

Pureprofile 

**FY25**

# Investor Presentation

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An aerial photograph of a basketball game in progress, showing several players on a court. The image is heavily overlaid with a teal color gradient, which is darker at the bottom and lighter at the top. The court lines, including the three-point arc and the key, are visible. A basketball hoop and backboard are on the right side of the frame. The players are in various positions, some jumping or moving quickly.

# Business Overview

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

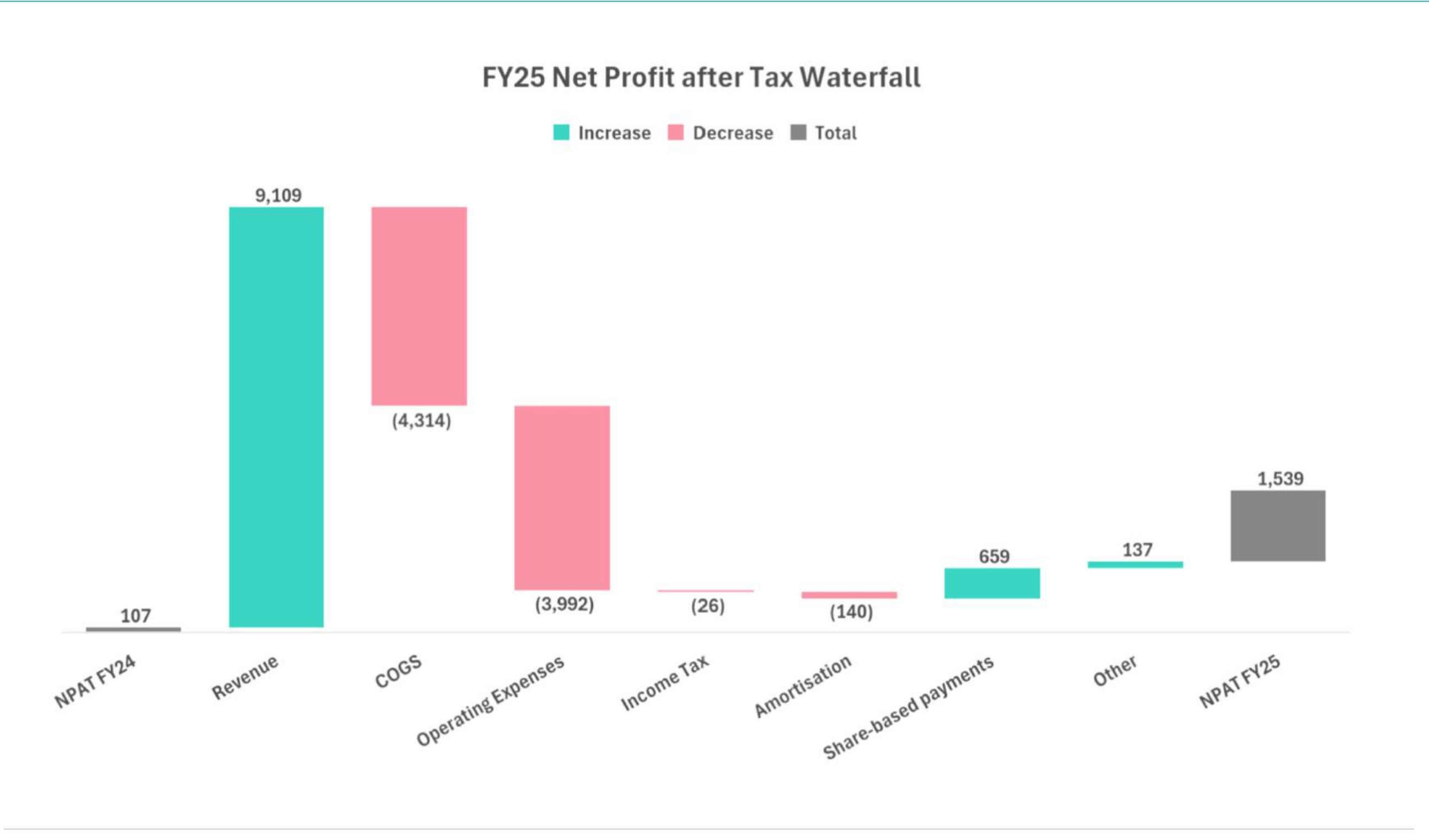
# Pureprofile's Achievements in FY25

## We delivered record results with \$1.5m in NPAT, accelerated revenue growth of 19% and new technology solutions launched

- Net profit after tax for the year was **\$1.5m**, up from **\$0.1m** in FY24, supported by continued revenue growth and disciplined cost management
- Successfully achieved full year financial guidance delivering **\$57.2m** in revenue, **\$5.2m** in EBITDA and a **\$5.7m** cash balance
- FY25 delivered **19%** revenue growth on pcp, up from **10%** in FY24, reflecting strong operational execution. This was achieved while preserving margin performance and continuing to invest for long-term growth
- Increased Rest of World revenue to **46%** of total revenue in FY25, up from **43%** in FY24
- Successful execution of the i-Link acquisition drove ANZ revenue growth to **12%** in FY25, a marked improvement from 2% growth in FY24. The acquisition was fully funded through cash flow and is delivering strong operational and financial performance
- **90%** of revenue from repeat clients in FY25 - a result of our rapid delivery, world-class service, and high quality data
- Launched **Datarubico** and new **AI** solutions in FY25, including Datarubico self-service data and insights solutions, synthetic responses and AI-powered social insights in partnership with Quilt.AI

