

## Global Technology Insights and Marketing Company, Pureprofile

### Commences Trading on the ASX (ASX:PPL)

- Pureprofile Limited (**ASX :PPL**) commences trading on the ASX
- Successful completion of IPO, raising \$12.1 million
- General Offer fully underwritten by Blue Ocean Equities closed over subscribed with strong interest and investment from institutions and sophisticated investors, as well a leading Asian tech-fund
- Established global technology driven business with proven track record of delivering growth, with pro forma revenues forecast to generate over \$28 million in FY 2016, a 36% increase on FY 2015 pro forma forecast revenues
- Blue Chip client base, including Commonwealth Bank, Disney, Audi as well a strategic alliance with News Limited
- Pureprofile is well funded and strategically positioned to expand operations and accelerate revenue growth, led by a strong board and management team
- FY 2015 results intended to be announced 26 August 2015, with further updates and developments on the Company's growth strategy expected

**Pureprofile Ltd (ASX:PPL)** (The '**Company**'), Australia's leading profile marketing and insight technology company has today begun trading of its fully paid ordinary shares on the Australian Securities Exchange (ASX).

Pureprofile is a consumer profile marketing and insights technology company, which enables consumers to create, manage and monetise their online profiles using proprietary big data technology and programmatic targeting. The Company operates in a fast growing global online marketing industry that generates over US\$140 billion online advertising spend in 2014 [*Source: eMarketer 2014*].

Founded in 2000, Pureprofile has seen significant growth and today, Pureprofile has over 110 staff in over 7 countries (Sydney, New York, London, Mumbai, Kraków, Thessaloniki and Auckland), has registered over one million Account Holders across 40 countries and has a strong a growing global, blue-chip client base as well as a strategic alliance with News Limited. The Company is forecast to generate pro forma revenues of \$28.1 million in FY 2016, a 36% increase on pro forma revenues for FY 2015 at \$20.1 million. Notably revenue in earnings being generated from the \$4 million of funds raised as part of the IPO for strategic growth acquisition and investments are not reflected in the forecast revenues for FY 2016. Strategic growth initiatives, discussed in further detail below.

As part of the general offer component of the Initial Public Offering ('**General Offer**'), the Company has issued 20 million new shares at \$0.50 per share, successfully raising \$10 million. In addition, under the General Offer a further 4.3 million shares were sold at the same price, raising a further \$2.1 million for the vendor. The General Offer was oversubscribed and received strong support from a number of prominent institutional funds, including a leading Asian technology fund. Substantial support was also received from retail investors. The Company also issued 56,000 shares to eligible employees under its employee award offer that was run in conjunction with the General Offer.

The General Offer was fully underwritten by Blue Ocean Equities, who acted as the Lead Manager to the Initial Public Offering. In addition Pureprofile utilised the ASX BookBuild facility, which was also strongly oversubscribed.

Paul Chan, CEO, commented on the listing:



*“Today marks an important milestone for the Company. We are excited by the opportunity this brings as we embark on our next phase of growth as a newly listed entity.*

*To date, we have been successful in building a strong and sustainable platform for the consumer profile market and we are well positioned to continue to scale across existing and new markets. With the acquisition of Sparc we expect to accelerate our move into media buying and programmatic trading, expanding our offering to our global client base.”*

## About Pureprofile

Pureprofile has developed a proprietary cloud based platform, which is highly scalable, giving the Company the ability to rapidly expand its consumer proposition and technology stack through publisher alliances with innovative profiling techniques driven by consumer participation and permissions. The Company has a global blue-chip client base which includes, companies such as Commonwealth Bank, Disney, Audi, University of South Australia, Galaxy, News Limited, Fitness First, Officeworks and Tiger Airways.

Pureprofile has three key business units to its offering including; online market research, publisher licensing and programmatic trading of display ad inventory.

The key elements to its market research and publisher licensing includes:

- Pureprofile enables consumers to **create and manage their online Profiles** using its online platform. Consumers are incentivised to do this by earning rewards and subscriptions credits, which is funded by Pureprofile's market research and media clients.
- Pureprofile then **enriches these Profiles** by combining membership details, surveys and research, sampling and tracking with a suite of big data applications. This allows Pureprofile to produce highly valuable Profiles, audience segmentation and market intelligence data, at competitive pricing.
- Pureprofile then **monetises access to these Profiles** with global brands, publishers and advertisers through online market research, licensing its profile technology platform

Through the Sparc acquisition, which is revenue and earnings accretive, Pureprofile will also provide four additional capabilities across media sales and programmatic buying:

- **Managed programmatic campaign services** - to advertisers and agencies, which involves using data, algorithms, computers and human expertise to buy and sell online advertising inventory through advertising exchanges to advertisers and agencies
- **Media trading** – Sparc identifies and buys undervalued ad inventory and resells it at higher prices through ad exchange globally (programmatically)
- **Performance Marketing** – manages end-to-end marketing campaigns for universities and education providers. The business arm trades as “Future Students” and provides a range of digital media services including media buying, conversion optimization and creative development
- **AsSparc** – new business arm established in 2014 to capitalise on the demand for non-standard ads.

## Strategic Growth Initiative

The Company has a focused growth strategy, which is concentrated on both growing its Profile and its client base organically and by expanding into new markets. The Company has designated \$4 million of the funds raised in the IPO, towards these strategic growth initiatives, which includes expanding its publisher alliances, further product development, international expansion and further enriching and monetising its profiles.

To expand its **publisher alliances** Pureprofile will hire additional sales and marketing staff, who will be solely focused on increasing the client base and the Company’s annual licensing fees. **Product development** will be focused on



enhancing its proprietary technology and incorporating Sparc's media trading business through the automation of its trading business and the development of a sell-side platform.

Its **international expansion** will initially be focused on New Zealand as it establishes an office to support its agreement with AA Smartfuel and additional licensing deals in the region. The Company also intends to increase the quantity and quality of its Profiles through the acquisitions of databases, sources and channels and by offering further rewards and initiatives.

The acquisition of Sparc accelerates Pureprofile's media revenues and by combining profiling, programmatic trading and performance marketing it expects to increase the effectiveness and insights for marketing campaigns and develop deeper client relationships and acquire further new business opportunities.

## **Board and Management**

The Company is led by CEO Paul Chan, who founded Pureprofile in 2000 and has been instrumental in the Company's growth to date. He has a wealth of skills in the online research industry and is an experienced entrepreneur having established his own real estate company at the age of 22.

Paul is joined by Geoff Nesbitt, Executive Director and CFO, who has over 20 years experience in finance, accounting and general management and has previously been the CFO for an ASX listed marketing company Enero Group Limited. He has extensive experience in M&A transactions in the Asia-Pacific region, the U.S and the U.K.

As part of the IPO and acquisition of Sparc Media, Mr Wout van Damme, founder of Sparc has joined the senior management team of Pureprofile. Wout founded Sparc in 2004 and has grown the business to a global digital marketing services provider working with some of the world's biggest brands. He has extensive experience within sales and marketing having worked for the largest telecoms company in the Netherlands, KPN.

Fredrick Swaab has been the Non-Executive Chairman of Pureprofile since 2000 and has played a key role in setting the business up for the successes it has achieved. He is a qualified lawyer with extensive commercial experience and in 1981 he established Swaab Attorneys, where he is currently the Chairman of Partners.

The other Non-Executive Directors on the Board of Pureprofile are the Managing Director for LinkedIn South-East Asia, Australia and New Zealand, Mr Cliff Rosenberg, and Leo Burnett Group UK Chairman and CEO and President of Leo Burnett Central Europe, Mr Andrew Edwards.

**ENDS**

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