

## Appendix 4C – Quarterly report

Positive net operating cash flow of \$0.912 million for the March 2016 quarter. This compares to a \$0.457 million outflow for the December 2015 quarter.

Operating cash flow continues to improve as revenue grows in both the Data & Insights and Programmatic Media divisions. Working capital has also improved due to a reduction in outstanding debtor days and the impact of a new receivables finance facility. The net effect is an increase of \$3.2 million in customer receipts for this quarter (compared to Q2FY16).

Net operating cash flow included further non-capitalised investment in platform & systems development of \$0.767 million (\$0.743 million in Q2FY16) and an increase (compared to Q2FY16) in staff costs of \$0.235 million. These investments are expected to support further growth in FY17.

As foreshadowed in our 1HFY16 financial results, the integration of the Sparc Media operations was successfully completed during the March quarter and a final cash payment made of \$0.076 million. In total, Sparc Media's vendor has received total cash of \$3.010 million since July 2015. No further cash payments will be due.

Cash at the end of March quarter was \$2.191 million compared to \$2.285 million at the end of the December quarter.

## Appendix 4C

### Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

Pureprofile Ltd

ABN

37 167 522 901

Quarter ended ("current quarter")

31<sup>st</sup> March 2016

### Consolidated statement of cash flows

| Cash flows related to operating activities                | Current quarter<br>\$A'000 | Year to date (9months)<br>\$A'000 |
|---|----------------------------|-----------------------------------|
| 1.1 Receipts from customers                               | 9,553                      | 18,934                            |
| 1.2 Payments for  |                            |                                   |
| (a) staff costs   | (2,641)                    | (6,853)                           |
| (b) advertising and marketing                             | (76)                       | (149)                             |
| (c) non capitalised dev. & license costs:<br>(Note 3)     | (767)                      | (1,911)                           |
| (d) survey fees and other direct costs                    | (2,947)                    | (7,692)                           |
| (e) other working capital /overheads                      | (2,165)                    | (2,960)                           |
| 1.3 Dividends received                                    | -                          | -                                 |
| 1.4 Interest and other items of a similar nature received | 5                          | 16                                |
| 1.5 Interest and other costs of finance paid              | -                          | -                                 |
| 1.6 Income taxes paid                                     | (50)                       | (36)                              |
| 1.7 Other (provide details if material) – IPO/M&A costs   | -                          | -                                 |
| <b>Net operating cash flows</b>                           | <b>912</b>                 | <b>(651)</b>                      |

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+ See chapter 19 for defined terms.

**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

|   |   | Current quarter<br>\$A'000 | Year to date (9months)<br>\$A'000 |
|---|---|----------------------------|-----------------------------------|
| 1.8   | Net operating cash flows (carried forward)                        | 912                        | (651)                             |
| <b>Cash flows related to investing activities</b> |   |                            |                                   |
| 1.9   | Payment for acquisition of:                                       |                            |                                   |
|   | (a) businesses (item 5)   | (76)                       | (3,010)                           |
|   | (b) equity investments  | -                          | -                                 |
|   | (c) intellectual property – capitalised dev. costs                | (750)                      | (1,923)                           |
|   | (d) physical non-current assets                                   | (62)                       | (226)                             |
|   | (e) other non-current assets (Note 6)                             | (110)                      | (110)                             |
| 1.10  | Proceeds from disposal of:  |                            |                                   |
|   | (a) businesses (item 5)   | -                          | -                                 |
|   | (b) equity investments  | -                          | -                                 |
|   | (c) intellectual property   | -                          | -                                 |
|   | (d) physical non-current assets                                   | -                          | -                                 |
|   | (e) other non-current assets                                      | 1                          | 1                                 |
| 1.11  | Loans to other entities   |                            |                                   |
| 1.12  | Loans repaid by other entities                                    |                            |                                   |
| 1.13  | Other (provide details if material) – IPO / M&A costs<br>(Note 4) | -                          | (1,413)                           |
|   | <b>Net investing cash flows</b>                                   | (997)                      | (6,681)                           |
| 1.14  | <b>Total operating and investing cash flows</b>                   | (85)                       | (7,332)                           |
| <b>Cash flows related to financing activities</b> |   |                            |                                   |
| 1.15  | Net Proceeds from issues of shares (Note 5)                       | -                          | 9,103                             |
| 1.16  | Proceeds from sale of forfeited shares                            | -                          | -                                 |
| 1.17  | Proceeds from borrowings  | -                          | -                                 |
| 1.18  | Repayment of borrowings   | -                          | -                                 |
| 1.19  | Dividends paid  | -                          | -                                 |
| 1.20  | Other (provide details if material)                               | -                          | (100)                             |
|   | <b>Net financing cash flows</b>                                   | -                          | 9,003                             |
|   | <b>Net increase (decrease) in cash held</b>                       | (85)                       | 1,671                             |
| 1.21  | Cash at beginning of quarter/year to date                         | 2285                       | 531                               |
| 1.22  | Exchange rate adjustments to item 1.20                            | (9)                        | (11)                              |
| 1.23  | <b>Cash at end of quarter</b>                                     | 2,191                      | 2,191                             |