# Pureprofile's Achievements in FY25

Second consecutive profit, with NPAT rising 15x on pcg



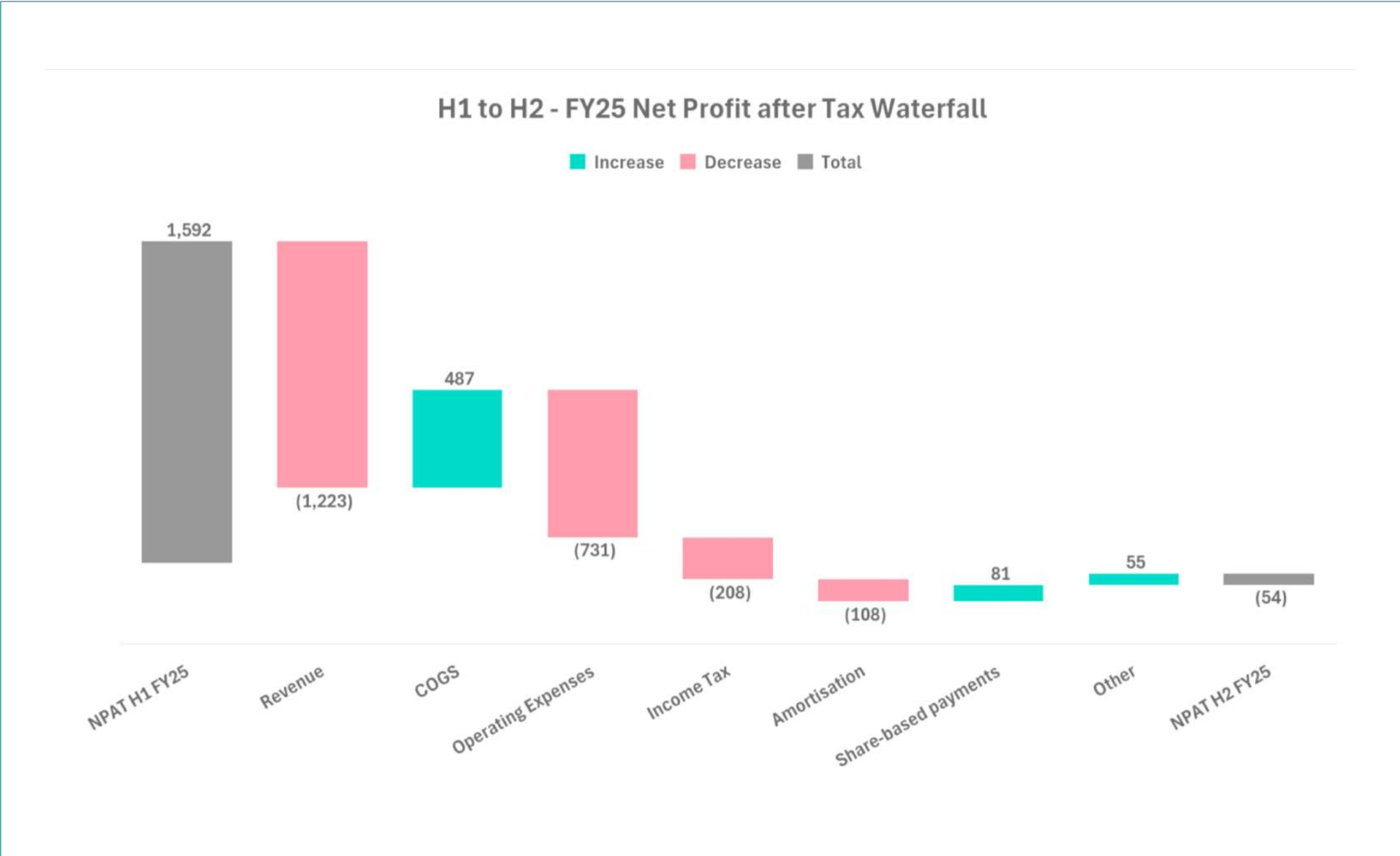
- Strong top-line growth delivered \$9.1m uplift in revenue, highlighting continued demand and expansion across core markets
- COGS and operating expenses increased in line with growth, reflecting investment in technology, new solutions, marketing, and incentives to support long-term growth
- Non-cash amortisation and higher tax expense weighed on H2 results, but do not reflect a decline in underlying performance
- NPAT rose 15x to \$1.5m, marking the second consecutive year of profitability and a material uplift from FY24

# Pureprofile's Achievements in FY25

## Strong FY25 NPAT growth with strategic H2 investments for long-term growth

H1 FY25 delivered a net profit after tax of \$1.6m, while H2 recorded a small net loss of \$0.05m. This result was driven by a mix of seasonal and investment-related factors rather than a decline in business performance:

- Seasonality: Lower revenue in Q3 due to the holiday period in Australia, our primary market
- Strategic investment: Increased H2 operating expenses to support new technology solutions including higher incentives
- Foreign exchange impact: H1 saw a significant FX gain; H2 recorded an FX loss
- Tax timing: Higher H2 tax expense after utilisation of carried-forward losses in H1
- Higher amortisation: Reflecting prior growth investments



# Pureprofile at a glance



## We are Pureprofile

We are a global data and insights company, helping brands, businesses & government answer crucial questions



## What we do

We securely connect organisations with highly profiled audiences, gathering data that is otherwise inaccessible



## How we do it

Through our proprietary technology platform, we survey and reward millions of people worldwide for sharing their opinions



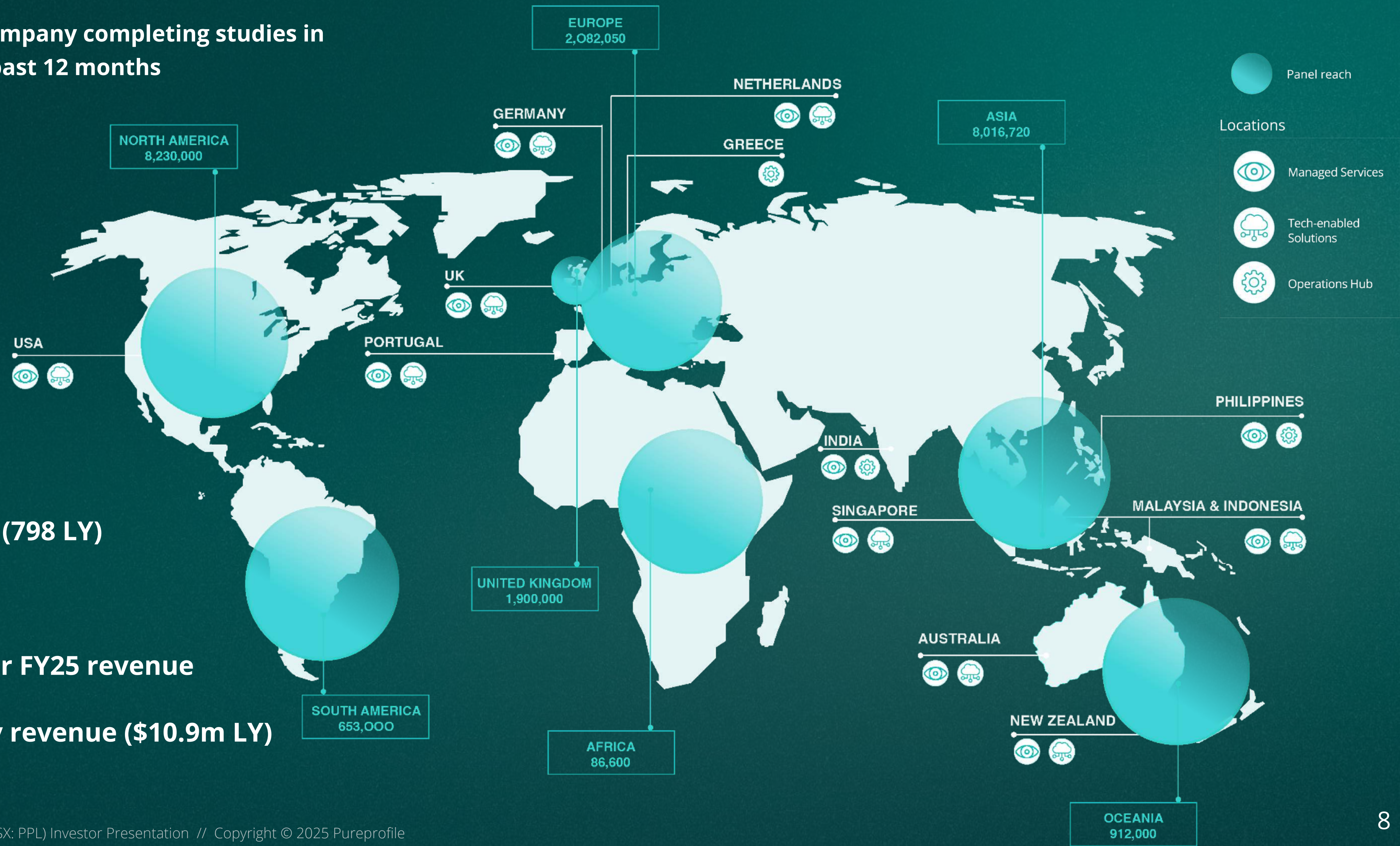
## Why we do it

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

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

We are a truly global company completing studies in **93** countries over the past 12 months

