



A big data insights and programmatic media company

1H FY16 Results Presentation



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Pureprofile key attributes

- **Experts** in generating valuable consumer data and insights
- **Strongly positioned** to capitalise on convergence of data technology and programmatic media
- **Accelerating growth** in a rapidly-expanding global market



Solid organic growth and improvements in financial metrics

YoY revenue
increase

+62%

\$9.3m to \$14.9m

- Solid growth across all key businesses
- Sparc Media acquisition delivering strategic growth

Gross
margin

52%

(+11% YoY
margin
improvement)

Constantly
improving
operational
capabilities and
investment in new
technology

Operating
EBITDA

\$1.0m

(+251% YoY growth)

Balancing
investment in new
technology with
profitable growth

Our expanding global footprint



120

Employees prior to
IPO July 2015

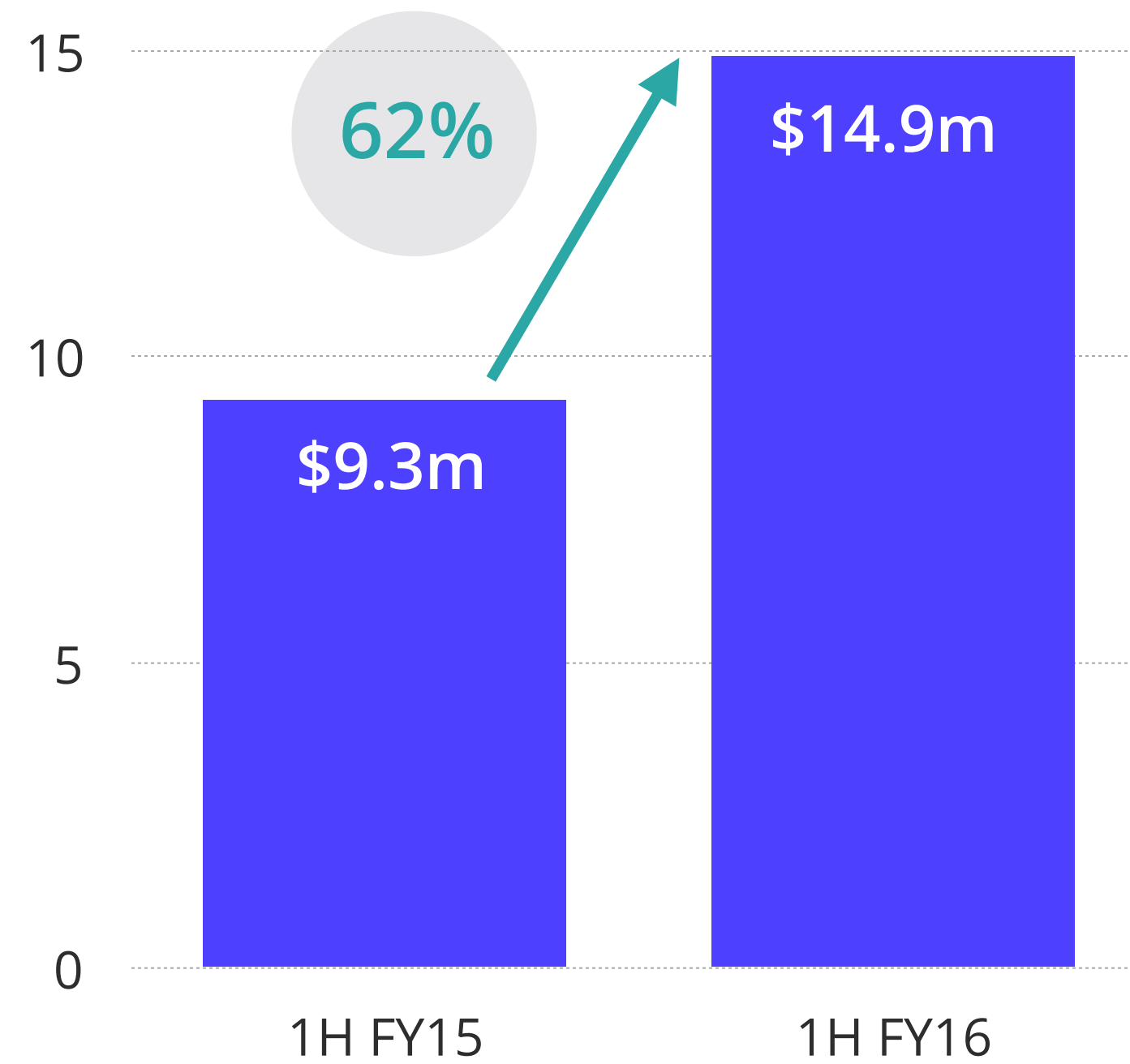
172

Employees
February 2016

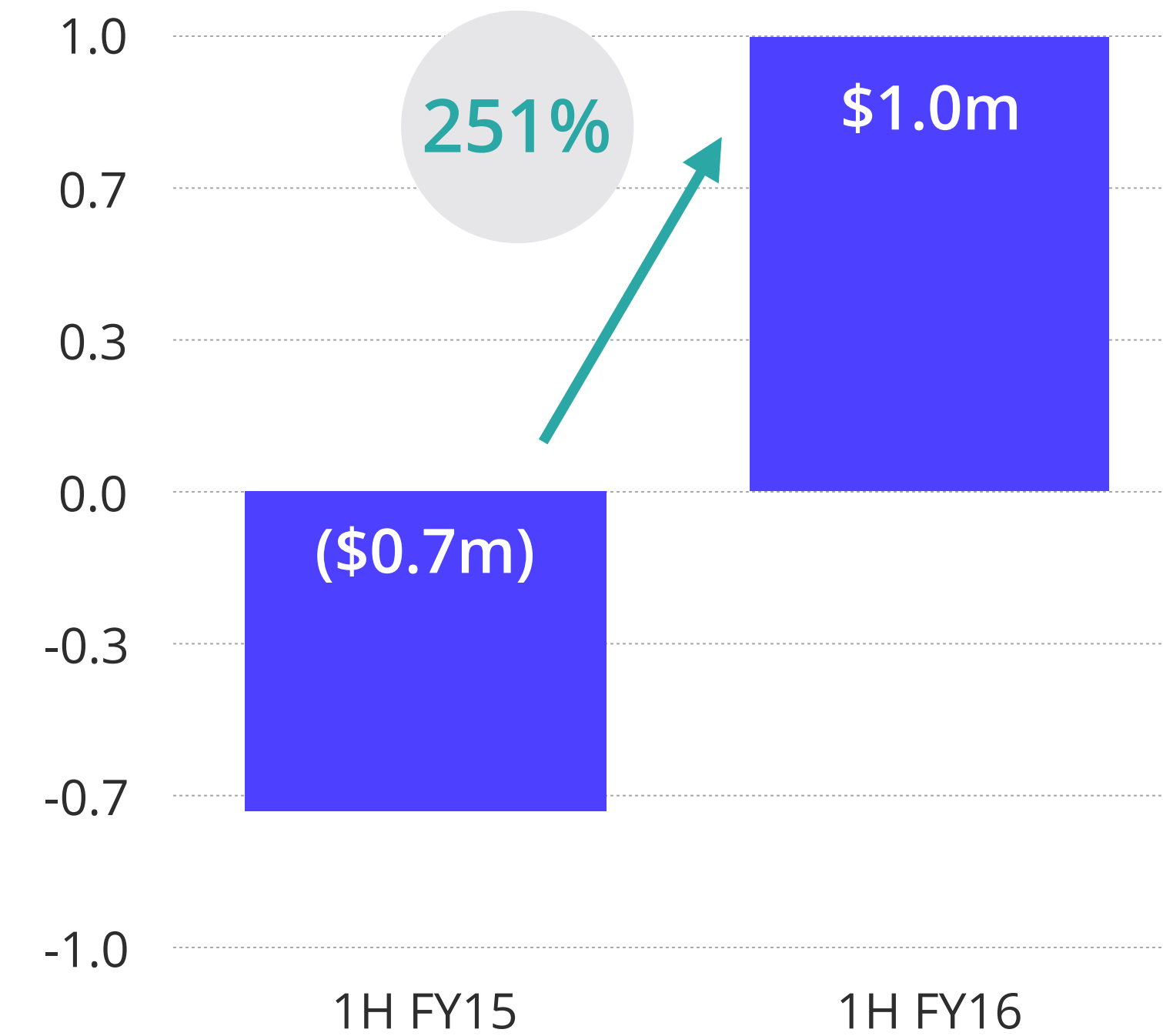
Financial performance

Financial performance

Pro-forma revenue: 62% increase pcg

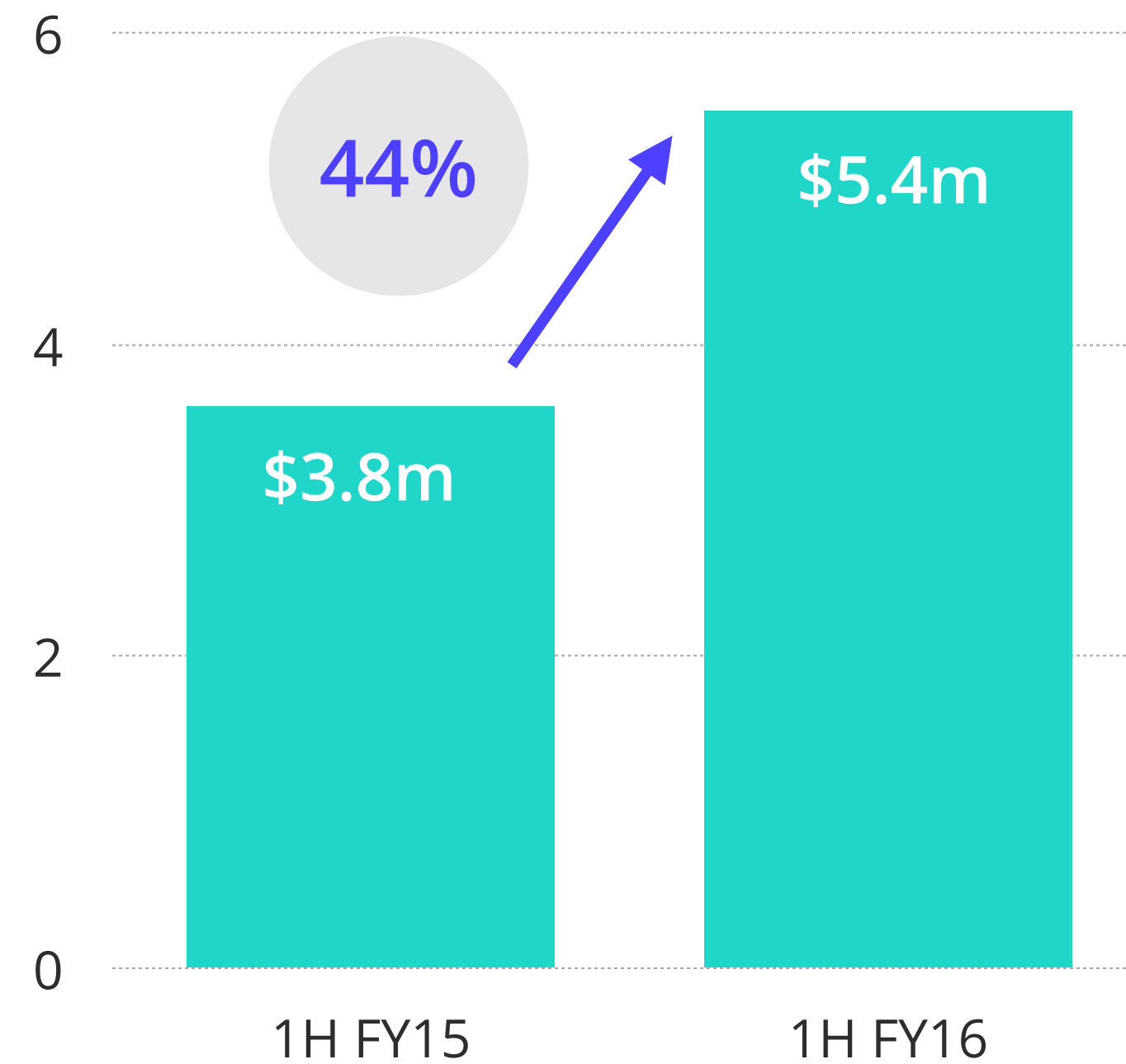


Operating EBITDA: 251% increase pcg

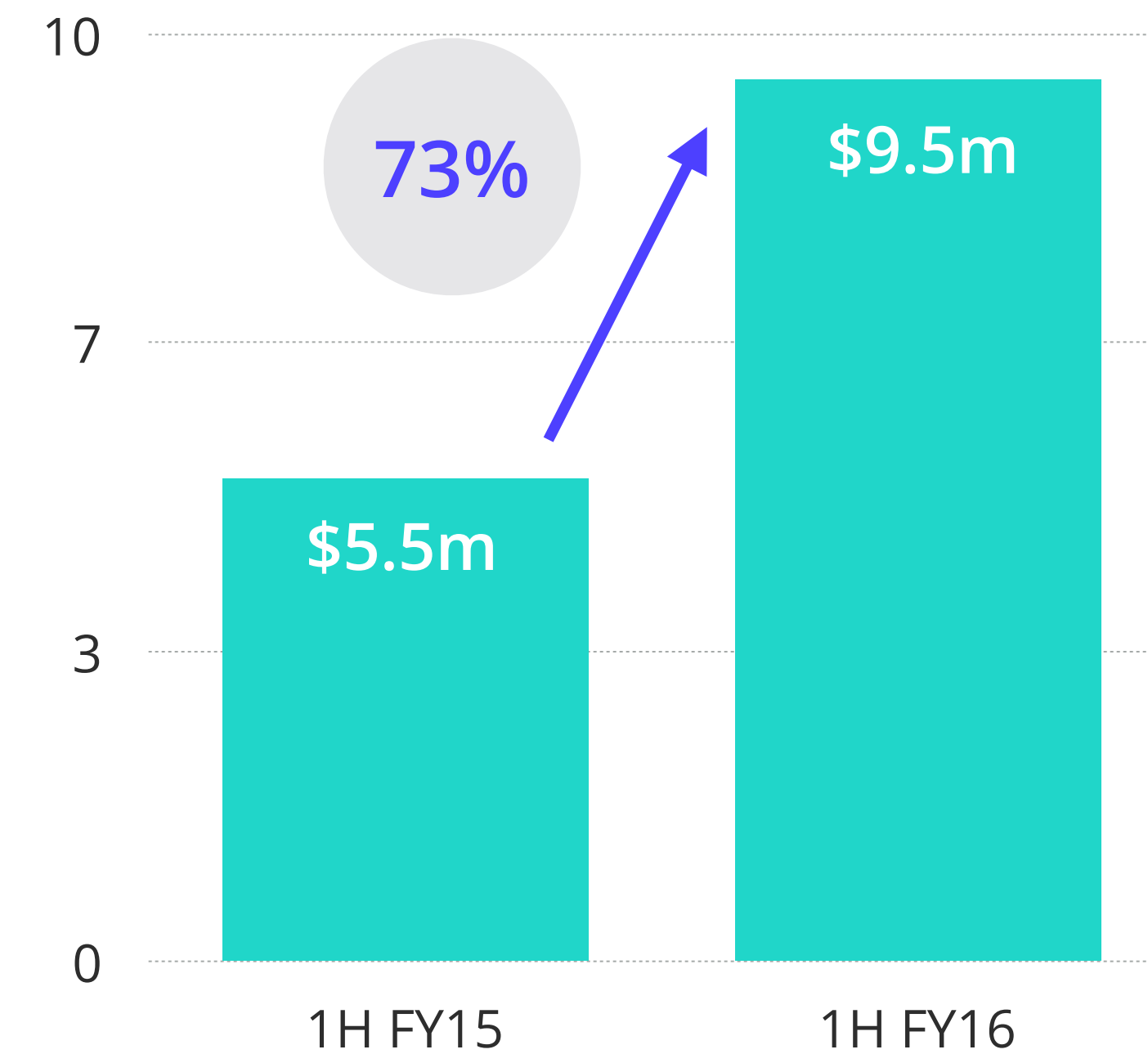


Strong revenue growth across core businesses

Data & Insights: 44% increase pcp



Programmatic Media: 73% increase pcp



Pro forma financial performance

A \$'M

Half year ending 31 Dec	1HFY15 Actual	1HFY16 Actual	%
Data & Insights	3.8	5.4	44%
Programmatic Media	5.5	9.5	73%
Total revenue	9.3	14.9	62%
Cost of sales	5.3	7.1	34%
Gross profit	3.9	7.8	98%
Pro forma operating EBITDA ⁽¹⁾	(0.7)	1.0	251%
Underlying NPAT ⁽²⁾	(0.8)	0.6	169%

- 📍 Double digit revenue growth across each product category
- 📍 Gross profit margin increased to 52% (pcp 42%)
- 📍 Pro forma operating EBITDA of \$1.0 million (+ \$1.7m pcp)

Notes:

(1) Operating EBITDA excludes interest, tax, depreciation, amortisation, and one-off non-operating transaction costs associated with the share based payments, IPO and Sparc Media acquisition and integration and one-off, non-operating costs, which are not representative of the Group's ongoing operations.

(2) Underlying Net profit (Loss) after Tax excludes one-off non recurring transaction costs associated with the IPO and Sparc Media acquisition.