+ See chapter 19 for defined terms.

**Payments to directors of the entity and associates of the directors**

**Payments to related entities of the entity and associates of the related entities**

|      |  | Current quarter<br>\$A'000 |
|------|--|----------------------------|
| 1.24 | Aggregate amount of payments to the parties included in item 1.2 | -                          |
| 1.25 | Aggregate amount of loans to the parties included in item 1.11   | -                          |

1.26 Explanation necessary for an understanding of the transactions

|     |
|-----|
| N/A |
|-----|

**Non-cash financing and investing activities**

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

|     |
|-----|
| N/A |
|-----|

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

|     |
|-----|
| N/A |
|-----|

**Financing facilities available**

*Add notes as necessary for an understanding of the position.*

|     |                             | Amount available<br>\$A'000 | Amount used<br>\$A'000 |
|-----|-----------------------------|-----------------------------|------------------------|
| 3.1 | Loan facilities             | 625                         | 210                    |
| 3.2 | Credit standby arrangements |                             |                        |

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+ See chapter 19 for defined terms.

## Reconciliation of cash

| Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows. |                          | Current quarter<br>\$A'000 | Previous quarter<br>\$A'000 |
|---|--------------------------|----------------------------|-----------------------------|
| 4.1   | Cash on hand and at bank | 1,615                      | 1,364                       |
| 4.2   | Deposits at call         | 661                        | 1,261                       |
| 4.3   | Bank overdraft           | (85)                       | (340)                       |
| 4.4   | Other (provide details)  |                            |                             |
| <b>Total: cash at end of quarter (item 1.23)</b>  |                          | <b>2,191</b>               | <b>2,285</b>                |


## Acquisitions and disposals of business entities

|     |   | Acquisitions<br>(Item 1.9(a))   | Disposals<br>(Item 1.10(a)) |
|-----|---|---|-----------------------------|
| 5.1 | Name of entity                            | <ul style="list-style-type: none"> <li>a) Trade business of Sparc Media Pty Ltd,</li> <li>b) Sparc Media Sp z o.o. ,</li> <li>c) Funbox India Pvt Ltd.</li> </ul> |                             |
| 5.2 | Place of incorporation or registration    | <ul style="list-style-type: none"> <li>a) Australia, (business assets acquired by an Australian entity)</li> <li>b) Poland,</li> <li>c) India</li> </ul>          |                             |
| 5.3 | Consideration for acquisition or disposal | Up to \$6.6m via shares and cash contingent on performance conditions. To date consideration paid is \$3.010m   |                             |
| 5.4 | Total net assets                          | Total Net Assets including Intangibles up to purchase consideration of \$6.6m   |                             |
| 5.5 | Nature of business                        | Online programmatic media   |                             |

+ See chapter 19 for defined terms.

## Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Sign here: .....  ..... Date: 27 April 2016  
Director

Print name: Geoffrey Nesbitt

## Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. Item 1.2(c) - Non-capitalised development and license costs represent direct payroll, on-costs and other costs not directly attributable to the development phase in developing products or systems that will contribute to future period financial benefits.
4. Item 1.13 - Other (IPO/M&A costs) relates to 'one-off' payments including legal, accounting, auditor and corporate advisor incurred in relation to the IPO and acquisition of Sparc paid in the quarter.
5. Item 1.15 - Net Proceeds from issue of shares reflects the net proceeds of \$10 million as a result of the gross proceeds of the IPO offset by capital raising costs of \$0.9 million paid to the Underwriter and other advisors.
6. Item 1.9(e) - Asset purchase of Effective Measure Australia and New Zealand (reported to the ASX 23 February 2016).

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