**14** offices globally  
**923** clients globally (798 LY)  
**244** staff globally  
**\$57.2m** in full year FY25 revenue  
**\$13.9m** in annuity revenue (\$10.9m LY)





# Corporate Growth Strategy

# Clear corporate growth strategy

## 01. Global Business

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

## 03. Data & Insights

Leverage Pureprofile's **proprietary data**

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

## 02. Technology & AI

Accelerate our **Technology & AI solutions**

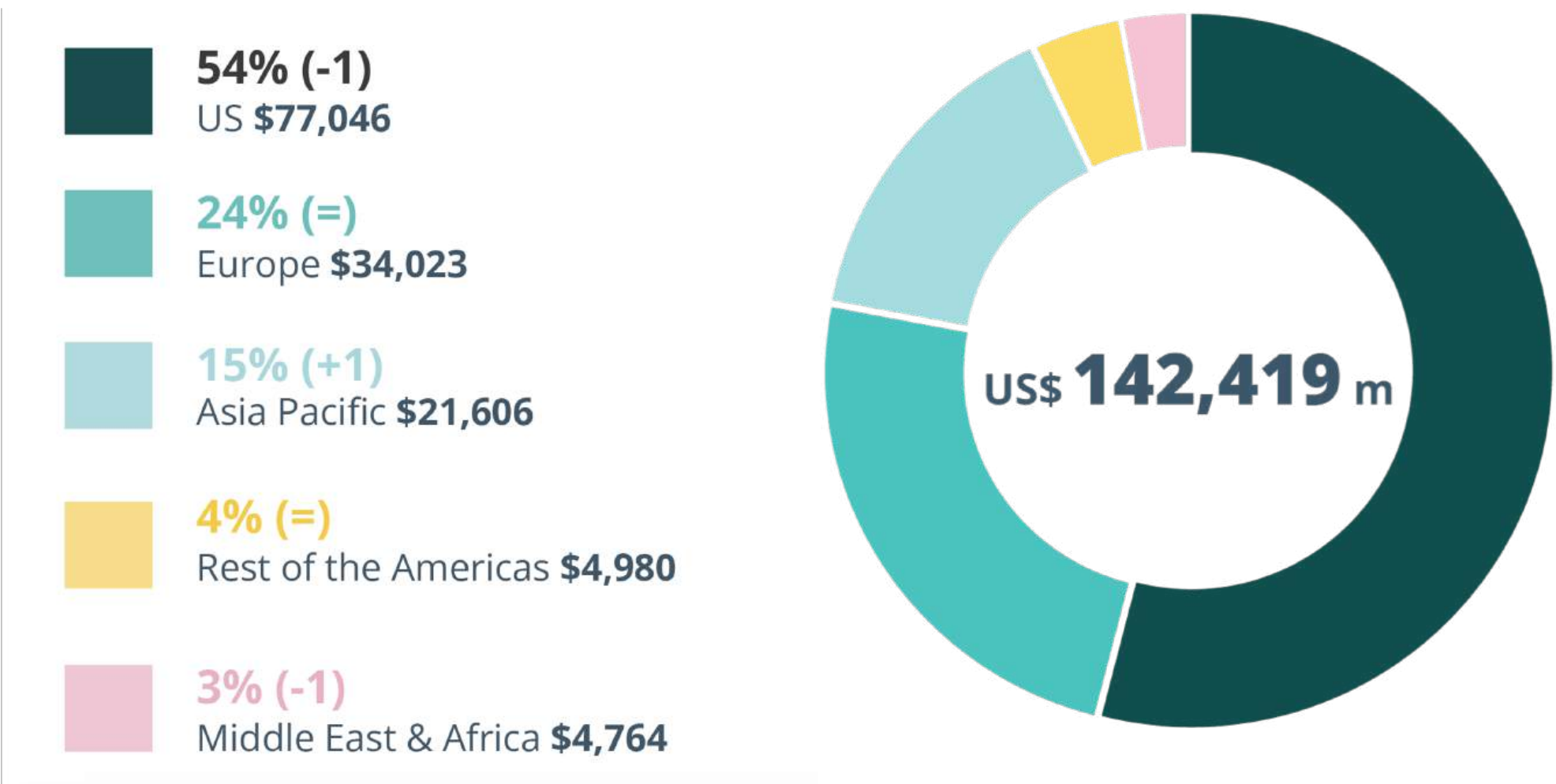
- Datarubico
- Synthetic responses
- Social Insights tools
- Internal efficiency
- Platform



# The Opportunity

As a market leader in ANZ, the next phase of our strategy is to replicate the same success in the US and UK. These markets are currently 30 times and 5 times larger than Australia, respectively

Global insights industry turnover, 2023



Source: ESOMAR Global Market Research 2024

## Artificial Intelligence (AI)

### The most significant change in the Data & Insights space

AI allows us to be faster, more efficient and to deliver higher quality

Opportunities for Pureprofile, include:

#### Internal solutions:

##### Translations, coding, probing, reconciliation

Enables us to increase margins by being faster in our client delivery. In addition, new solutions increase our quality of deliverables and streamline client interactions

#### Client-facing solutions:

##### The Hub, Audio & Video surveys, pipeline of products

Increases revenues through cross-selling to existing clients and onboarding new clients

#### AI companies as clients:

##### 3<sup>rd</sup> parties who need our data to feed their LLMs

New client verticals and new revenue streams

# Pureprofile's Growth Journey

Pureprofile's above-market growth is driven by our extensive panel reach, innovative technology and client-focused approach - all made possible by our highly engaged and talented team

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



FY 2025 - FY 2027



### Accelerate global growth

Our focus for FY25 and the next **2 years** is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan



FY 2022 - FY 2024

### Invest in people, panels & tech

- **Replicated** successful Australian business unit in markets outside of Australia
- Focused on **global** team expansion
- Developed global **processes**
- **Re-engineered** core technology
- Drove **efficiency** and improved product profitability
- Developed highly motivated organisational **culture** with a clear goal to enhance **shareholder** value & **employee** experience



FY 2021

### Company restructure

- **Restructured** group operations
- Unprofitable business units **divested**
- Strengthened balance sheet with a **capital raise**
- Completed debt to **equity swap** to provide the foundation to deliver on growth ambitions
- **Refreshed** executive team

# Key Priorities for FY26



## Drive Growth

- Expand **client** share of wallet globally
- Monetise **products / solutions** launched in FY25
- Targeted **investment** in UK and US