Cashflow & working capital

A \$'M

Half Year ending 31 Dec	HY15	HY16
Operating EBITDA	(0.7)	1.0
Change in working capital	(0.9)	(2.0)
Operating cashflow	(1.6)	(1.0)
Capex - PP&E	-	(0.2)
Development costs - capitalised	(0.7)	(1.2)
Free Cash Flow	(2.3)	(2.4)
Net proceeds from IPO (after costs)	-	7.6
Sparc acquisition	-	(2.9)
Net cashflow	(2.3)	2.3

Note:

(1) Timing differences in programmatic media business between receipts and payments



Increased working capital requirements in H1 from robust programmatic media revenues ⁽¹⁾



Working capital unlocked

- 📍 Programmatic Media business growth of 73% pcp, increasing the working capital requirement
- 📍 As solution to working capital requirement, new receivables financing facility established in February 2016
- 📍 Up to 80% of accounts receivable available for draw-down as required



Balance sheet

A \$'M

	30 Jun 15 Actual	31 Dec 15 Actual
Net cash	0.3	2.1
Net working capital	(0.9)	1.6
Investments	0.2	5.8
Platform development	2.4	4.0
PP&E	0.1	0.2
TOTAL ASSETS	2.1	13.7
Sparc Media consideration (escrow)	-	(1.5)
Other (net) liabilities	(1.0)	(0.2)
NET ASSETS	1.1	12.0

- Net cash comprised of \$2.4m cash and \$0.3m debt
- Sparc Media escrowed consideration of \$1.5m payable in July 2016 of \$0.3m cash deposit and \$1.2m shares

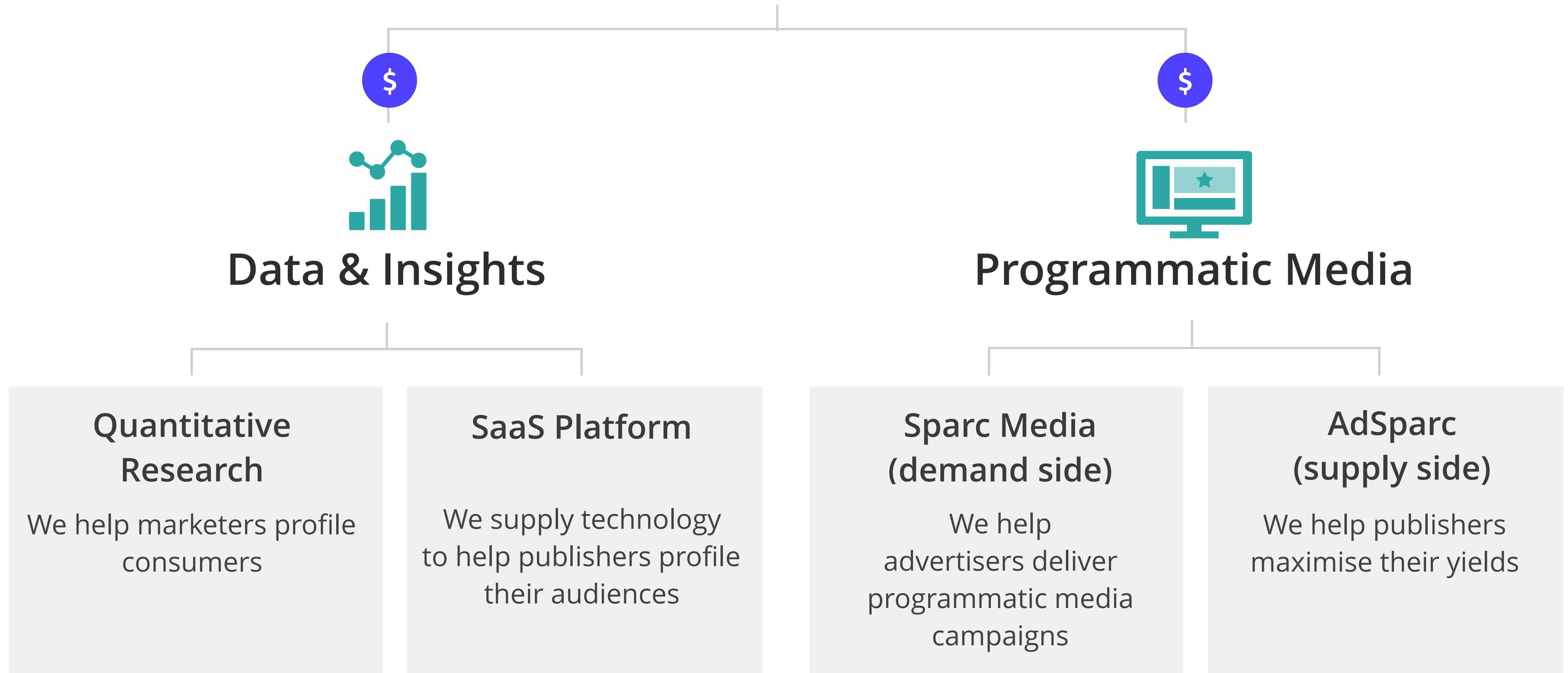




What we do

Business structure

Pureprofile 



Pureprofile lies at the heart of where programmatic media, big data and quantitative research converge



