Balance at 1 July 2023	-	5,448,449	-	134,465	-	-	5,582,914
Additions	-	2,236,921	-	-	-	-	2,236,921
Disposals	-	(39,070)	-	-	-	-	(39,070)
Amortisation expense	-	(2,037,713)	-	(134,465)	-	-	(2,172,178)
Balance at 30 June 2024	-	5,608,587	-	-	-	-	5,608,587
Additions	-	2,269,866	-	-	-	-	2,269,866
Additions through business combinations (note 32)	1,120,300	-	417,000	-	58,000	226,000	1,821,300
Amortisation expense	-	(2,153,113)	(83,400)	-	(11,600)	(75,333)	(2,323,446)
Balance at 30 June 2025	<u>1,120,300</u>	<u>5,725,340</u>	<u>333,600</u>	<u>-</u>	<u>46,400</u>	<u>150,667</u>	<u>7,376,307</u>

Note 16. Deferred tax

	Consolidated 2025 \$	2024 \$
<i>Non-current assets</i>		
Deferred tax asset comprises temporary differences attributable to:		
Amounts recognised in profit or loss:		
Tax losses	49,453	-
Allowance for expected credit losses	28,934	13,594
Prepayments	(5,620)	(3,167)
Capitalised expenditure	(260,808)	(266,199)
Intangible assets recognised on acquisition	(159,200)	-
Employee benefits	98,919	67,859
Accrued expenses and other payables	84,425	(140,027)
Provision for reward redemptions	122,296	90,437
Business related capital expenditure	87,694	234,046
Unrealised foreign exchange loss	(61,950)	3,457
	<u>(15,857)</u>	<u>-</u>
<i>Movements:</i>		
Opening balance	-	-
Credited to profit or loss (note 9)	194,443	-
Additions through business combinations (note 32)	(210,300)	-
Closing balance	<u>(15,857)</u>	<u>-</u>
	Consolidated 2025 \$	2024 \$
<i>Net deferred tax</i>		
Deferred tax asset (as per above)	(15,857)	-
Deferred tax liability	-	-
Net deferred tax liability	<u>(15,857)</u>	<u>-</u>

The group has unused tax losses of \$342,553 (2024: \$898,741) for which no tax benefit has been recognised. Based on management's assessment, taking into consideration the group's future forecasts, deferred tax assets on tax losses have only been recognised to the extent that it is probable that there will be taxable future income from which to offset the tax losses.

Note 17. Trade and other payables

	Consolidated 2025 \$	2024 \$
<i>Current liabilities</i>		
Trade payables	7,038,520	4,331,341
Accrued expenses	5,830,453	5,819,546
Other payables	773,364	637,450
	<u>13,642,337</u>	<u>10,788,337</u>

Note 18. Contract liabilities

	Consolidated 2025 \$	2024 \$
<i>Current liabilities</i>		
Contract liabilities	<u>2,226,336</u>	<u>1,882,710</u>
<i>Reconciliation</i>		
Reconciliation of the written down values at the beginning and end of the current and previous financial year are set out below:		
	Consolidated 2025 \$	2024 \$
Opening balance	1,882,710	1,502,499
Payments received in advance	1,899,212	1,912,665
Transfer to revenue	(1,562,221)	(1,450,369)
Disposals	-	(79,945)
Foreign exchange differences	6,635	(2,140)
Closing balance	<u>2,226,336</u>	<u>1,882,710</u>
<i>Unsatisfied performance obligations</i>		
The aggregate amount of the transaction price allocated to the performance obligations that are unsatisfied at the end of the reporting period was \$2,226,336 as at 30 June 2025 (\$1,882,710 as at 30 June 2024) and is expected to be recognised as revenue in future periods as follows:		
	Consolidated 2025 \$	2024 \$
Within 6 months	1,943,533	1,612,618
6 to 12 months	282,803	270,092
	<u>2,226,336</u>	<u>1,882,710</u>

Note 19. Borrowings

	Consolidated 2025 \$	2024 \$
<i>Current liabilities</i>		
Loans	200,000	200,000
Interest accrued on loans	19,174	20,594
	<u>219,174</u>	<u>220,594</u>
<i>Non-current liabilities</i>		
Loans	<u>2,500,000</u>	<u>2,700,000</u>

The company's \$3,000,000 loan with Commonwealth Bank of Australia commenced in November 2023. The facility's pricing structure encompasses a line fee of 4.20% per annum, calculated on the facility limit and payable in arrears on the first day of each calendar quarter. Additionally, interest on the loan balance is computed on the last calendar day of each month, based on a variable rate tied to the BBSY rate and payable the next day, utilising a 365-day year. The facility is scheduled to terminate on 30 November 2026. As part of the facility terms, a principal repayment of \$50,000 is required on the last day of each calendar quarter. As of 30 June 2025, \$300,000 in principal has been repaid.

Note 19. Borrowings (continued)

Total secured liabilities
The total secured liabilities (current and non-current) are as follows:

	Consolidated	
	2025	2024
	\$	\$
Loans	2,719,174	2,920,594

Assets pledged as security
The loans are secured by the assets of the Australian entities in the group.

Financing arrangements
Unrestricted access was available at the reporting date to the following lines of credit:

	Consolidated	
	2025	2024
	\$	\$
Total facilities		
Loans	3,000,000	3,000,000
Used at the reporting date		
Loans	2,700,000	2,900,000
Unused at the reporting date		
Loans	300,000	100,000

Note 20. Lease liabilities

	Consolidated	
	2025	2024
	\$	\$
Current liabilities		
Lease liability	368,448	402,219
Non-current liabilities		
Lease liability	1,007,834	1,299,668

Refer to note 25 for further information on financial instruments.

Note 21. Provisions

	Consolidated	
	2025	2024
	\$	\$
Current liabilities		
Employee benefits	960,841	797,538
Reward redemption	1,592,748	1,461,141
	2,553,589	2,258,679
Non-current liabilities		
Employee benefits	349,885	219,973
Lease make-good	97,716	92,073
	447,601	312,046

Lease make-good
The provision represents the present value of the estimated costs to make good the premises leased by the group at the end of the respective lease terms.

Reward redemption
This provision represents the estimated costs of rewards awarded to customers in respect of services sold. The provision is estimated based on historical reward redemption information, sales levels and any recent trends that may suggest future reward redemptions could differ from historical amounts.