## Improve Margins

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



## Global Business

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

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



## Technology & AI

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

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

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



## Data & Insights

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

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

# Aspirational Objectives for FY26 & FY27

## Drive Growth



### International Revenue Overtakes ANZ

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



### Product Expansion

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



### Mergers & Acquisitions

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

## Improve Margins



### Economies of Scale

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



### Reduced Reliance on Suppliers

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



### Processes & Tech

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

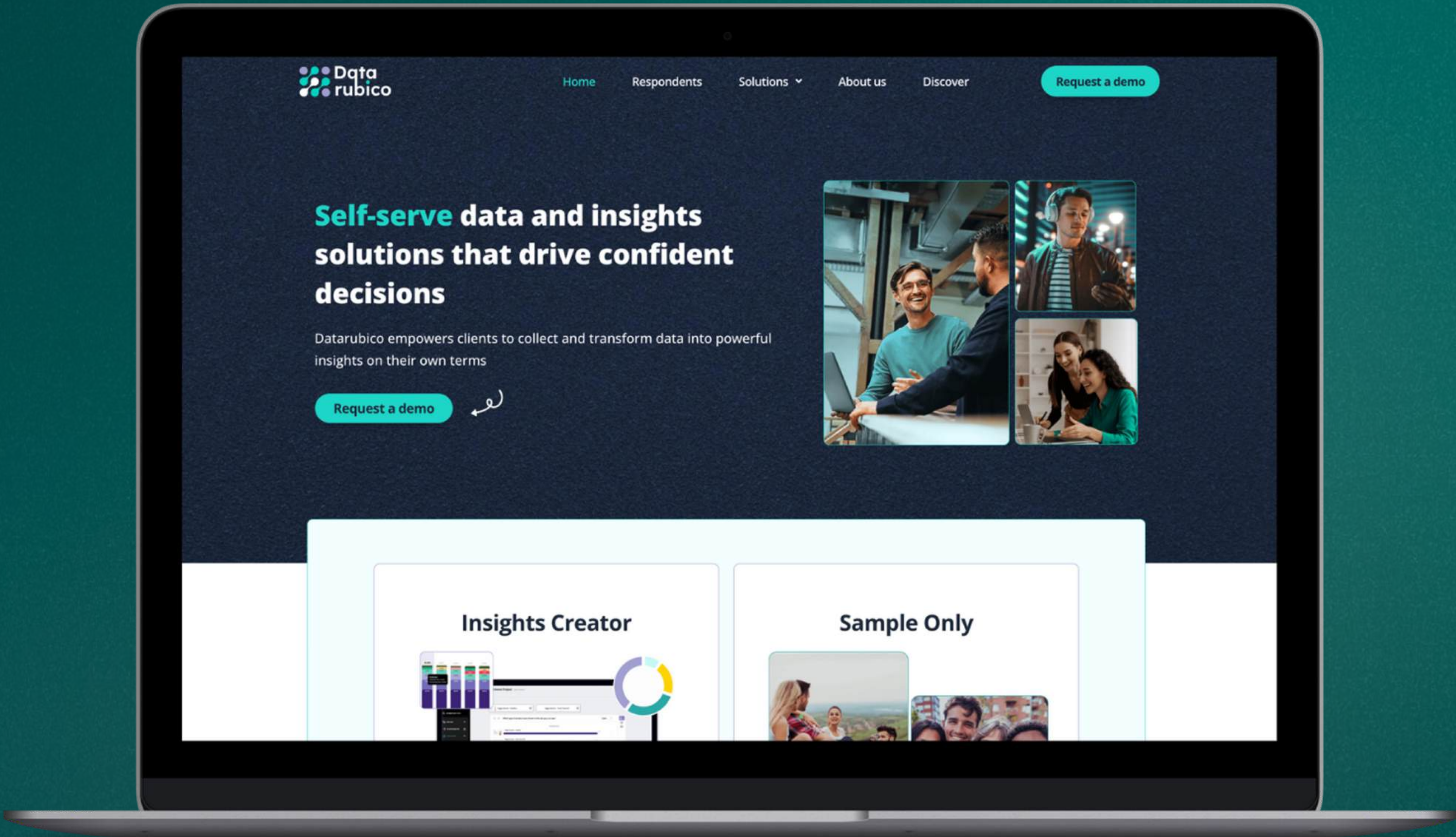


# New Solutions



# Self-serve data and insights solutions

*Launched in Q4*



# Self-serve data and insights solutions - *Launched in Q4*



**An all-in-one AI-enabled platform that streamlines end-to-end insights generation**  
Launch surveys, influence costs with flexible sample bidding, manage fieldwork, monitor data in real time, and generate automated, executive-ready summaries, all in one seamless, self-service platform

Ada

"Help me build a survey"

View all templates

- Pricing Research
- Product and Concept Evaluation
- Communication and Message Effectiveness
- Consumer Behavior and Intent

**Create your survey**

"Help me manage sample and fieldwork"

Live

Pause

Close

600 Total Respondents

**Manage sample and fieldwork**

"Help me analyse my data"

Ada

Here is an analysis of your data...

**Monitor insights in real-time**

Real-Time Data

AI-Guided Insights

Automated Reports

Ada

\*\*Executive Summary\*\*  
In the analysis of the project data, key insights were gathered from a diverse group of respondents.

**Generate reports with ease**

# Self-serve data and insights solutions - *Launched in Q4*



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

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



### Control and autonomy

Manage sample and spend without relying on external parties



### Speed and efficiency

Launch projects faster and manage fieldwork with reduced delays



### Quality and reliability

Access trusted sample sources to deliver consistent, quality data

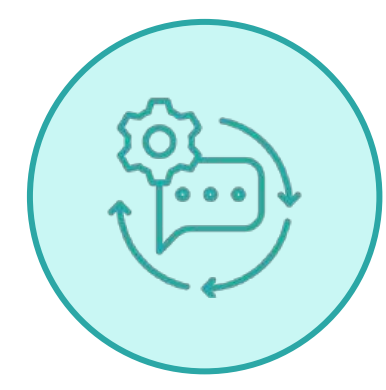
# New Solutions - *Launched in Q1 FY26*

## Conversational AI

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



**Enhanced respondent engagement**  
Chatbot technology mimics natural human dialogue to create an interactive experience



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



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

# New Solutions - *Launching in Q1 FY26*

## Message Testing

Quickly narrow down and refine top-performing messages or ideas across generational segments to validate market fit and make decisions with confidence



### 1. What it does?

Test, identify and refine your top-performing messages or ideas through text-based experiments to uncover motivations and validate market fit



### 2. How it works?

Utilises synthetic respondents built from Pureprofile’s quality profile data to deliver rapid and reliable feedback



### 3. Why it matters?

Empowers product teams, marketers and researchers to identify top-performing messaging, uncover what motivates different audience segments, and validate market fit in real time

# New Solutions - *Launched in Q1 FY26*

## AI coding

Powered by inca, turns open-ended responses into structured insights quickly and at scale.