Sources

*1: Magna Global 2015 Programmatic Roadmap For Growth

*2: EMC/IDC Digital Universe of Opportunities Report 2014

*3: ESOMAR Global Market Research Report 2014

Data & Insights

The data and insights opportunity

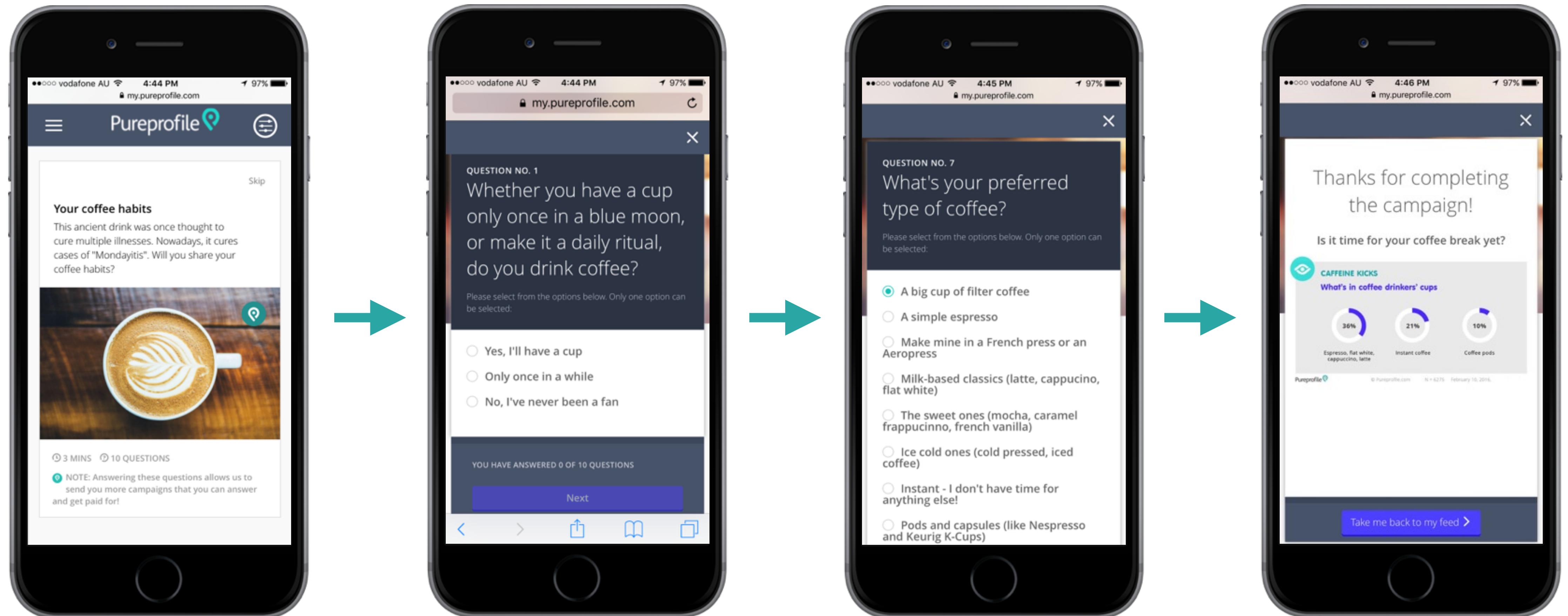
The \$40bn*1 global market research industry is structurally changing and presents opportunities for Pureprofile via digital disruption

Source

*1: ESOMAR Global Market Research Report 2014



How we generate data and insights

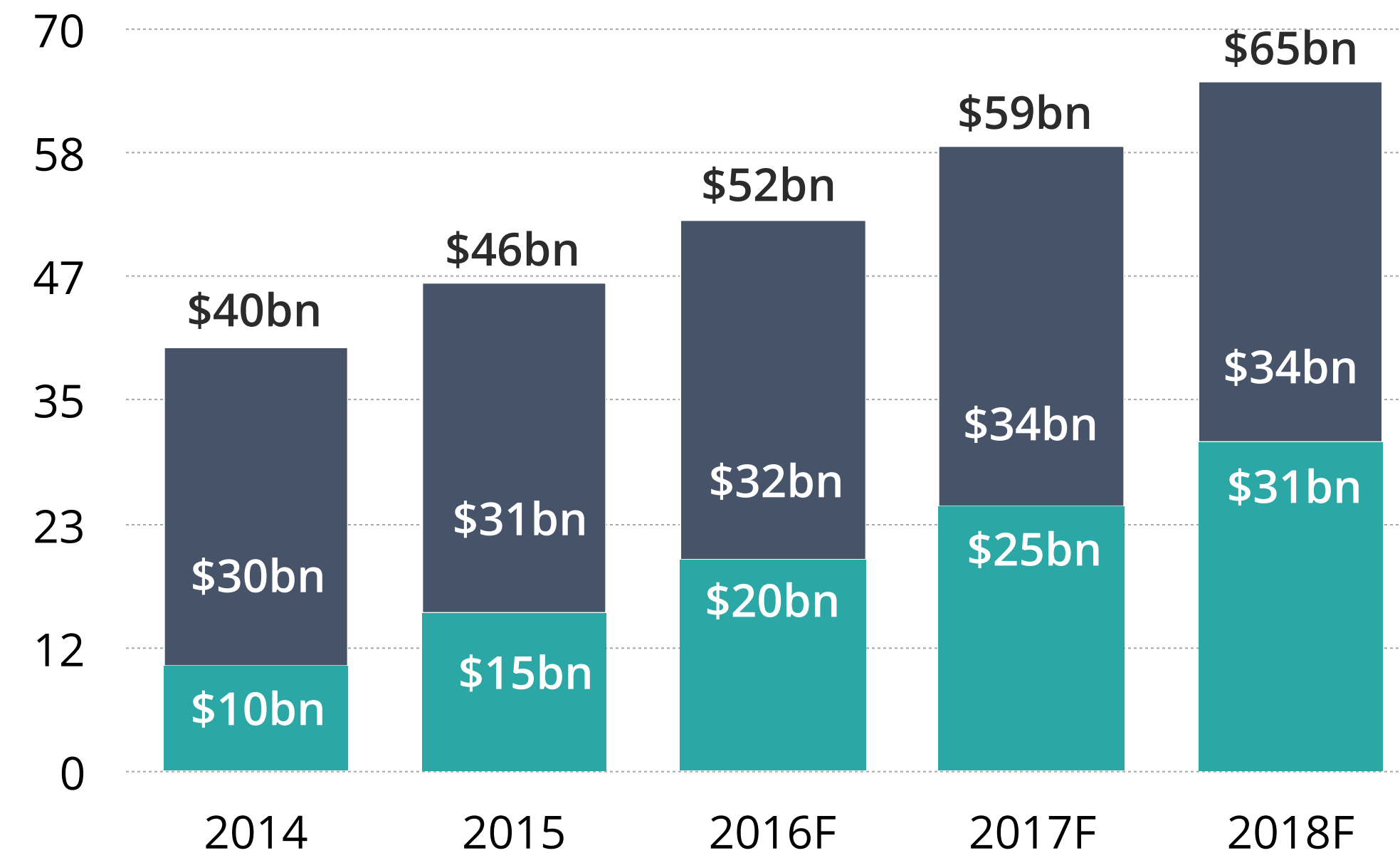


We engage with **thousands of consumers every day** to generate deep data insights for brands, researchers and publishers

