

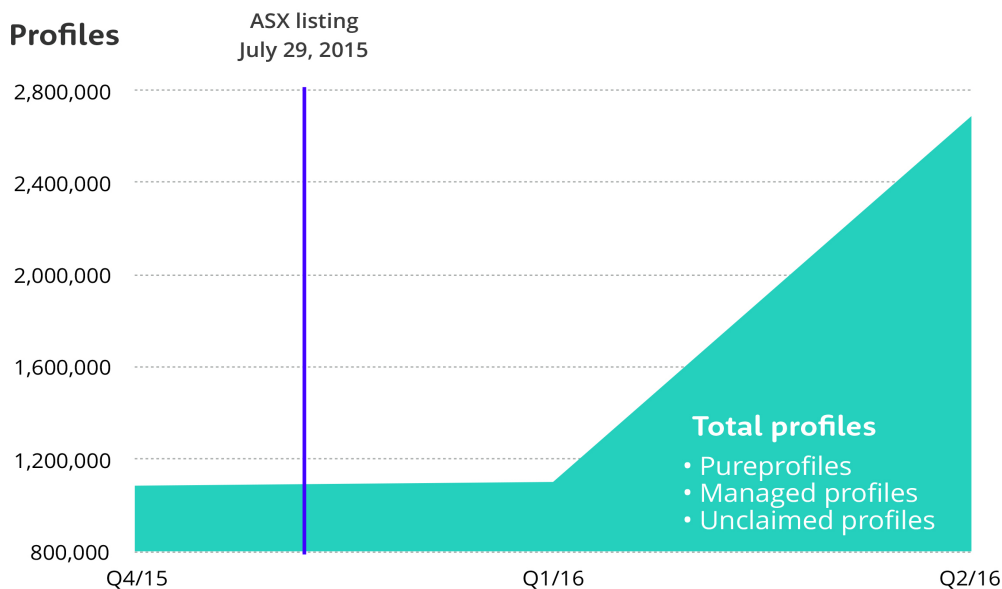
Friday 30 October 2015

## ASX Announcement – Quarter 1 FY16 Update

**Profile growth to ~2.8m, up from ~1m. Q1 revenue growth of +61%. Growth accelerating.**

### Key Points

- Q1 pro forma revenue of A\$6.6m, 15% ahead of forecast and up 61% compared to Q1 FY15
- Programmatic media business contributing continued strong growth, with pro forma revenue 22% ahead of forecast
- Integration of Sparc Media well progressed as planned
- More than 1.6 million unclaimed profiles created since announcing partnership with ProductReview.com.au in August 2015
- News Corp alliance generating tens of thousands of managed profiles via News Connect (Pureprofile-driven) platform
- Positive momentum moving into traditionally strong second quarter





**Pureprofile Limited** (ASX: **PPL** or The '**Company**'), experienced solid revenue growth across the business during the first quarter – traditionally one of the lower quarters of the financial year, reporting consolidated pro forma revenues of A\$6.6m, a 61% increase on Q1 FY15.

This was driven by significant growth in the programmatic media business, which reported quarterly pro forma revenue of A\$4.2m – 22% ahead of the prospectus forecast, combined with ongoing YoY growth in the research business.

Gross margin is tracking ahead of expectations at 51% (FY15 50%).

This growth provides a strong validation of Pureprofile's core product offering as the Company continues to position itself at the forefront of a rapidly growing global advertising industry.

## **Business integration – Sparc Media**

The integration of Sparc Media is ahead of schedule, with the core business functions of finance, accounting and HR successfully merged and now operating as Pureprofile teams. All businesses units will use the same CRM system by the end of the calendar year.

The acquisition has enabled Pureprofile to capitalise on the strong synergies between its research business and programmatic media business, including the ability to combine rich profiles and deep insights with programmatic targeting to create highly effective campaigns for clients.

Since the Sparc Media integration, Pureprofile has diversified its client base and acquired a number of Australian clients, including a mainstream online publisher, a major brand and an agency, which shows the combined proposition of profiling and programmatic advertising is gaining traction in the market.

## **Growth strategy**

### ***Managed profiles***

The alliance with News Corp as part of Pureprofile's publisher alliances strategy has enabled the Company to create tens of thousands of managed profiles from News Corp's diverse digital readership, opening up Pureprofile to new audiences. Revenue share monetisation of these profiles is scheduled to commence in Q2 FY16.



### ***Unclaimed profiles***

The Company entered into a partnership with Australia's leading consumer opinion site, ProductReview.com.au, in August 2015.

The data acquired through this partnership has to date created more than 1.6 million unclaimed profiles for Pureprofile to monetise through:

- Optimising advertising yields through data-driven programmatic targeting on third-party publisher sites;
- Converting unclaimed profiles to Pureprofiles (members who sign up to access the Pureprofile platform);
- Scaling the number of targetable profiles by combining profile and intent information with other data sources.

### ***New Pureprofile platform***

In October 2015, Pureprofile released its new public platform, [www.pureprofile.com](http://www.pureprofile.com), which is the biggest upgrade in member experience since the site launched in 2002. The new platform incorporates a new interactive feed for users to access their latest research campaigns and content, as well as providing a new range of offers for members from new affiliate partners. It also offers members new rewards options to expand the appeal of Pureprofile to a broader consumer audience.

Pureprofile has already seen a meaningful increase in user engagement and data collection, and expects to further expand the number of Pureprofiles as it rolls out further improvements and features throughout FY16.

The Company continues to drive momentum as it moves into Q2, which is traditionally a strong quarter for the group. It remains well funded to action its strategic growth plans.

ENDS

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## About Pureprofile (ASX:PPL)

Pureprofile is an established marketing, insights and technology company that provides a platform for consumers to share personal, preference and intent information in exchange for benefits.

**Creating profiles** – it enables consumers to create and manage their online profiles using its online platform.

**Enriching profiles** – Pureprofile then enriches profiles by combining this volunteered first-party data with a suite of big data applications, which allows it to provide audience segmentation and market intelligence data.

**Monetising profiles** – Pureprofile monetises these profiles by providing online market research to clients, licensing its profiling technology platform to global media publishers, and offering enhanced targeting capabilities through profile-driven programmatic advertising.

Pureprofile listed on the ASX in July 2015 after acquiring programmatic media trading company Sparc Media to further accelerate its consumer profiling capabilities.