### 1. What it does?

Removes manual coding delays to generate insights faster by handling large volumes of open-ended response data at scale



### 2. How it works?

Uses natural language processing (NLP) to uncover themes and sort responses into clear categories



### 3. Why it matters?

As deadlines tighten and datasets grow, researchers need a flexible and faster way to work with verbatim responses, without compromising speed, quality or consistency

# New Solutions - *Why*

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



**Deliver More Value to More Clients**

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



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

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



**Support Margin Expansion**

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

A group of people are walking up a large sand dune, leaving a trail of footprints behind them. The scene is captured in a high-angle, slightly hazy shot, emphasizing the scale of the dune and the journey of the group. The overall color palette is a mix of teal and dark green, creating a professional and modern aesthetic.

# Full Year FY25 Financial Performance

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




# Record **FY25**: growth delivered, guidance met




FY25 delivered record full-year NPAT of **\$1.5m**, revenue of **\$57.2m** up **19%** on pcp, underpinned by the successful execution of our growth strategy. Platform revenue grew **23%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

ANZ revenue was up **12%** on pcp, driven by the i-link acquisition and strong performance by the team, in a competitive market where we already hold significant share. ROW delivered a **28%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets

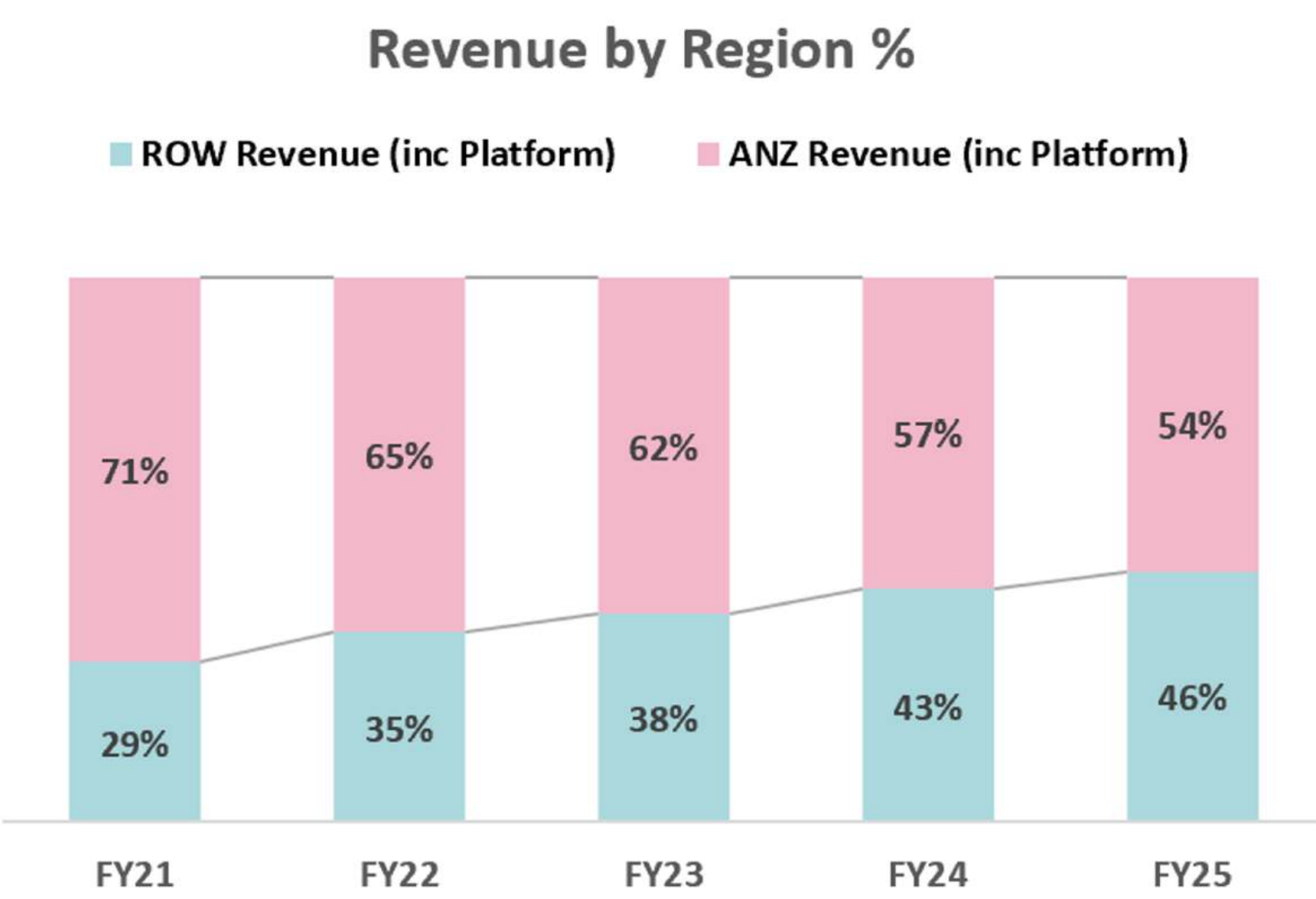
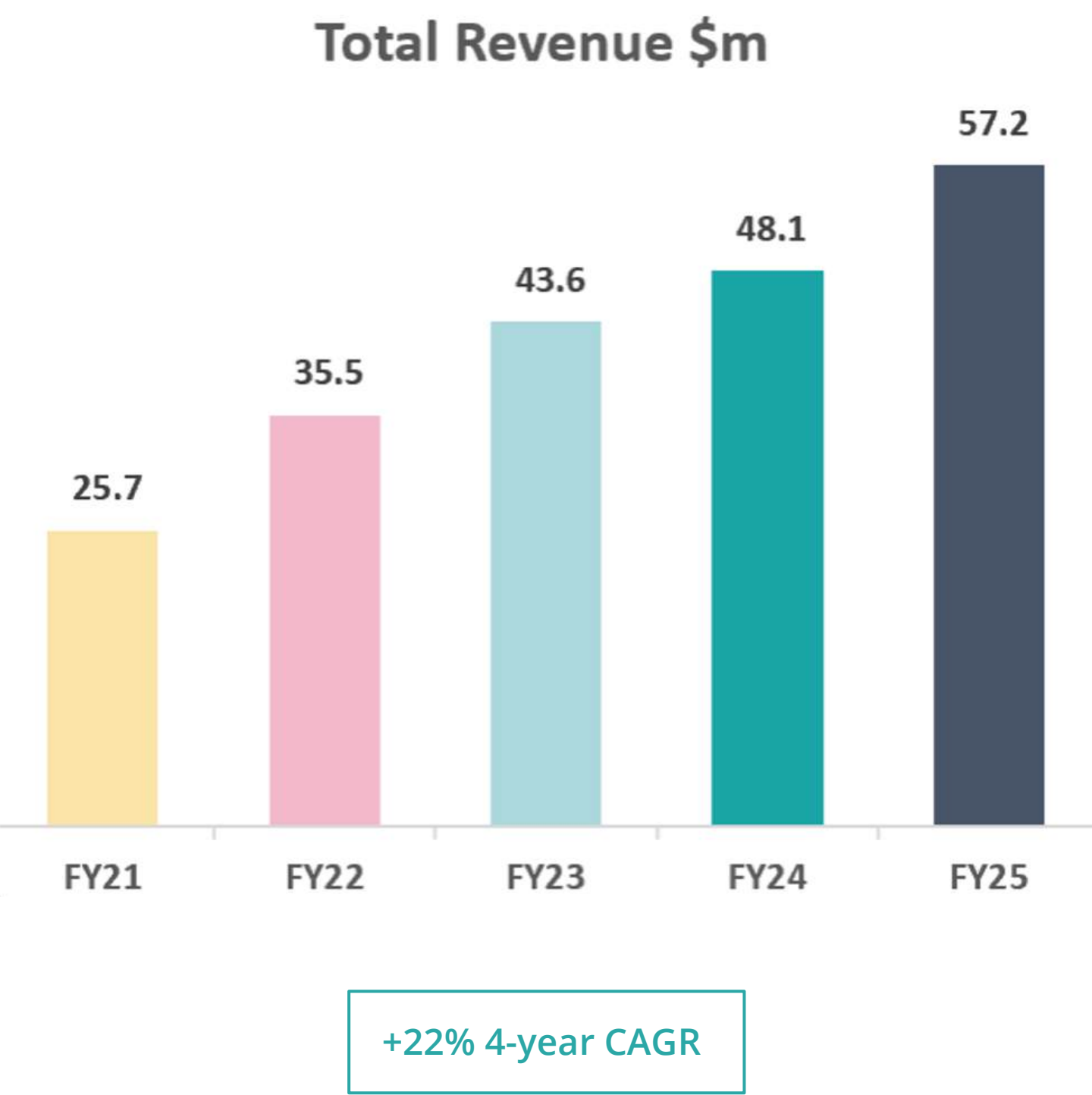
EBITDA growth of **18%** on pcp to **\$5.2m**, supported by top-line growth and disciplined cost management. EBITDA margin remained steady at **9%**, balancing profitability with investment in global expansion