Programmatic Media

The programmatic media opportunity

Global banner and video ad spend (US \$bn) ⁽¹⁾



Non programmatic ^{*2}

Digital to become biggest ad category globally by 2019 ^{*3}

Total programmatic ^{*2}

Global programmatic spend expected to double by FY18 ^{*4}

Programmatic penetration	25%	33%	38%	42%	48%
Programmatic growth	67%	50%	33%	25%	24%

Note:

(1) Global banner and video ad spend excludes search and social

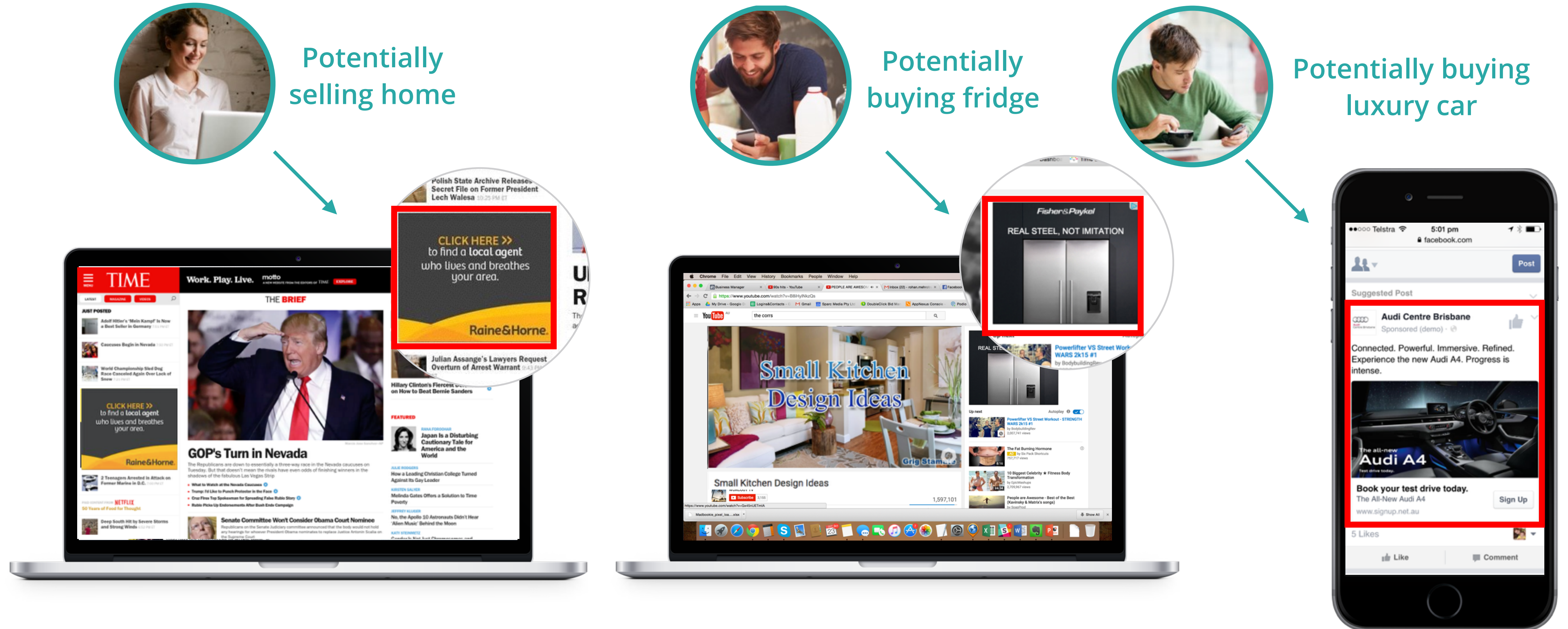
Sources:

^{*2}: Magna Global 2015 Programmatic Roadmap For Growth

^{*3} PwC Global Entertainment and Media Outlook 2015-2019

^{*4}: eMarketer Media Ad Spending Worldwide 2014-2019 (Sept 2015)

