

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

**FINANCIAL STATEMENTS**  
**FOR THE YEARS ENDED 30 JUNE 2014,**  
**30 JUNE 2013 AND 30 JUNE 2012**

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

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**FINANCIAL STATEMENTS**  
**FOR THE YEARS ENDED 30 JUNE 2014,**  
**30 JUNE 2013 AND 30 JUNE 2012**

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**PUREPROFILE AUSTRALIA PTY LIMITED**  
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**INCOME STATEMENT**  
**FOR THE YEAR ENDED 30 JUNE**

	<b>2014</b>	<b>2013</b>	<b>2012</b>
	<b>\$'000s</b>	<b>\$'000s</b>	<b>\$'000s</b>
Revenue	7,232	6,686	7,102
Cost of Sales	(2,449)	(2,094)	(2,431)
Gross Profit	4,783	4,592	4,671
Employee Costs	(2,102)	(1,479)	(1,536)
Other costs	(2,254)	(2,021)	(2,291)
Other income	-	-	-
Depreciation and amortisation	(512)	(393)	(311)
Net interest (expense)/revenue	5	(9)	6
<b>(LOSS)/PROFIT BEFORE TAX</b>	(80)	690	539
Income Tax Benefit/(Expense)	323	(17)	(15)
<b>NET PROFIT/(LOSS) AFTER TAX</b>	243	673	524

**The accompanying notes form part of these financial statements.**

**PUREPROFILE AUSTRALIA PTY LIMITED**  
**ACN: 093 819 713**

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE**

	<b>2014</b>	<b>2013</b>	<b>2012</b>
	<b>\$'000s</b>	<b>\$'000s</b>	<b>\$'000s</b>
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	868	861	745
Debtors	2,144	2,215	1,934
Prepayments	349	278	252
<b>TOTAL CURRENT ASSETS</b>	<b>3,361</b>	<b>3,354</b>	<b>2,931</b>
<b>NON CURRENT ASSETS</b>			
Plant & Equipment	45	92	199
Intangibles	1,338	947	550
Deferred Tax Assets	179	336	509
Goodwill	-	-	-
Investments	-	-	-
Other	-	-	-
<b>TOTAL NON CURRENT ASSETS</b>	<b>1,562</b>	<b>1,375</b>	<b>1,258</b>
<b>TOTAL ASSETS</b>	<b>4,923</b>	<b>4,729</b>	<b>4,189</b>
<b>CURRENT LIABILITIES</b>			
Creditors	1,773	1,383	1,454
Debtor Funding	-	-	-
Other Liabilities	2,065	1,863	2,157
<b>TOTAL CURRENT LIABILITIES</b>	<b>3,838</b>	<b>3,246</b>	<b>3,611</b>
<b>NON CURRENT LIABILITIES</b>			
Financial Liabilities	-	175	-
Other Non Current Liabilities	1,897	2,363	2,306
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>1,897</b>	<b>2,538</b>	<b>2,306</b>
<b>TOTAL LIABILITIES</b>	<b>5,735</b>	<b>5,784</b>	<b>5,917</b>
<b>NET (LIABILITIES)/ASSETS</b>	<b>(812)</b>	<b>(1,055)</b>	<b>(1,728)</b>
<b>EQUITY</b>			
Issued capital	-	-	-
Accumulated losses	(812)	(1,055)	(1,728)
<b>TOTAL EQUITY</b>	<b>(812)</b>	<b>(1,055)</b>	<b>(1,728)</b>

The accompanying notes form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEARS ENDED 30 JUNE 2014,**  
**30 JUNE 2013 AND 30 JUNE 2012**

**1. BASIS OF PREPARATION AND PRESENTATION OF FINANCIAL INFORMATION**

The Directors of Pureprofile Australia Pty Limited ("the Company") are responsible for the preparation of the Financial Statements. Pureprofile Australia Pty Ltd is a wholly owned subsidiary of its parent entity.

The financial statements have been prepared and presented in accordance with the recognition and measurement (but not disclosure) principles of Australian Accounting Standards issued by the Australian Accounting Standards Board.