Reported cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, including a **\$1.25m** payment for the i-Link acquisition and **\$0.2m** in debt principal repayments during FY25, reflecting strong cash generation and disciplined capital management

Business Results	FY25	vs FY24
Revenue	\$57.2m	19% 
EBITDA	\$5.2m	18% 
EBITDA Margin %	9%	0 ppt%
Net Profit after Tax	\$1.5m	1531% 

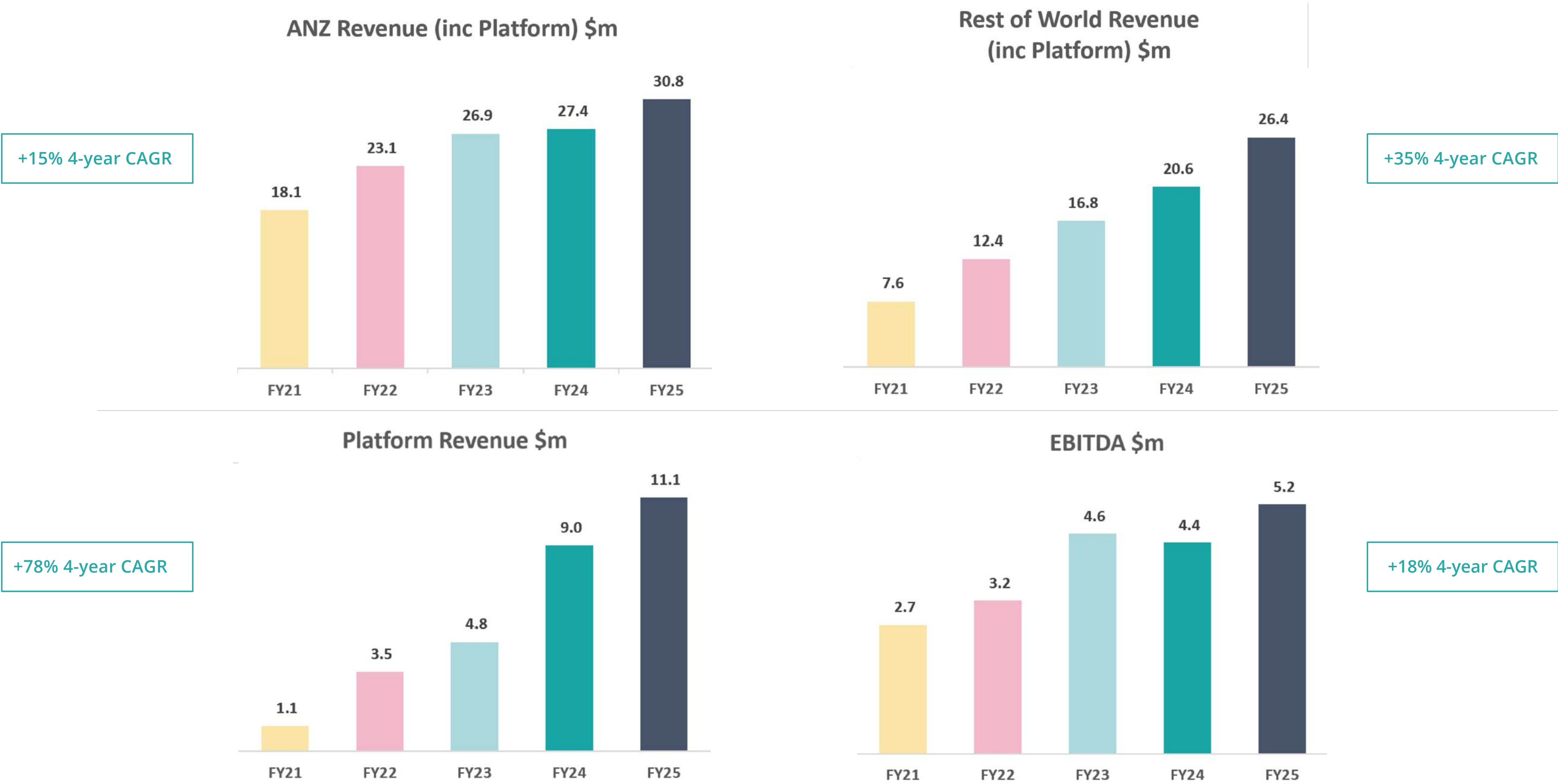
Business Unit Revenues	FY25	vs FY24
ANZ (incl. Platform)	\$30.8m	12% 
Rest of World (incl. Platform)	\$26.4m	28% 
Platform	\$11.1m	23% 