We deliver programmatic media campaigns

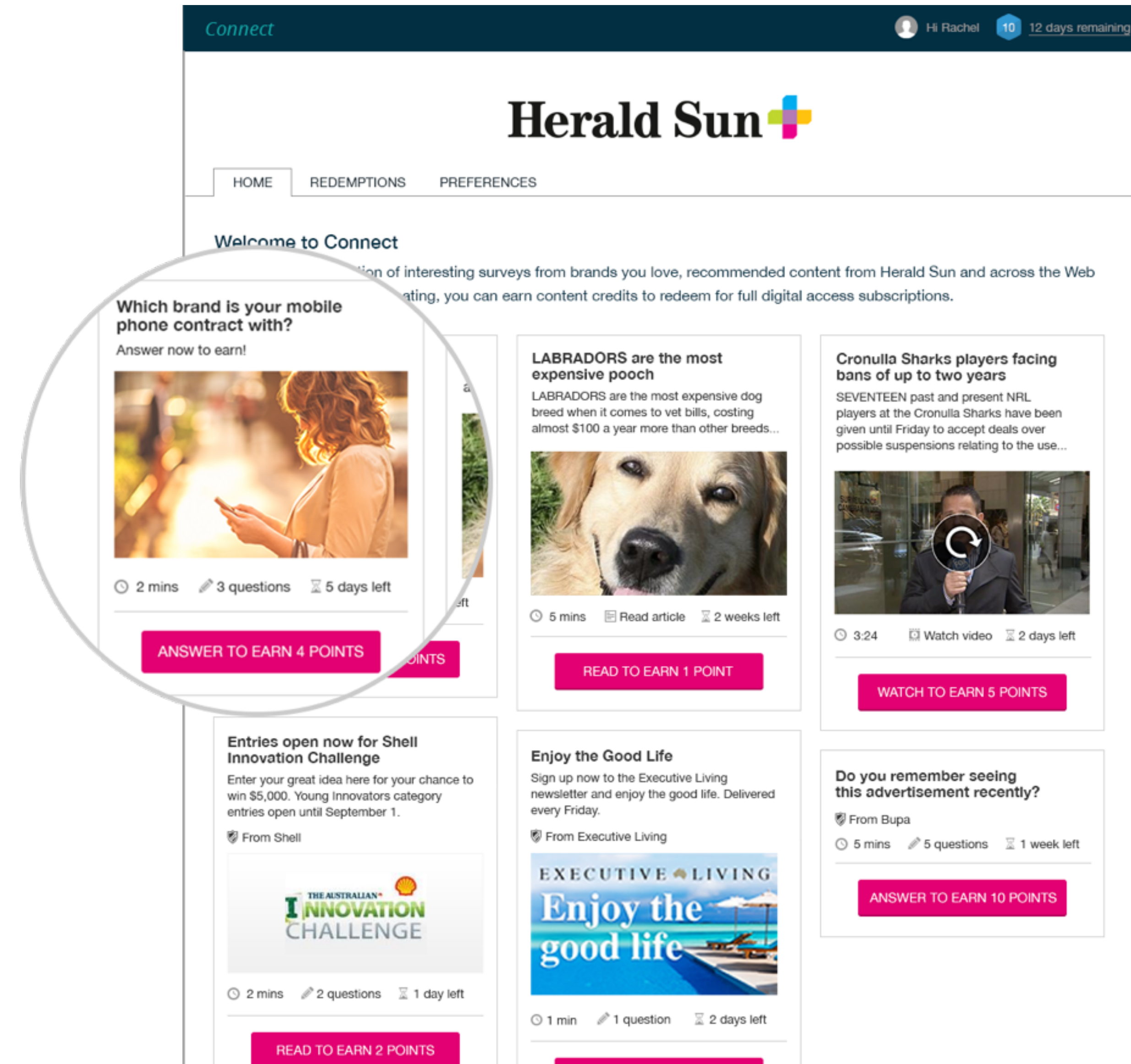


We use programmatic advertising technology to deliver targeted advertising campaigns

What we do for publishers



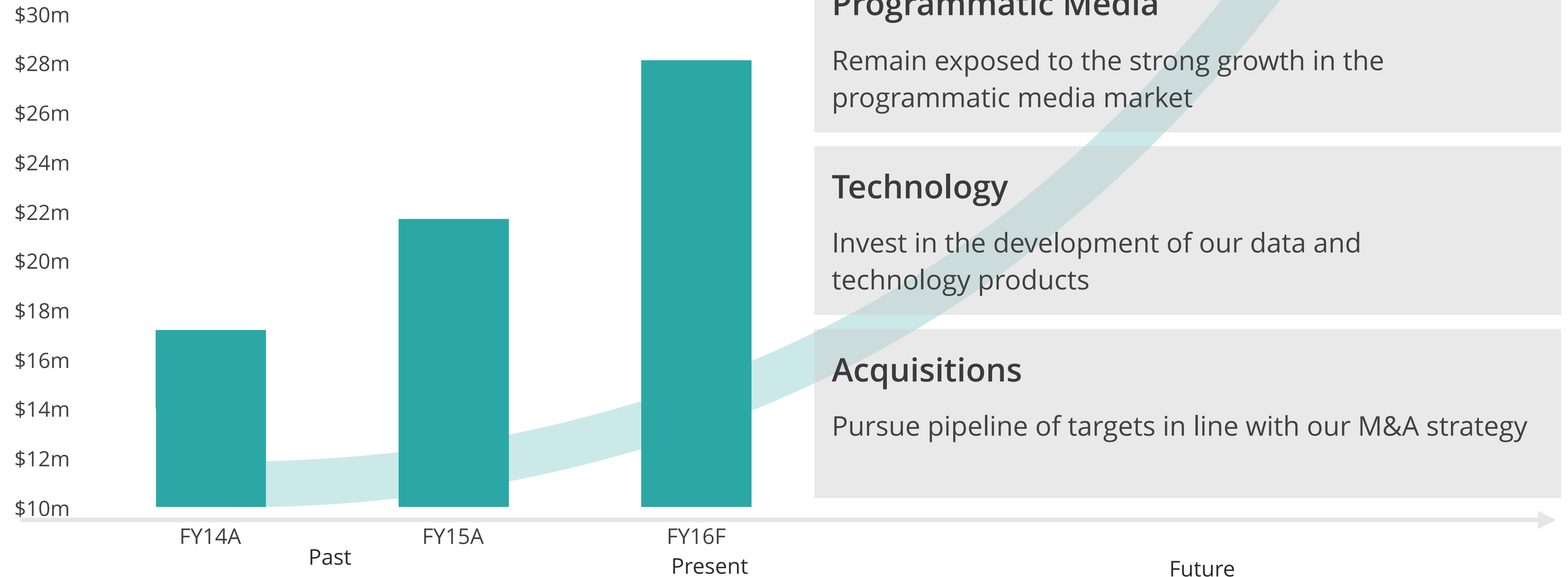
Our SaaS technology platform enables publishers to profile their audience and deliver more relevant content and advertising experiences





Strategy & operations

Strategic growth drivers



M&A strategy

Data & Insights

Accelerate data and insights footprint by acquiring and upgrading 1st generation online research panels operating in target markets

Programmatic Media

Acquire companies similar to Sparc Media who have an established client base and proven programmatic expertise

Platform technology

Acquire companies or assets with key pieces of technology and expertise that will complement our platform (such as Effective Measure)