Movements in provisions
Movements in each class of provision during the current financial year, other than employee benefits, are set out below:

	Reward redemption	Lease make-good
	\$	\$
Carrying amount at the start of the year	1,461,141	92,073
Additional provisions recognised	7,865,423	-
Amounts used	(7,031,375)	-
Payments	(83,619)	-
Exchange differences	4,292	5,643
Unused amounts reversed	(623,114)	-
Carrying amount at the end of the year	1,592,748	97,716

Note 22. Issued capital

	2025	Consolidated	2025	2024
	Shares	Shares	\$	\$
Ordinary shares - fully paid	1,169,196,802	1,159,374,658	63,252,385	62,846,929

Note 22. Issued capital (continued)

Movements in ordinary share capital

Details	Date	Shares	Issue price	\$
Balance	1 July 2023	1,133,322,342		61,788,147
Shares issued on exercise of share rights	14 September 2023	1,750,000	\$0.024	42,000
Shares issued on exercise of share options	14 September 2023	709,678	\$0.043	30,512
Shares issued on exercise of performance rights	22 November 2023	2,816,669	\$0.060	170,136
Shares issued on exercise of performance rights	22 November 2023	12,299,458	\$0.042	516,577
Shares issued on exercise of performance rights	22 November 2023	4,608,511	\$0.033	152,081
Shares issued on exercise of performance rights	22 November 2023	2,359,286	\$0.040	94,371
Shares issued on exercise of performance rights	22 November 2023	1,094,084	\$0.033	36,105
Shares issued on exercise of share rights	8 March 2024	414,630	\$0.041	17,000
Balance	30 June 2024	1,159,374,658		62,846,929
Shares issued (Restricted Employee Shares)	10 December 2024	256,848	\$0.047	12,000
Shares issued on exercise of performance rights	27 February 2025	72,018	\$0.040	2,881
Shares issued on exercise of performance rights	27 February 2025	623,278	\$0.033	20,568
Shares issued on exercise of share options	12 March 2025	867,389	\$0.032	27,587
Shares issued on exercise of share options	12 March 2025	793,230	\$0.109	86,655
Shares issued on exercise of performance rights	12 March 2025	962,161	\$0.040	38,486
Shares issued on exercise of performance rights	12 March 2025	892,376	\$0.033	29,448
Shares issued on exercise of performance rights	19 May 2025	424,688	\$0.033	14,015
Shares issued on exercise of share options	16 June 2025	4,930,156	\$0.035	173,816
Balance	30 June 2025	1,169,196,802		63,252,385

* The exercise price is a notional amount that is not paid in cash.

Ordinary shares

Ordinary shares entitle the holder to participate in any dividends declared and any proceeds attributable to shareholders should the company be wound up in proportions that consider both the number of shares held and the extent to which those shares are paid up. The fully paid ordinary shares have no par value and the company does not have a limited amount of authorised capital.

On a show of hands every member present at a meeting in person or by proxy shall have one vote and upon a poll each share shall have one vote.

Share buy-back

There is no current on-market share buy-back.

Capital risk management

The group's objectives when managing capital is to safeguard its ability to continue as a going concern so that it can provide returns for shareholders and benefits for other stakeholders and to maintain an optimum capital structure to reduce the cost of capital.

Capital is regarded as total equity, as recognised in the statement of financial position, plus net debt. Net debt is calculated as total borrowings less cash and cash equivalents.

In order to maintain or adjust the capital structure, the group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares or sell assets to reduce debt.

The group would look to raise capital when an opportunity to invest in a business or company was seen as value adding relative to the current company's share price at the time of the investment.

The capital risk management policy remains unchanged from the previous period.

Note 23. Reserves

	Consolidated 2025 \$	2024 \$
Foreign currency reserve	(287,990)	(144,089)
Share-based payments reserve	3,342,822	3,387,588
	<u>3,054,832</u>	<u>3,243,499</u>

Foreign currency reserve

The reserve is used to recognise exchange differences arising from the translation of the financial statements of foreign operations to Australian dollars. It is also used to recognise gains and losses on hedges of the net investments in foreign operations.

Share-based payments reserve

The reserve is used to recognise the value of equity benefits provided to employees and directors as part of their remuneration, and other parties as part of their compensation for services.

Movements in reserves

Movements in each class of reserve during the current and previous financial year are set out below:

Consolidated	Foreign currency \$	Share-based payments \$	Total \$
Balance at 1 July 2023	(228,823)	3,496,499	3,267,676
Foreign currency translation	84,734	-	84,734
Share-based payments	-	949,871	949,871
Share options and rights exercised	-	(1,058,782)	(1,058,782)
Balance at 30 June 2024	(144,089)	3,387,588	3,243,499
Foreign currency translation	(143,901)	-	(143,901)
Share-based payments	-	307,350	307,350
Transfer due to expiry of vested but unexercised share options	-	(57,262)	(57,262)
Share options and rights exercised	-	(294,854)	(294,854)
Balance at 30 June 2025	<u>(287,990)</u>	<u>3,342,822</u>	<u>3,054,832</u>

Note 24. Dividends

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

Note 25. Financial instruments

Financial risk management objectives

The group's activities expose it to a variety of financial risks: market risk (including foreign currency risk, price risk and interest rate risk), credit risk and liquidity risk. The group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the group. These methods include sensitivity analysis in the case of interest rate, foreign exchange and other price risks and ageing analysis for credit risk.

Risk management is carried out by senior finance executives ('finance') under policies approved by the Board of Directors ('the Board'). These policies include identification and analysis of the risk exposure of the group and appropriate procedures, controls and risk limits. Finance identifies, evaluates and hedges financial risks within the group's operating units. Finance reports to the Board on a monthly basis.

Note 25. Financial instruments (continued)

Market risk

Foreign currency risk

The group operates internationally and is exposed to foreign currency risk from various currency exposures, primarily with respect to the US dollar and GB Pound.

Foreign exchange risk arises from future commercial transactions and recognised financial assets and financial liabilities denominated in a currency that is not the entity's functional currency. The risk is measured using sensitivity analysis and cash flow forecasting.

The carrying amount of the group's foreign currency denominated financial assets and financial liabilities at the reporting date were not significant.

Price risk

The group is not exposed to any significant price risk.

Interest rate risk

The group's main interest rate risk arises from long-term borrowings. Borrowings issued at variable rates expose the group to interest rate risk. Borrowings issued at fixed rates expose the group to fair value risk.

An analysis by remaining contractual maturities is shown in the liquidity section below.

As at the 30 June 2025 and 30 June 2024, the group's borrowings were subject to a fixed interest rate, hence the group was not susceptible to interest rate risk arising from fluctuation in the variable interest rate.

Credit risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in financial loss to the group. The group has a strict code of credit, including obtaining agency credit information, confirming references and setting appropriate credit limits. The group obtains guarantees where appropriate to mitigate credit risk. The maximum exposure to credit risk at the reporting date to recognised financial assets is the carrying amount, net of any provisions for impairment of those assets, as disclosed in the statement of financial position and notes to the financial statements. The group does not have any material credit risk exposure to any single debtor or group of debtors and does not hold any collateral.