# FY25 Financial metrics trends

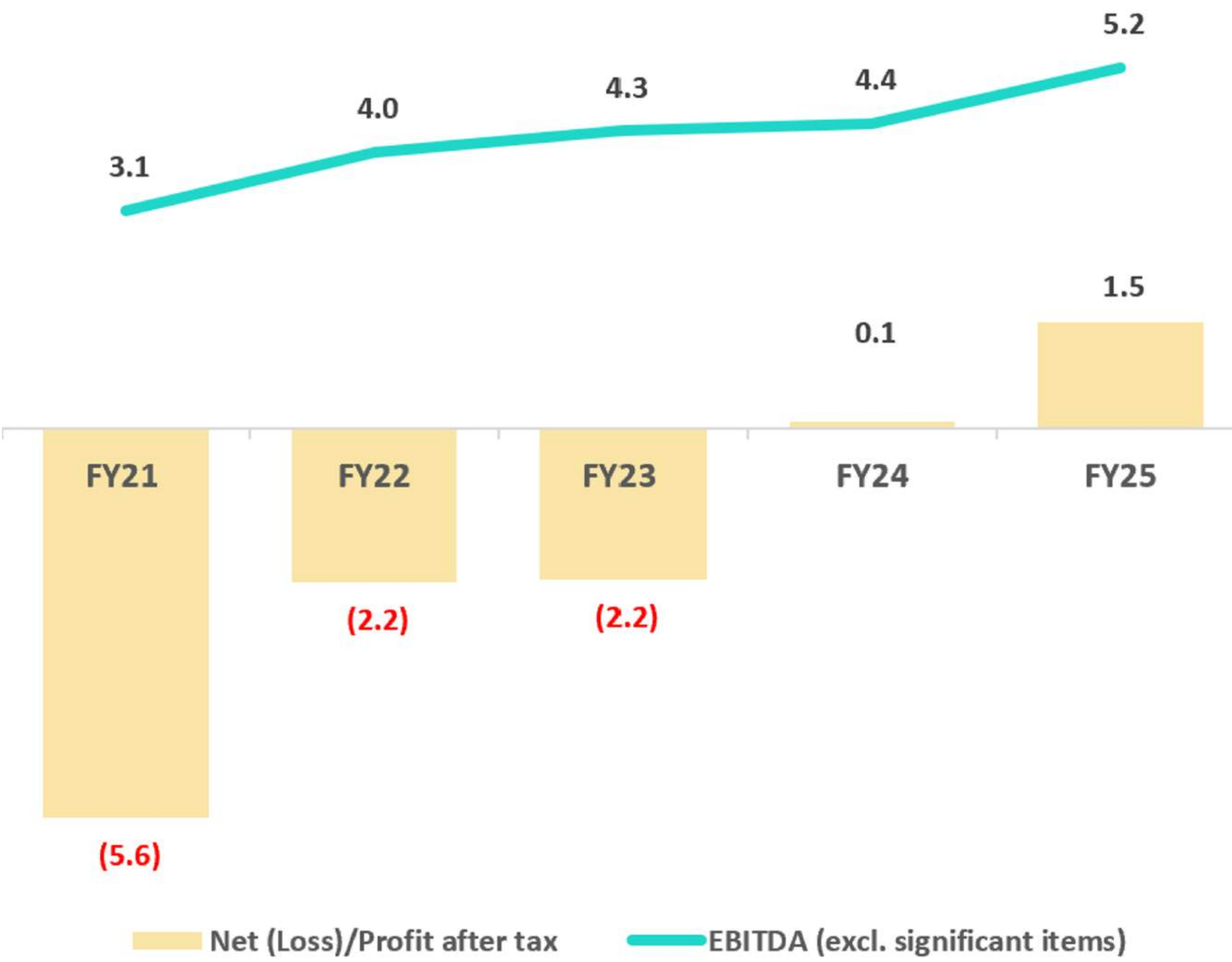


ROW revenue has grown from 29% to 46% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

# FY25 Financial metrics trends



Statutory Net (Loss)/Profit after tax \$m



NB: FY21 Net Loss after Tax excludes loan forgiveness of A\$8.4m

# Profit After tax accelerates to \$1.5m in FY25

EBITDA (excluding significant items) has delivered consistent year-on-year growth, increasing from **\$3.1m** in FY21 to **\$5.2m** in FY25, underpinned by strong revenue growth with a CAGR of **22%** over the same period, alongside disciplined cost management and operational efficiency

Over the same period, the company has achieved a substantial turnaround in net profit after tax, moving from a loss of **(\$5.6m)** in FY21 to a profit of **\$1.5m** in FY25. This performance reflects the successful execution of strategic initiatives, strengthened revenue streams, and a focus on sustainable earnings growth

# FY25 full-year statutory profit reconciliation

Delivered a step-change in profitability in FY25 , with double-digit EBITDA growth and a **15x** increase in net profit, driven by disciplined cost control and operational focus. Net profit after tax for FY25 of **\$1.5m** up from **\$0.1m** for FY24

Share-based payment expense of **\$0.3m** down from **\$0.9m** for FY24, contributing to improved bottom-line performance. Depreciation and amortisation expenses were **\$2.9m** up from **\$2.7m** in FY24, consistent with ongoing investment in assets to support operations

Significant items include share-based payments and other items that in the Directors' judgement are one-off or need to be disclosed separately by virtue of their size or incidence

Period Ending	30 June 2025	30 June 2024
EBITDA (excl. significant items)	\$5.2m	\$4.4m
Less:		
Finance Costs	(\$0.4m)	(\$0.4m)
Restructuring and acquisition costs	(\$0.0m)	(\$0.1m)
Depreciation, amortisation expense & disposal of assets	(\$2.9m)	(\$2.7m)
Share-based payment expense	(\$0.3m)	(\$0.9m)
Income tax expense	(\$0.1m)	(\$0.0m)
Profit/(Loss) after income tax	\$1.5m	\$0.1m

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units (impacting the FY24 numbers only)  
**EBITDA** excludes significant items and share-based payments