Target growth markets

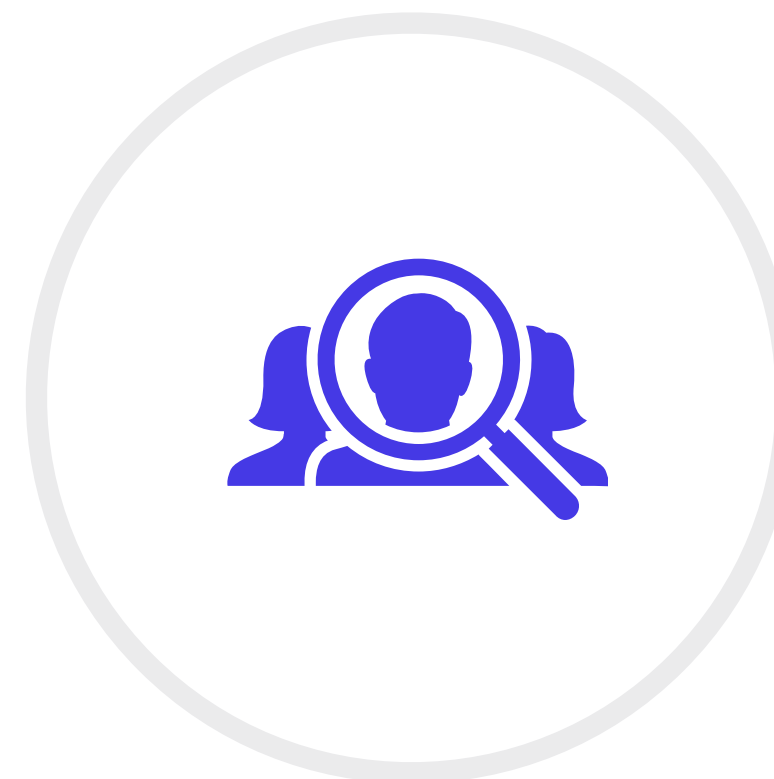


Effective Measure acquisition accelerates proprietary big data and technology

Premium publisher contracts



Online panel members & data solutions



Enhanced data capture & programmatic targeting



PPL acquires behavioural data from 100 online publishers across ANZ

PPL will deliver audience measurement & enhanced insights to EM's established clients and invest in further client development

Opportunity to significantly enhance publisher solutions and extend programmatic media offering

Acquisition offers very organic revenue growth and platform technologies for minimal cash outlay

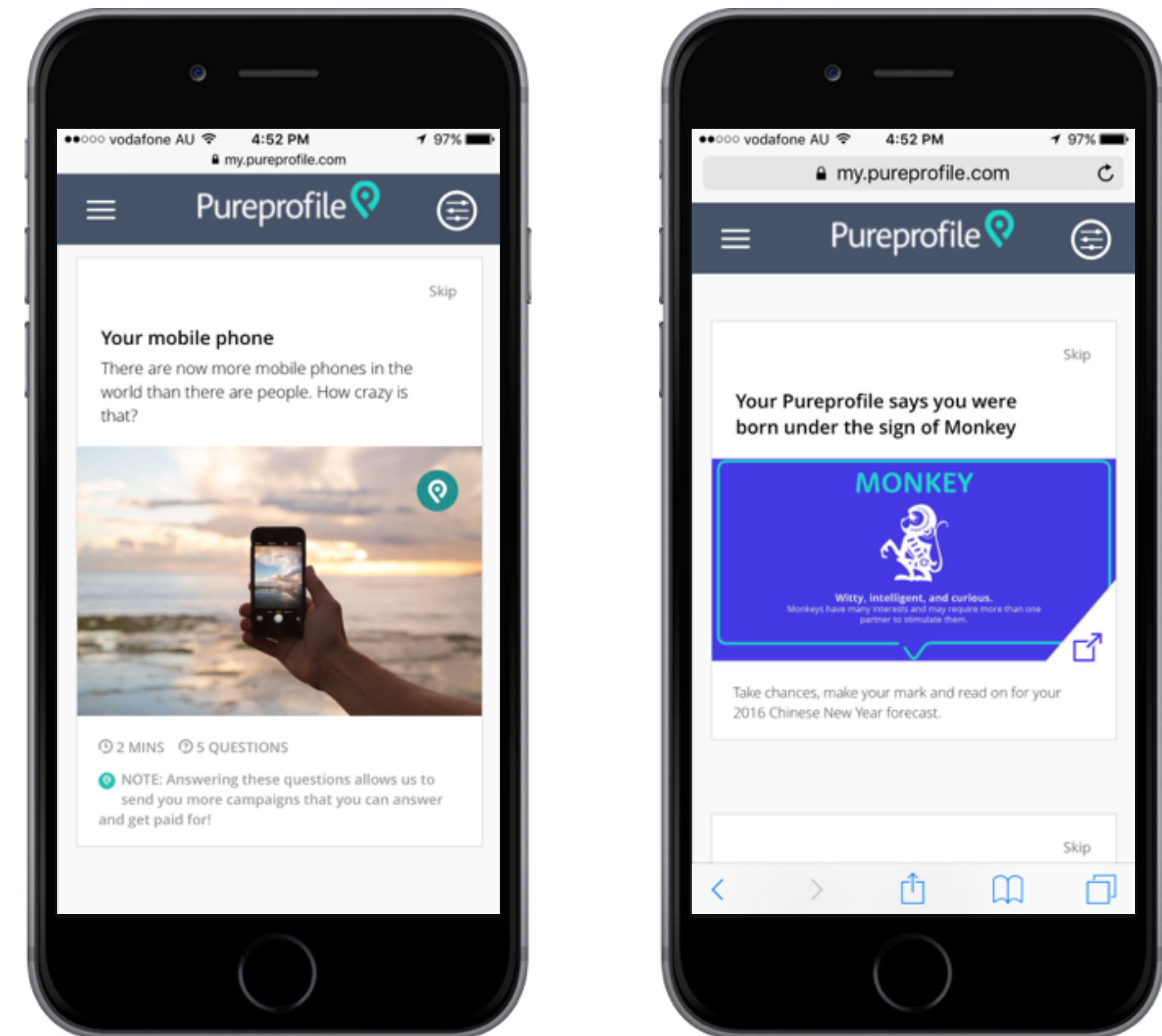
Note: Effective Measure is a leading global provider of audience measurement, advertising effectiveness and targeting solutions. PPL has acquired its assets across the Australia and New Zealand region.



Outlook & objectives

Objectives & outlook

- 📍 On target to exceed \$28.1m FY16 prospectus revenue forecast
- 📍 Operating EBITDA in line with prospectus forecasts
- 📍 Focus on continued organic growth and international expansion
- 📍 Exciting pipeline of tech innovation



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