The group has adopted a lifetime expected loss allowance in estimating expected credit losses to trade receivables through the use of a provisions matrix using fixed rates of credit loss provisioning. These provisions are considered representative across all customers of the group based on recent sales experience, historical collection rates and forward-looking information that is available.

Generally, trade receivables are written off when there is no reasonable expectation of recovery. Indicators of this include the failure of a debtor to engage in a repayment plan, no active enforcement activity and a failure to make contractual payments for a period greater than 1 year.

Liquidity risk

Vigilant liquidity risk management requires the group to maintain sufficient liquid assets (mainly cash and cash equivalents) and available borrowing facilities to be able to pay debts as and when they become due and payable.

The group manages liquidity risk by maintaining adequate cash reserves and available borrowing facilities by continuously monitoring actual and forecast cash flows and matching the maturity profiles of financial assets and liabilities.

Financing arrangements

Unused borrowing facilities at the reporting date:

	Consolidated 2025 \$	2024 \$
Loans	300,000	100,000

Note 25. Financial instruments (continued)

Remaining contractual maturities

The following tables detail the group's remaining contractual maturity for its financial instrument liabilities. The tables have been drawn up based on the undiscounted cash flows of financial liabilities based on the earliest date on which the financial liabilities are required to be paid. The tables include both interest and principal cash flows disclosed as remaining contractual maturities and therefore these totals may differ from their carrying amount in the statement of financial position.

	Weighted average interest rate %	1 year or less \$	Between 1 and 2 years \$	Between 2 and 5 years \$	Over 5 years \$	Remaining contractual maturities \$
Consolidated - 2025						
Non-derivatives						
Non-interest bearing						
Trade payables	-	7,038,520	-	-	-	7,038,520
Other payables	-	773,364	-	-	-	773,364
Reward redemption provision	-	1,592,748	-	-	-	1,592,748
Interest-bearing - variable						
Loans	7.94%	426,247	2,582,196	-	-	3,008,443
Interest-bearing - fixed rate						
Lease liability	8.42%	467,566	500,587	633,911	-	1,602,064
Total non-derivatives		10,298,445	3,082,783	633,911	-	14,015,139

	Weighted average interest rate %	1 year or less \$	Between 1 and 2 years \$	Between 2 and 5 years \$	Over 5 years \$	Remaining contractual maturities \$
Consolidated - 2024						
Non-derivatives						
Non-interest bearing						
Trade payables	-	4,331,341	-	-	-	4,331,341
Other payables	-	637,450	-	-	-	637,450
Reward redemption provision	-	1,461,141	-	-	-	1,461,141
Interest-bearing - variable						
Loans	8.64%	463,260	3,014,851	-	-	3,478,111
Interest-bearing - fixed rate						
Lease liability	8.42%	525,029	430,691	961,242	126,505	2,043,467
Total non-derivatives		7,418,221	3,445,542	961,242	126,505	11,951,510

The cash flows in the maturity analysis above are not expected to occur significantly earlier than contractually disclosed above.

Note 26. Fair value measurement

Unless otherwise stated, the carrying amounts of financial instruments reflect their fair value. The carrying amounts of trade receivables and trade payables are assumed to approximate their fair values due to their short-term nature. The fair value of financial liabilities is estimated by discounting the remaining contractual maturities at the current market interest rate that is available for similar financial instruments.

Note 27. Key management personnel disclosures

Compensation

The aggregate compensation made to directors and other members of key management personnel of the group is set out below:

	Consolidated 2025 \$	2024 \$
Short-term employee benefits	1,762,738	1,346,278
Post-employment benefits	72,033	68,120
Share-based payments	79,479	497,140
	<u>1,914,250</u>	<u>1,911,538</u>

Note 28. Remuneration of auditors

During the financial year, the following fees were paid or payable for services provided by Grant Thornton Audit Pty Ltd, the auditor of the company, and unrelated firms:

	Consolidated 2025 \$	2024 \$
<i>Audit services - Grant Thornton Audit Pty Ltd</i> Audit or review of the financial statements	216,220	201,700
<i>Other services - Grant Thornton Australia Limited</i> Taxation services	-	31,100
<i>Audit services - Grant Thornton related network firms</i> Audit or review of the financial statements	-	56,536
<i>Other services - Grant Thornton related network firms</i> Taxation services	-	29,501
Total services provided by Grant Thornton Audit Pty Ltd	<u>216,220</u>	<u>318,837</u>
<i>Audit services - other firms</i> Audit or review of the financial statements	46,553	-
<i>Other services - other firms</i> Taxation services	15,899	-
Total services provided by other auditors (excluding Grant Thornton Audit Pty Ltd)	<u>62,452</u>	<u>-</u>

Note 29. Contingent liabilities

The group had no contingent liabilities as at 30 June 2025 (2024: none).

Note 30. Related party transactions

Parent entity

Pureprofile Ltd is the parent entity.

Subsidiaries

Interests in subsidiaries are set out in note 33.

Note 30. Related party transactions (continued)

Key management personnel

Disclosures relating to key management personnel are set out in note 27.

Transactions with related parties

The following transactions occurred with related parties:

	Consolidated 2025 \$	2024 \$
Payment for goods and services:		
Payment for expenses reimbursed to key management personnel	5,207	8,857

Receivable from and payable to related parties

There were no trade receivables from or trade payables to related parties at the current and previous reporting date.

Loans to/from related parties

There were no loans to or from related parties at the current and previous reporting date.

Terms and conditions

All transactions were made on normal commercial terms and conditions and at market rates.

Note 31. Parent entity information

Set out below is the supplementary information about the parent entity.

Statement of profit or loss and other comprehensive income

	Parent 2025 \$	2024 \$
Loss after income tax	(332,418)	(1,019,768)
Total comprehensive loss	<u>(332,418)</u>	<u>(1,019,768)</u>

Statement of financial position

	Parent 2025 \$	2024 \$
Total current assets	101,945	3,342
Total assets	<u>10,534,264</u>	<u>10,434,934</u>
Total current liabilities	199,858	-
Total liabilities	<u>9,294,636</u>	<u>9,281,567</u>
Equity		
Issued capital	63,253,343	62,847,887
Foreign currency reserve	(1,656)	(2,382)
Share-based payments reserve	3,342,822	3,387,587
Accumulated losses	<u>(65,354,881)</u>	<u>(65,079,725)</u>
Total equity	<u>1,239,628</u>	<u>1,153,367</u>

Note 31. Parent entity information (continued)

Guarantees entered into by the parent entity in relation to the debts of its subsidiaries
The parent entity is a party to a deed of cross guarantee (refer note 34), under which it guarantees the debts of certain of its subsidiaries as at 30 June 2025 and 30 June 2024.

Contingent liabilities
The parent entity had no contingent liabilities as at 30 June 2025 and 30 June 2024.

Capital commitments - Property, plant and equipment
The parent entity had no capital commitments for property, plant and equipment as at 30 June 2025 and 30 June 2024.