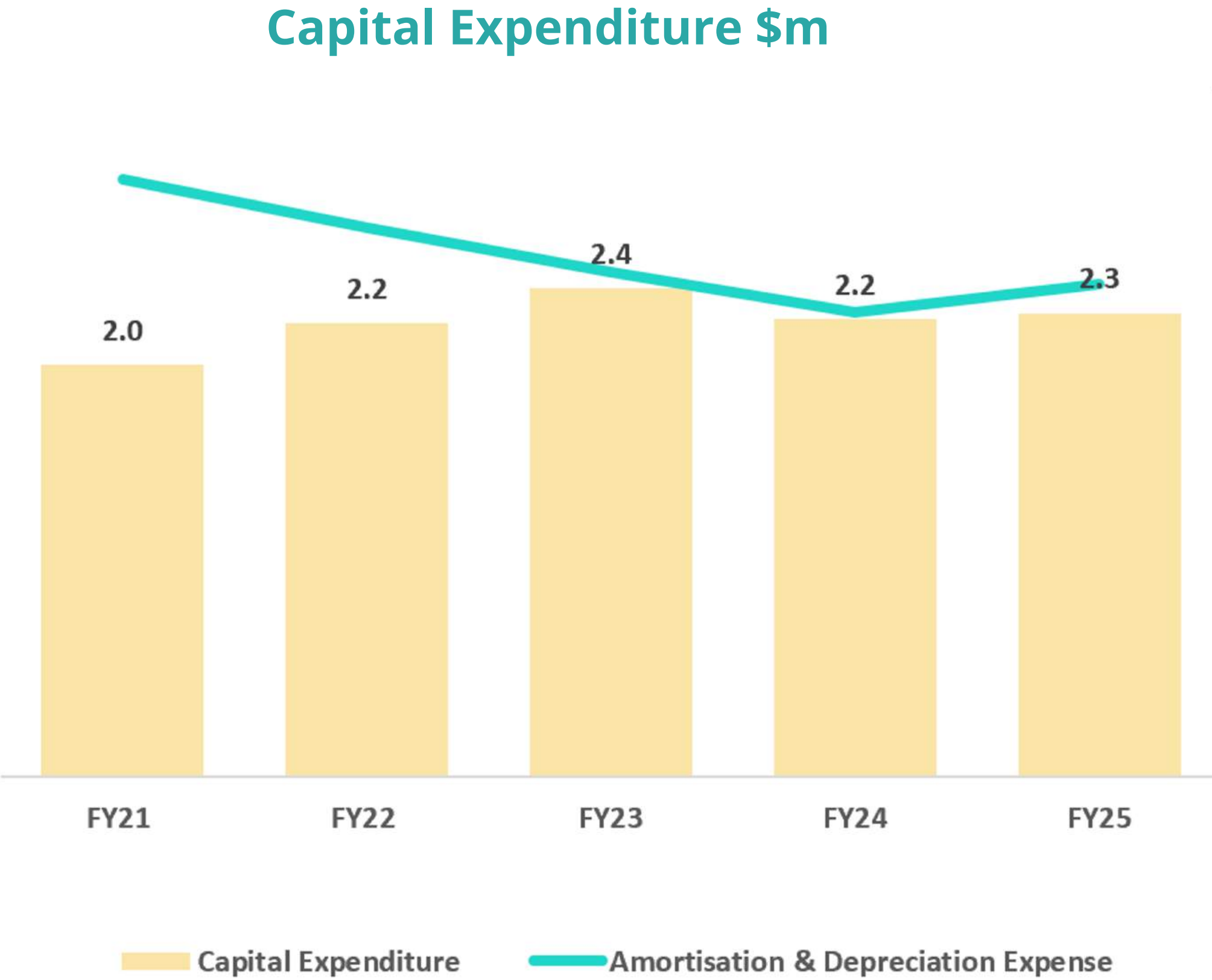
# Balance sheet

Closing cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, including the **\$1.25m** for the i-link asset acquisition and **\$0.2m** repaid from the principal of the debt facility reflecting strong cash generation and disciplined capital management

Total assets increased to **\$30.6m** as at 30 June 2025, up from **\$25.4m** for the pcp. This growth was driven primarily by an increase in trade and other receivables and a **\$2.1m** uplift in intangible assets & PPE (**\$1.8m** related to i-link), reflecting ongoing investment in business capabilities and expansion in customer activity

Total liabilities increased to **\$23.2m** from **\$19.9m**, largely due to higher trade and other payables. Net assets expanded to **\$7.4m**, up from **\$5.5m** in FY24, reflecting retained earnings growth and the company’s ability to fund expansion while maintaining a solid capital base

Period Ending	30 June 2025	30 June 2024
Cash and cash equivalents	\$5.7m	\$5.2m
Trade and other receivables	\$12.7m	\$10.3m
Other assets	\$3.3m	\$2.6m
<b>Total Current Assets</b>	<b>\$21.7m</b>	<b>\$18.1m</b>
Right of use assets	\$1.3m	\$1.6m
Intangibles & PPE	\$7.6m	\$5.7m
<b>Total Non-Current Assets</b>	<b>\$8.9m</b>	<b>\$7.3m</b>
<b>Total Assets</b>	<b>\$30.6m</b>	<b>\$25.4m</b>
Trade and other payables	\$13.7m	\$10.8m
Borrowings	\$0.2m	\$0.2m
Provisions & other liabilities	\$5.3m	\$4.6m
<b>Total Current Liabilities</b>	<b>\$19.2m</b>	<b>\$15.6m</b>
Borrowings	\$2.5m	\$2.7m
Other liabilities	\$1.5m	\$1.6m
<b>Total Non-Current Liabilities</b>	<b>\$4.0m</b>	<b>\$4.3m</b>
<b>Total Liabilities</b>	<b>\$23.2m</b>	<b>\$19.9m</b>
<b>Net Assets</b>	<b>\$7.4m</b>	<b>\$5.5m</b>



NB: Excluding right of use assets and depreciation of leases

# A disciplined approach to Capital Investment

Investment focus for **FY25** aligned to accelerating our corporate growth strategy, technology, solutions and platforms

Key investments during FY25 included the development and implementation of; Datarubico Self Serve and Sample Only Insights Platform, AI-Driven Insights Suite, The Hub – Enterprise Portal and Tools Suite and the Panel Intelligence and Profiling System

# Cash flow

FY25 delivered improved operating cash generation while maintaining investment in strategic assets and acquisitions, resulting in a stronger year-end cash position and reduced debt position

Operating cash flows increased to **\$4.8m** up from **\$3.5m** in FY24, reflecting higher receipts from customers of **\$8.6m** offset partially by increased payments to suppliers and employees as the business scaled

Investing cash outflows rose to **\$3.7m** up from **\$2.4m** for FY24, driven by **\$2.4m** in payments for PPE and intangibles and **\$1.3m** for the purchase of i-link, reflecting the company’s commitment to supporting long-term growth initiatives

Financing cash outflows remained steady at **\$0.6m**. Total cash flows for the year were **\$0.5m**, maintaining the same net cash increase as FY24. Closing cash balance improved to **\$5.7m**, strengthening the cash position to support business momentum into FY26

Period ending 30 June	FY25	FY24
Receipts from customers	\$56.8m	\$48.2m
Payments to suppliers and employees	(\$51.7m)	(\$44.2m)
Interest and other financing	(\$0.2m)	(\$0.4m)
Other	(\$0.1m)	(\$0.1m)
Operating cash flows	\$4.8m	\$3.5m
Payments for PPE & intangibles	(\$2.4m)	(\$2.4m)
Payments for purchase of business	(\$1.3m)	(\$0.0m)
Investing cash flows	(\$3.7m)	(\$2.4m)
Proceeds from issue of shares	\$0.1m	(\$0.0m)
Repayment of borrowings	(\$0.2m)	(\$0.1m)
Repayment of lease liabilities	(\$0.5m)	(\$0.5m)
Financing cash flows	(\$0.6m)	(\$0.6m)
Total cash flows	\$0.5m	\$0.5m
Opening cash balance	\$5.2m	\$4.7m
Closing cash balance	\$5.7m	\$5.2m

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units (impacting the FY24 numbers only)

# Summary



NPAT for FY25 of **\$1.5m** driven by continued revenue momentum, focused investment and diligent cost control



Robust ANZ revenue growth of **12%** in an increasingly competitive market



ROW delivered a **28%** uplift in revenue on pcp, highlighting sustained progress in our global growth strategy



Reported cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, reflecting continued financial discipline and underlying operating strength



New tech enabled solutions launched in FY25 with further solution launches planned for FY26

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