

**PUREPROFILE US INC**  
**COMPANY FILE NO. 3903220**

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

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

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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	600	784	874
Cost of Sales	(411)	(349)	(542)
Gross Profit	189	435	332
Employee Costs	(398)	(338)	(372)
Other costs	(202)	(125)	(494)
Other income	-	-	-
Depreciation and amortisation	(7)	(6)	(5)
Net interest (expense)/revenue	-	-	-
<b>(LOSS)/PROFIT BEFORE TAX</b>	(418)	(34)	(539)
Income Tax Benefit/(Expense)	50	23	17
<b>NET PROFIT/(LOSS) AFTER TAX</b>	(368)	(11)	(522)

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

**PUREPROFILE US INC**  
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**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	49	95	-
Debtors	-	-	-
Prepayments	5	12	11
<b>TOTAL CURRENT ASSETS</b>	<b>54</b>	<b>107</b>	<b>11</b>
<b>NON CURRENT ASSETS</b>			
Plant & Equipment	7	7	10
Intangibles	-	-	-
Deferred Tax Assets	-	-	-
Goodwill	-	-	-
Investments	-	-	-
Other	-	-	-
<b>TOTAL NON CURRENT ASSETS</b>	<b>7</b>	<b>7</b>	<b>10</b>
<b>TOTAL ASSETS</b>	<b>61</b>	<b>114</b>	<b>21</b>
<b>CURRENT LIABILITIES</b>			
Creditors	188	141	72
Debtor Funding	-	-	-
Other Liabilities	132	159	116
<b>TOTAL CURRENT LIABILITIES</b>	<b>320</b>	<b>300</b>	<b>188</b>
<b>NON CURRENT LIABILITIES</b>			
Financial Liabilities	-	-	-
Other Non Current Liabilities	1,002	707	715
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>1,002</b>	<b>707</b>	<b>715</b>
<b>TOTAL LIABILITIES</b>	<b>1,322</b>	<b>1,007</b>	<b>903</b>
<b>NET (LIABILITIES)/ASSETS</b>	<b>(1,261)</b>	<b>(893)</b>	<b>(882)</b>
<b>EQUITY</b>			
Issued capital	-	-	-
Accumulated losses	(1,261)	(893)	(882)
<b>TOTAL EQUITY</b>	<b>(1,261)</b>	<b>(893)</b>	<b>(882)</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 US Inc. ("the Company") are responsible for the preparation of the Financial Statements. Pureprofile US Inc. is a wholly owned entity.

The financial statements have been prepared 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.

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 of the company have prepared the Financial Information on the basis that the Company was not a reporting entity during the period to which the financial statements relate and 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 directors.

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 directors. 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.

Foreign currency translation

Foreign currency transactions are translated into functional currency using the exchange rates in effect at the date of each transaction. Amounts payable to or by the Company in foreign currencies have been translated into the functional currency at the exchange rates ruling on balance date. The Company's functional currency is Australian Dollars.

Gains and losses arising from the fluctuations in exchange rates on monetary assets and liabilities are included in the income statement in the period in which the exchange rates change.

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**DIRECTOR'S DECLARATION**

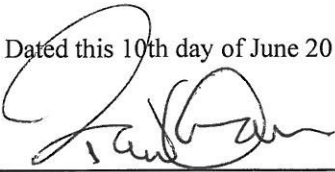
The directors have determined that the Company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the basis of preparation and accounting policies outlined in Note 1 and 2 to the financial statements.

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 10th day of June 2015



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*Director*

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## **INDEPENDENT ASSURANCE PRACTITIONER'S REVIEW REPORT**

### **TO THE DIRECTORS OF PUREPROFILE US INC. AND PUREPROFILE LTD**

We have reviewed the accompanying financial statements of Pureprofile US Inc. (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 US Inc. based on the accounting policies of its ultimate parent company, Pureprofile Ltd.

The financial statements have been prepared 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.

#### **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 a conclusion on the accompanying financial statements. We conducted our review in accordance with Standard on Review Engagements ASRE 2400, *Review of a Financial Report Performed by an Assurance Practitioner Who is Not the Auditor of the Entity*. ASRE 2400 requires us to conclude whether anything has come to our attention that causes us to believe that the financial statements, taken as a whole, are not prepared in all material respects in accordance with the applicable financial reporting framework. This Standard also requires us to comply with relevant ethical requirements.

A review of financial statements in accordance with ASRE 2400 is a limited assurance engagement. The assurance practitioner performs procedures, primarily consisting of making enquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with Australian Auditing Standards. Accordingly, we do not express an audit opinion on these financial statements.

## **Conclusion**

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not prepared, in all material respects, 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 conclusion, 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. Our report is intended solely for Pureprofile US Inc and should not be distributed to or used by parties other than Pureprofile US Inc or Pureprofile Ltd.

**Moore Stephens Sydney Corporate Finance Pty Ltd**



**Scott Whiddett**

Partner

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