Material accounting policy information
The accounting policies of the parent entity are consistent with those of the group, as disclosed in note 2, except for the following:

- Investments in subsidiaries are accounted for at cost, less any impairment, in the parent entity.

Note 32. Business combination

Acquisition of i-Link Research Solutions Pty Ltd
On 1 July 2024, the company, through its subsidiary Pureprofile Australia Pty Ltd, acquired the business and net assets of i-Link Research Solutions Pty Ltd ('i-Link') for a total consideration of \$1,250,000. i-Link is an independent online field and data collection company based in Sydney with operations in the Philippines, India and Malaysia. The acquisition included the LiveTribe research panel, proprietary survey software, brand names, customer relationships and other business assets, along with established client relationships with a portfolio of more than 50 active customers, and the transfer of i-Link's experienced team to Pureprofile. It was acquired to expand Pureprofile's market share in Australia. In addition to the assets acquired, goodwill of \$1,120,300 represents the anticipated synergistic benefits arising from the integration of the two businesses. This includes the value attributed to i-Link's experienced team, established client relationships, and advanced technology infrastructure. Furthermore, the addition of the LiveTribe panel enhances Pureprofile's product offerings, strengthening its market position. Goodwill also encompasses the expected operational efficiencies and cost savings resulting from streamlined office locations, reduced reliance on third-party providers, and the opportunity for expanded services and market reach. These factors underscore the strategic value derived from the acquisition, which exceeds the value of the identifiable tangible and intangible assets acquired. The acquired business contributed revenues of \$2,269,336 and profit after tax of \$490,909 to the consolidated entity for the period from 1 July 2024 to 30 June 2025.

Details of the acquisition are as follows:

	Fair value \$
Customer contracts	417,000
Brand names	58,000
Research panel	226,000
Deferred tax liability	(210,300)
Employee benefits	(144,026)
LiveTribe Redemption Rewards balance	(216,974)
Net assets acquired	129,700
Goodwill	1,120,300
Acquisition-date fair value of the total consideration transferred	1,250,000
Representing:	
Cash paid or payable to vendor	1,250,000
Cash used to acquire business, net of cash acquired:	
Acquisition-date fair value of the total consideration transferred	1,250,000

Note 32. Business combination (continued)

Total acquisition costs in relation to the acquisition of i-Link of \$40,539 and \$39,793 were expensed to the profit or loss during the year ended 30 June 2025 and 30 June 2024, respectively.

Note 33. Interests in subsidiaries

The consolidated financial statements incorporate the assets, liabilities and results of the following subsidiaries in accordance with the accounting policy described in note 2:

Name	Principal place of business / Country of incorporation	Ownership interest	
		2025 %	2024 %
Pureprofile.com, Inc.	USA	100%	100%
Pureprofile Australia Pty Limited	Australia	100%	100%
Pureprofile Global Pty Ltd	Australia	100%	100%
Pureprofile UK Ltd	United Kingdom	100%	100%
Pureprofile US Inc.	USA	100%	100%
ACN 605 146 567 PTY LTD	Australia	100%	100%
Sparc Media sp. Z o.o.	Poland	100%	100%
Pureprofile NZ Ltd	New Zealand	100%	100%
Pureprofile Singapore Pte. Ltd	Singapore	100%	100%
Pureprofile Philippines Limited Inc.*	Philippines	100%	-

* Incorporated on 7 November 2024

Note 34. Deed of cross guarantee

The following entities are party to a deed of cross guarantee under which each company guarantees the debts of the others:

Pureprofile Australia Pty Limited
Pureprofile Global Pty Ltd
ACN 605 146 567 PTY LTD

By entering into the deed, the wholly-owned entities have been relieved from the requirement to prepare financial statements and directors' report under Corporations Instrument 2016/785 issued by the Australian Securities and Investments Commission.

The above companies represent a 'Closed Group' for the purposes of the Corporations Instrument, and as there are no other parties to the deed of cross guarantee that are controlled by Pureprofile Ltd, they also represent the 'Extended Closed Group'.

Note 34. Deed of cross guarantee (continued)

Set out below is a consolidated statement of profit or loss and other comprehensive income and statement of financial position of the 'Closed Group'.

	2025 \$	2024 \$
Statement of profit or loss and other comprehensive income		
Revenue	53,918,752	44,962,781
Other income	3,868	85,115
Interest revenue calculated using the effective interest method	2,162	518
Foreign exchange gain	-	27,156
Direct costs of sales	(24,700,347)	(20,476,628)
Panel expenses	(491,018)	(620,186)
Employee benefits expense	(16,023,616)	(13,585,929)
Foreign exchange loss	(43,081)	-
Depreciation and amortisation expense	(2,626,427)	(2,449,144)
Loss on disposal of intangible assets	-	(39,070)
Technology, engineering and licence fees	(2,482,807)	(1,973,894)
Share-based payment expense	(319,350)	(949,871)
Professional fees	(25,262)	(53,930)
Restructuring and acquisition costs	(40,539)	(112,388)
Occupancy costs	(211,001)	(260,866)
Other expenses	(5,549,007)	(4,004,862)
Finance costs	(340,343)	(388,048)
Loss on disposal of investment in subsidiaries	-	(4)
Profit before income tax benefit	1,071,984	160,750
Income tax benefit	10,443	-
Profit after income tax benefit	1,082,427	160,750
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	1,082,427	160,750
Equity - accumulated losses		
Accumulated losses at the beginning of the financial year	(58,160,149)	(58,320,899)
Profit after income tax benefit	1,082,427	160,750
Transfer from share-based payments reserve	57,262	-
Accumulated losses at the end of the financial year	(57,020,460)	(58,160,149)

Note 34. Deed of cross guarantee (continued)

	2025 \$	2024 \$
Statement of financial position		
Current assets		
Cash and cash equivalents	4,958,476	4,468,470
Trade and other receivables	12,039,399	9,807,188
Contract assets	1,843,936	1,063,427
Deposits	128,775	162,535
Prepayments	946,671	874,244
	19,917,257	16,375,864
Non-current assets		
Investment in subsidiaries	820,442	765,461
Property, plant and equipment	143,434	107,583
Right-of-use assets	860,762	1,042,690
Intangibles	7,376,307	5,608,587
Related party receivables	5,728,695	6,030,974
	14,929,640	13,555,295
Total assets	34,846,897	29,931,159
Current liabilities		
Trade and other payables	12,664,264	9,933,835
Contract liabilities	2,093,900	1,767,116
Borrowings	219,174	220,594
Lease liabilities	216,769	192,741
Income tax	199,857	-
Provisions	2,178,705	1,960,658
Related party payables	4,228,560	3,934,112
	21,801,229	18,009,056
Non-current liabilities		
Borrowings	2,500,000	2,700,000
Lease liabilities	806,463	981,897
Provisions	390,885	260,973
	3,697,348	3,942,870
Total liabilities	25,498,577	21,951,926
Net assets	9,348,320	7,979,233
Equity		
Issued capital	63,253,344	62,847,888
Reserves	3,115,436	3,291,494
Accumulated losses	(57,020,460)	(58,160,149)
Total equity	9,348,320	7,979,233