The financial statements are presented in an abbreviated format and do not contain all of the disclosures required by the Australian Accounting Standards and other mandatory professional reporting requirements applicable to general purpose financial reports prepared in accordance with the Corporations Act.

The Company's key accounting policies are set out in note 2 below.

**2. Summary of significant accounting policies**

The directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users dependent on general purpose financial statements. The financial statements are therefore special purpose financial statements that have been prepared in order to meet the needs of members.

The financial statements have been prepared in accordance with the significant accounting policies disclosed below which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with each previous period unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs unless stated otherwise in the notes.

**Revenue**

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. Revenue recognition relating to the provision of services is determined with reference to the stage of completion of the transaction at the end of the reporting period, where the outcome of the contract can be reliably estimated. The stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed.

Interest revenue is recognised using the effective interest method.

All revenue is stated net of the amount of GST.

**Account Holder Liabilities**

The Company 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, and despite this, an assessment of incentives likely to be paid (present obligation) is made taking into account past behaviour and activity. This is recognised as a cost of sale in the period in which the service is provided.

The Company has determined that balances accrued by panel members that have been inactive (i.e. not completed any transaction) for more than one year should be written back to the statement of comprehensive income. Based on this, the net provision represents the maximum amount that the Company estimates is likely to be claimed by panel members.

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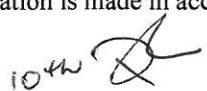
**DIRECTOR'S DECLARATION**

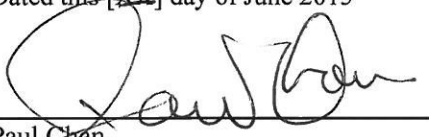
The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the basis of preparation and accounting policies outlined in Note 1 and 2 to the financial statements.

The directors of the company declare that:

- 1 the financial statements and notes, as set out on pages 1-4, present fairly the company's financial position as at 30 June 2014, 2013 and 2012 and its performance for the years ended on that date in accordance with the accounting policies described in Note 2 to the financial statements; and
- 2 in the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution to the Board of Directors.

  
Dated this ~~22~~<sup>10th</sup> day of June 2015

  
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Director

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## INDEPENDENT AUDITOR'S REPORT

### TO THE DIRECTORS OF PUREPROFILE AUSTRALIA PTY LIMITED

We have audited the accompanying financial statements of Pureprofile Australia Pty Limited (the Company), which comprise the balance sheet as at 30 June 2014, 30 June 2013 and 30 June 2012 and the income statement for the years then ended and a summary of significant accounting policies. The financial statements have been prepared by management of Pureprofile Australia Pty Limited based on the accounting policies of Pureprofile Ltd.

The financial statements have been prepared for the purpose of inclusion in the consolidated financial statements of its parent company and in the pro forma consolidated accounts in the Prospectus of Pureprofile Ltd.

#### Management's Responsibility for the Schedule

Management is responsible for the preparation of these financial statements in accordance with the consistent application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies adopted by Pureprofile Ltd. Management is responsible for establishing and maintaining internal control relevant to the preparation of financial statements that is free from material misstatement, whether due to fraud or error.

#### Assurance practitioner's Responsibility

Our responsibility is to express an opinion on the accompanying financial statements based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial report.

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

**Independence**

In conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

**Opinion**

In our opinion, the financial statements present fairly, in all material respects, the financial position of Pureprofile Australia Pty Limited as at 30 June 2014, 30 June 2013 and 30 June 2012, and its financial performance for the years then ended in accordance with the consistent application of the recognition and measurement (but not disclosure) principles in Accounting Standards and other mandatory professional reporting requirements in Australia, and the accounting policies adopted by Pureprofile Ltd.

**Basis of Accounting, and Restriction on Distribution and Use**

Without modifying our opinion, we draw attention to Note 1 and 2 to the financial statements, which describes the basis of accounting. The financial statements are prepared as special purpose financial statements for the purpose of inclusion in the consolidated financial statements of its parent company and inclusion in pro forma consolidated accounts in the Prospectus of Pureprofile Ltd. As a result, the financial statements may not be suitable for another purpose.

**Moore Stephens Sydney Corporate Finance Pty Ltd**

**Scott Whiddett**

Partner

Dated in Sydney, this 10<sup>th</sup> day of June 2014.