Note 35. Earnings per share

	Consolidated 2025 \$	2024 \$
<i>Profit/(loss) per share for profit from continuing operations</i>		
Profit after income tax attributable to the owners of Pureprofile Ltd	1,538,778	107,047
	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	1,161,048,441	1,149,395,879
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	20,900,988	(745,187)
Performance rights over ordinary shares	51,647,199	63,364,654
Weighted average number of ordinary shares used in calculating diluted earnings per share	1,233,596,628	1,212,015,346
	Cents	Cents
Basic earnings per share	0.1325	0.0093
Diluted earnings per share	0.1247	0.0088
	Consolidated 2025 \$	2024 \$
<i>Loss per share for loss from discontinued operations</i>		
Loss after income tax attributable to the owners of Pureprofile Ltd	-	(12,695)
	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	-	1,212,015,346
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	-	-
Performance rights over ordinary shares	-	-
Weighted average number of ordinary shares used in calculating diluted earnings per share	-	1,212,015,346
	Cents	Cents
Basic earnings per share	-	(0.0010)
Diluted earnings per share	-	(0.0010)

Options and rights have been excluded from the calculation of diluted earnings per share when they are considered anti-dilutive.

	Consolidated 2025 \$	2024 \$
<i>Profit/(loss) per share for profit</i>		
Profit after income tax attributable to the owners of Pureprofile Ltd	1,538,778	94,352

Note 35. Earnings per share (continued)

	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	1,161,048,441	1,149,395,879
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	20,900,988	(745,187)
Performance rights over ordinary shares	51,647,199	63,364,654
Weighted average number of ordinary shares used in calculating diluted earnings per share	1,233,596,628	1,212,015,346
	Cents	Cents
Basic earnings per share	0.1325	0.0082
Diluted earnings per share	0.1247	0.0078

Note 36. Share-based payments

A long term incentive plan ('LTI') and short term incentive plan ('STI') have been established by the group, whereby the group may, at the discretion of the Board, grant options or performance rights or share rights over ordinary shares in the company to certain key management personnel and employees of the group. The existing options are issued for consideration and are granted in accordance with guidelines established by the Board. The existing rights are issued for nil consideration and are granted in accordance with performance guidelines established by the Board. The general terms under which the options and rights are granted are summarised in the Remuneration report section of the Directors' report.

The share-based payments expense for the financial year was \$319,350 (2024: \$949,871).

Performance rights

On 13 December 2022 and 20 December 2022, the company issued a total of 47,227,344 performance rights to its key management personnel and other executives, which consists of 25,256,404 STI performance rights and 21,970,940 LTI performance rights.

The number of STI performance rights that will be eligible to vest is based on performance against set objectives in five strategic priorities: revenue growth, profitability, key clients and partnerships, growth initiatives, and technology and innovation. The performance will be measured during the period from 1 July 2022 to 30 June 2023 (STI performance period). Once the performance against these strategic priorities has been evaluated, the number of eligible awards will be determined, and the STI unlisted performance rights will vest following the release of the FY23 audited results.

Subject to the performance hurdle outlined below, participants' LTI performance rights will vest (Eligible Awards) equally over three years following the release of the FY23, FY24 and FY25 audited results. The number of eligible LTI awards which vest will be determined by the company's total shareholder return ('TSR') in comparison to the ASX Small Ordinaries Index ('Index') at the end of the third year i.e. 30 June 2025.

Note 36. Share-based payments (continued)

Share options
Set out below are summaries of options granted by the company:

2025							
Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
29/01/2021	01/04/2026	\$0.000	4,930,156	-	(4,930,156)	-	-
29/01/2021	01/04/2026	\$0.000	10,955,903	-	-	-	10,955,903
01/04/2021	01/04/2026	\$0.000	4,208,907	-	-	-	4,208,907
01/04/2021	01/04/2026	\$0.000	15,578,276	-	(1,714,739)	-	13,863,537
16/09/2021	16/09/2026	\$0.000	13,138,866	-	-	-	13,138,866
17/09/2021	17/09/2026	\$0.000	26,371,978	-	(2,353,182)	-	24,018,796
15/08/2022	30/06/2025	\$0.000	3,000,000	-	-	(3,000,000)	-
16/02/2023	16/02/2026	\$0.000	2,000,000	-	-	-	2,000,000
27/11/2023	15/01/2029	\$0.000	5,000,000	-	-	-	5,000,000
			85,184,086	-	(8,998,077)	(3,000,000)	73,186,009
Weighted average exercise price			\$0.026	\$0.000	\$0.022	\$0.060	\$0.025

Employees have the option to use a cashless exercise as a method for exercising options without the need for the employees to make a cash payment to cover the exercise price. If this method is used, the resulting number of fully paid shares issued differs to the number of options exercised.

2024							
Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
29/01/2021	01/04/2026	\$0.020	4,930,156	-	-	-	4,930,156
29/01/2021	01/04/2026	\$0.020	2,000,000	-	(2,000,000)	-	-
29/01/2021	01/04/2026	\$0.020	10,955,903	-	-	-	10,955,903
01/04/2021	01/04/2026	\$0.020	4,208,907	-	-	-	4,208,907
01/04/2021	01/04/2026	\$0.020	15,578,276	-	-	-	15,578,276
16/09/2021	16/09/2026	\$0.026	13,138,866	-	-	-	13,138,866
17/09/2021	17/09/2026	\$0.026	26,371,978	-	-	-	26,371,978
15/08/2022	30/06/2025	\$0.060	3,000,000	-	-	-	3,000,000
16/02/2023	16/02/2026	\$0.053	2,000,000	-	-	-	2,000,000
03/01/2023	30/06/2026	\$0.055	2,500,000	-	-	(2,500,000)	-
27/11/2023	15/01/2029	\$0.028	-	5,000,000	-	-	5,000,000
27/11/2023	15/01/2029	\$0.028	-	5,000,000	-	(5,000,000)	-
27/11/2023	15/01/2029	\$0.028	-	5,000,000	-	(5,000,000)	-
			84,684,086	15,000,000	(2,000,000)	(12,500,000)	85,184,086
Weighted average exercise price			\$0.026	\$0.028	\$0.020	\$0.033	\$0.026

* Employees have the option to use a cashless exercise as a method for exercising options without the need for the employees to make a cash payment to cover the exercise price. If this method is used, the resulting number of fully paid shares issued differs to the number of options exercised.

Note 36. Share-based payments (continued)

Set out below are the options that have vested and are exercisable at the end of the financial year:

Grant date	Expiry date	2025 Number	2024 Number
29/01/2021	01/04/2026	-	4,930,156
29/01/2021	01/04/2026	10,955,902	10,955,902
01/04/2021	01/04/2026	4,208,907	4,208,907
01/04/2021	01/04/2026	13,863,538	15,578,277
16/09/2021	16/09/2026	13,138,866	10,312,453
17/09/2021	17/09/2026	24,018,796	19,466,473
15/08/2022	30/06/2025	-	3,000,000
16/02/2023	16/02/2026	2,000,000	2,000,000
27/11/2023	26/11/2028	5,000,000	5,000,000
		73,186,009	75,452,168

The weighted average share price during the financial year was \$0.04 (2024: \$0.02).

The weighted average remaining contractual life of options outstanding at the end of the financial year was 1.17 years (2024: 2.09 years).

Share rights
There were no share rights granted during the current year. Set out below are summaries of share rights by the company:

2025							
Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Forfeited	Balance at the end of the year
29/01/2021	01/04/2026	\$0.000	14,000,000	-	-	-	14,000,000
17/02/2023	17/02/2028	\$0.000	18,388,087	-	-	(1,115,151)	17,272,936
			32,388,087	-	-	(1,115,151)	31,272,936
2024							
Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Forfeited	Balance at the end of the year
29/01/2021	01/04/2026	\$0.000	14,000,000	-	-	-	14,000,000
29/01/2021	01/04/2026	\$0.000	1,750,000	-	(1,750,000)	-	-
07/12/2022	07/12/2027	\$0.000	414,630	-	(414,630)	-	-
17/02/2023	17/02/2028	\$0.000	19,186,080	-	-	(797,993)	18,388,087
			35,350,710	-	(2,164,630)	(797,993)	32,388,087

Set out below are the share rights exercisable at the end of the financial year:

Grant date	Expiry date	2025 Number	2024 Number
29/01/2021	01/04/2026	14,000,000	14,000,000
		14,000,000	14,000,000

The weighted average remaining contractual life of share rights outstanding at the end of the financial year was 1.79 years (2024: 2.82 years).

Note 36. Share-based payments (continued)

Performance rights

There were no performance rights granted during the current year. Set out below are summaries of performance rights under the plan:

2025							
Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
26/10/2021	26/10/2026	\$0.000	2,816,666	-	-	-	2,816,666
13/12/2022	13/12/2027	\$0.000	9,217,025	-	(424,688)	-	8,792,337
20/12/2022	20/12/2027	\$0.000	2,727,540	-	(1,034,179)	-	1,693,361
20/12/2022	20/12/2027	\$0.000	5,982,745	-	(1,515,654)	-	4,467,091
			<u>20,743,976</u>	<u>-</u>	<u>(2,974,521)</u>	<u>-</u>	<u>17,769,455</u>
2024							
Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
26/10/2021	26/10/2026	\$0.000	5,633,333	-	(2,816,667)	-	2,816,666
13/12/2022	13/12/2027	\$0.000	12,299,458	-	(12,299,458)	-	-
13/12/2022	13/12/2027	\$0.000	13,825,536	-	(4,608,511)	-	9,217,025
20/12/2022	20/12/2027	\$0.000	5,086,826	-	(2,359,286)	-	2,727,540
20/12/2022	20/12/2027	\$0.000	7,076,829	-	(1,094,084)	-	5,982,745
			<u>43,921,982</u>	<u>-</u>	<u>(23,178,006)</u>	<u>-</u>	<u>20,743,976</u>

Set out below are the performance rights exercisable at the end of the financial year:

Grant date	Expiry date	2025 Number	2024 Number
26/10/2021	26/10/2026	2,816,666	-
13/12/2022	13/12/2027	4,183,825	-
20/12/2022	20/12/2027	1,693,361	2,727,540
20/12/2022	20/12/2027	<u>2,108,148</u>	<u>1,264,859</u>
		<u>10,802,000</u>	<u>3,992,399</u>

The weighted average remaining contractual life of performance rights outstanding at the end of the financial year was 2.28 years (2024: 3.31 years).

Note 37. Cash flow information

Reconciliation of profit after income tax to net cash from operating activities

	Consolidated 2025 \$	Consolidated 2024 \$
Profit after income tax expense for the year	1,538,778	94,352
Adjustments for:		
Depreciation and amortisation	2,873,717	2,694,344
Share-based payments	319,350	949,871
Net (gain)/loss on disposal of non-current assets	(4,079)	38,328
Foreign currency differences	-	87,970
Interest on lease liabilities	127,221	155,515
Restructuring and acquisition costs	40,539	39,791
Change in operating assets and liabilities:		
Increase in trade and other receivables	(2,357,006)	(2,827,880)
(Increase)/decrease in contract assets	(790,177)	132,663
Increase in net deferred tax	(194,443)	-
Increase in prepayments	(48,631)	(61,319)
Decrease/(increase) in deposits	24,259	(3,636)
Increase in trade and other payables	2,852,579	2,136,816
Increase in contract liabilities	343,626	380,211
Increase/(decrease) in provision for income tax	207,540	(59,972)
(Decrease)/increase in employee benefits	(153,723)	96,875
Increase/(decrease) in other provisions	11,032	(360,686)
Net cash from operating activities	<u>4,790,582</u>	<u>3,493,243</u>

Non-cash investing and financing activities

	Consolidated 2025 \$	Consolidated 2024 \$
Additions to the right-of-use assets	<u>51,920</u>	<u>104,978</u>

Changes in liabilities arising from financing activities

	Loans \$	Lease liabilities \$	Total \$
Balance at 1 July 2023	3,000,000	2,035,581	5,035,581
Net cash used in financing activities	(100,000)	(532,941)	(632,941)
Interest accumulated	20,594	-	20,594
Acquisition of leases	-	199,248	199,248
Balance at 30 June 2024	2,920,594	1,701,888	4,622,482
Net cash used in financing activities	(200,000)	(504,746)	(704,746)
Interest accumulated	19,174	-	19,174
Balance at 30 June 2025	<u>2,739,768</u>	<u>1,197,142</u>	<u>3,936,910</u>

Note 38. Events after the reporting period

No matter or circumstance has arisen since 30 June 2025 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

Entity name	Entity type	Place formed / Country of incorporation	Ownership interest %	Tax residency
Pureprofile.com, Inc.	Body corporate	USA	100%	USA
Pureprofile Australia Pty Limited	Body corporate	Australia	100%	Australia*
Pureprofile Global Pty Ltd	Body corporate	Australia	100%	Australia*
Pureprofile UK Ltd	Body corporate	United Kingdom	100%	United Kingdom
Pureprofile US Inc.	Body corporate	USA	100%	USA
ACN 605 146 567 PTY LTD	Body corporate	Australia	100%	Australia*
Sparc Media sp. Z o.o.	Body corporate	Poland	100%	Poland
Pureprofile NZ Ltd	Body corporate	New Zealand	100%	New Zealand
Pureprofile Singapore Pte. Ltd	Body corporate	Singapore	100%	Singapore
Pureprofile Philippines Limited Inc.	Body corporate	Philippines	100%	Philippines

* Pureprofile Ltd. (the 'head entity') and its wholly-owned Australian subsidiaries have formed an income tax consolidated group with tax funding agreements, under the tax consolidation regime.

In the directors' opinion:

- the attached financial statements and notes comply with the Corporations Act 2001, the Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes comply with IFRS Accounting Standards as issued by the International Accounting Standards Board as described in note 2 to the financial statements;
- the attached financial statements and notes give a true and fair view of the group's financial position as at 30 June 2025 and of its performance for the financial year ended on that date;
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable;
- at the date of this declaration, there are reasonable grounds to believe that the members of the Extended Closed Group will be able to meet any obligations or liabilities to which they are, or may become, subject by virtue of the deed of cross guarantee described in note 34 to the financial statements; and
- the information disclosed in the attached consolidated entity disclosure statement is true and correct as at 30 June 2024.

The directors have been given the declarations required by section 295A of the Corporations Act 2001.

Signed in accordance with a resolution of directors made pursuant to section 295(5)(a) of the Corporations Act 2001.

On behalf of the directors



Michael Anderson
Non-Executive Chair

28 August 2025
Sydney



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Independent Auditor's Report

To the Members of Pureprofile Limited

Report on the audit of the financial report

Opinion

We have audited the financial report of Pureprofile Limited (the Company) and its subsidiaries (the Group), which comprises the consolidated statement of financial position as at 30 June 2025, the consolidated statement of profit or loss and other comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the year then ended, and notes to the consolidated financial statements, including material accounting policy information, the consolidated entity disclosure statement and the directors' declaration.

In our opinion, the accompanying financial report of the Group is in accordance with the *Corporations Act 2001*, including:

- a giving a true and fair view of the Group's financial position as at 30 June 2025 and of its performance for the year ended on that date; and
- b complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Group in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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Key audit matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial report of the current period. These matters were addressed in the context of our audit of the financial report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Key audit matter	How our audit addressed the key audit matter
Capitalisation of development costs (Note 15)	
<p>During the year ended 30 June 2025, the Group capitalised \$2,269,866 of costs related to developing its software assets. These intangible assets are being amortised over their finite life of between four and five years.</p> <p>AASB 138 <i>Intangible Assets</i> sets out the specific requirements to be met to capitalise development costs.</p> <p>We consider this a key audit matter given the magnitude of capitalised amounts, the significant judgements involved in determining which costs may be capitalised, and the assets' useful lives.</p>	<p>Our procedures included, amongst others:</p> <ul style="list-style-type: none">• Assessing management's assumptions and estimates made in capitalising development costs against the eligibility criteria in AASB 138;• Testing a sample of additions during the year and vouching these to underlying support such as timesheets and employment contracts;• Discussing the sampled projects and related costs with the Chief Technology Officer and IT development team to understand the nature of the projects to assess if they meet the recognition criteria of AASB 138;• Assessing the reasonableness of the useful lives attributed to capitalised development costs and whether amortisation expense was recorded based upon the assigned useful lives;• Evaluating indicators of impairment for intangible assets with reference to consideration of impairment indicators set out within AASB 136 <i>Impairment of Assets</i>; and• Assessing the adequacy of the disclosures relating to intangible assets in the financial statements, including those made with respect to judgements and estimates.
Business combination (Note 32)	
<p>The Group acquired the net assets of an online field and data collections services company, i-Link, in July 2024 for a total consideration amounting to \$1,250,000m. The total consideration consists of \$625,000 in cash and \$625,000 deferred consideration. The acquisition included the transfer of i-Link employees as well as Live-Tribe panel, technology platforms and software.</p> <p>There are significant judgements involved in determining the value of the identifiable assets and liabilities and the complexity involved with the assessment of AASB 3 <i>Business Combinations</i>.</p> <p>We therefore consider this to be a key audit matter.</p>	<p>Our procedures included, amongst others:</p> <ul style="list-style-type: none">• Obtaining the purchase price agreement to understand the terms of the contract• Assessing the appropriateness of the accounting treatment of the acquisition in accordance with AASB 3;• Obtaining the acquisition balance sheet of i-Link and agreeing material balances to supporting information;• Assessing the calculation of the deferred consideration totalling up to \$625,000;

Key audit matter	How our audit addressed the key audit matter
	<ul style="list-style-type: none">• Assessing the completeness of the identifiable intangible assets recognised upon acquisition with reference to the purchase price allocation prepared by management expert and our understanding of the transaction;• Evaluating the competence, capability and objectivity of management expert and performing a detailed review of their reports to understand the scope of their engagement and any limitations in the report;• Engaging our internal Corporate Finance specialist, for any identifiable intangible assets identified, to assess the reasonableness of the valuation performed including:<ul style="list-style-type: none">– Evaluating the methodologies applied by management expert in relation to the recognition and measurement of brand, customer relationships and Live-Tribe research panel;– Assessing the accuracy of the underlying data, including agreeing key inputs to supporting documentation;• Assessing the reasonableness of the useful lives of the acquired assets; and• Evaluating the appropriateness of the disclosure of the acquisition in the financial statements.

Information other than the financial report and auditor's report thereon

The Directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 30 June 2025 but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the financial report

- The Directors of the Company are responsible for the preparation of:
- a the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 (other than the consolidated entity disclosure statement); and
 - b the consolidated entity disclosure statement that is true and correct in accordance with the Corporations Act 2001, and

for such internal control as the directors determine is necessary to enable the preparation of:

- i the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error; and
- ii the consolidated entity disclosure statement that is true and correct and is free of misstatement, whether due to fraud or error.

In preparing the financial report, the Directors are responsible for assessing the Group’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

Auditor’s responsibilities for the audit of the financial report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: https://www.auasb.gov.au/media/bwvjcgre/ar1_2024.pdf. This description forms part of our auditor’s report.

Report on the remuneration report

Opinion on the remuneration report

We have audited the Remuneration Report included in pages 32 to 41 of the Directors’ report for the year ended 30 June 2025.

In our opinion, the Remuneration Report of Pureprofile Limited, for the year ended 30 June 2025 complies with section 300A of the *Corporations Act 2001*.

Responsibilities

The Directors of the Company are responsible for the preparation and presentation of the Remuneration Report in accordance with section 300A of the *Corporations Act 2001*. Our responsibility is to express an opinion on the Remuneration Report, based on our audit conducted in accordance with Australian Auditing Standards.

Grant Thornton Audit Pty Ltd
Chartered Accountants

A L Spowart
Partner – Audit & Assurance
Sydney, 28 August 2025

Pureprofile Ltd
Corporate directory
30 June 2025

Directors	Michael Anderson Martin Filz Elizabeth Smith Mark Heeley Adrian Gonzalez
Company secretary	Lee Tamplin
Notice of annual general meeting	The details of the annual general meeting of Pureprofile Ltd are: 29 October 2025 at 11am at: Automic Level 5, 126 Phillip Street Sydney NSW 2000 Further to Listing Rule 3.13.1, Listing Rule 14.3 and clause 11.7 of the Company's Constitution, nominations for election of directors at the AGM must be received not less than 35 business days before the meeting, being no later than Wednesday, 10 September 2025.
Registered office and Principal place of business	263 Riley Street Surry Hills NSW 2010 Tel: +61 2 9333 9700
Share register	Automic Level 5, 126 Phillip Street Sydney NSW 2000 Tel: +61 2 9698 5414
Auditor	Grant Thornton Level 17, 383 Kent Street Sydney NSW 2000 Tel: +61 2 8297 2400
Stock exchange listing	Pureprofile Ltd. shares are listed on the Australian Securities Exchange (ASX code: PPL)
Website	pureprofile.investorportal.com.au
Corporate Governance Statement	The directors and management are committed to conducting the business of Pureprofile Limited in an ethical manner and in accordance with the highest standards of corporate governance. Pureprofile Limited has adopted and has substantially complied with the ASX Corporate Governance Principles and Recommendations (Fourth Edition) ('Recommendations') to the extent appropriate to the size and nature of its operations. The group’s Corporate Governance Statement, which sets out the corporate governance practices that were in operation during the financial year and identifies and explains any Recommendations that have not been followed, and ASX Appendix 4G are released to the ASX on the same day the Annual Report is released. The Corporate Governance Statement can be found on the company’s website at pureprofile.investorportal.com.au

The shareholder information set out below was applicable as at 31 July 2025.

Distribution of equitable securities

	Ordinary shares		Unlisted options over ordinary shares		Rights over ordinary shares		Performance rights over ordinary shares		Restricted employee shares	Restricted employee shares over ordinary shares
	Number of holders	% of total shares issued	Number of holders	% of total shares issued	Number of holders	% of total shares issued	Number of holders	% of total shares issued	Number of holders	% of total shares issued
1 to 1,000	54	-	-	-	-	-	-	-	-	-
1,001 to 5,000	107	0.03	-	-	-	-	-	-	-	-
5,001 to 10,000	83	0.06	-	-	-	-	-	-	-	-
10,001 to 100,000	618	2.27	-	-	-	-	-	-	26	100.00
100,001 and over	473	97.64	11	100.00	24	100.00	9	100.00	-	-
	1,335	100.00	11	100.00	24	100.00	9	100.00	26	100.00
Holding less than a marketable	651	1.03	-	-	-	-	-	-	-	-

Equity security holders

Twenty largest quoted equity security holders
The names of the twenty largest security holders of quoted equity securities are listed below:

	Ordinary shares	
	Number held	% of total shares issued
Dany Kontos	233,141,247	19.95
Principis Master Fund SPC	142,470,713	12.19
J P Morgan Nominees Australia Pty Limited	74,500,072	6.38
APPWAM Pty Ltd	51,300,000	4.39
HSBC Custody Nominees (Australia) Limited	46,082,130	3.94
BNP Paribas Nominees Pty Ltd (IB AU NOMS RETAILCLIENT)	33,489,961	2.87
DMX Capital Partners Limited	28,701,104	2.46
GEMH Pty Ltd (GEMH A/C)	21,939,190	1.88
Mr Christopher Wayne Lonergan	21,000,000	1.80
HSBC Custody Nominees (Australia) Limited - A/C 2	20,562,365	1.76
Depofo Pty Ltd (Ordinary A/C)	16,500,000	1.41
Mr Mark Heeley	16,232,231	1.39
Vanward Investments Limited	16,066,395	1.37
Vadina Pty Limited (Jordan Super Fund A/C)	15,000,000	1.28
BNP Paribas Noms Pty Ltd	14,902,967	1.28
Mr Christian James Hausted	13,000,000	1.11
Mr Dezhi Dong	9,625,521	0.82
Mr Graeme Leslie Waldron	9,500,000	0.81
J & A Reeve Pty Ltd (Reeve Family A/C)	9,218,906	0.79
Depofo Pty Ltd (Depofo TT A/C)	9,000,000	0.77
	802,232,802	68.65

Substantial holders
Substantial holders in the company are set out below:

	Ordinary shares	
	Number held	% of total shares issued
Danny Kontos	233,141,247	19.95
Lucerne Investment Partners	142,470,713	12.19
DMX Asset Management Limited	80,071,609	6.85
Jencay Capital Pty Ltd	74,500,072	6.38

Classes of unquoted equity securities

	Number of Holders	Number of Securities
Unlisted Options	11	73,186,288
Share Rights	24	31,272,936
Performance Rights	9	17,769,449
Restricted Employee Shares	26	580,834

The holders in the above unquoted security classes holding more than 20% of the unquoted class were issued the securities under the company’s Equity Plan.

Unquoted Equity Securities – Unlisted Options
Holders of 20% or more of Unlisted Options on issue:

	Unlisted options	
	Number of units	% of issued share capital
Edward Delaney	1,000,000	50.00%
Philip Beard	1,000,000	50.00%
	2,000,000	

Securities subject to voluntary escrow

Class	Release date	Number of shares
Ordinary shares	08/03/2026	292,680
Ordinary shares	10/12/2027	256,848
		549,528

There are no other classes of equity securities.

Voting rights
The voting rights attached to each class of equity securities are set out below:

Ordinary shares
On a show of hands every member present at a meeting in person or by proxy shall have one vote and upon a poll each share shall have one vote.

Unlisted Options, Share Rights and Performance Rights
These classes do not have voting rights.

Restricted Employee Shares
This class of shares has voting rights.

On-market buy-back
The company is not currently conducting an on-market buy-back.



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The financial statements cover Pureprofile Ltd. as a group consisting of Pureprofile Ltd. and the entities it controlled at the end of, or during, the year. The financial statements are presented in Australian dollars, which is Pureprofile Ltd.'s functional and presentation currency. Pureprofile Ltd. is a listed public Company limited by shares, incorporated and domiciled in Australia. Its registered address is Level 5, 126 Phillip Street, Sydney NSW 2000. Its principal business address is 263 Riley Street, Surry Hills NSW 2010. A description of the nature of the group's operations and its principal activities are included in the directors' report, which is not part of the financial statements. The financial statements were authorised for issue in accordance with a resolution of directors, on 28 August 2025. The directors have the power to amend and reissue the financial statements.