



Creating a more efficient
and valuable digital advertising
model through technology,
data and insights

FY16 Results Presentation



Agenda

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Presenting today



Paul Chan
Executive Director, CEO



Geoff Nesbit
Executive Director, CFO

We are a proven technology business that works with some of the largest blue chip clients and their agencies



A person with a backpack and headphones is standing on a train platform, looking at a smartphone. The background shows a blurred train and city buildings. A large, semi-transparent circle is overlaid on the right side of the image.

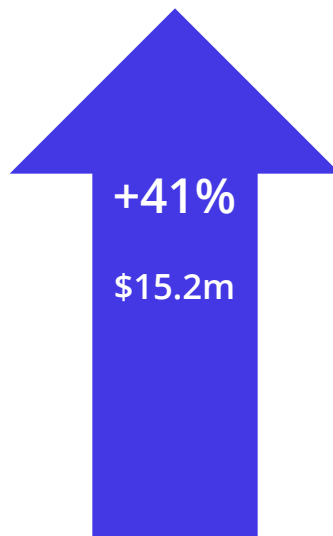
Financial Highlights

Highlights (Pro forma)

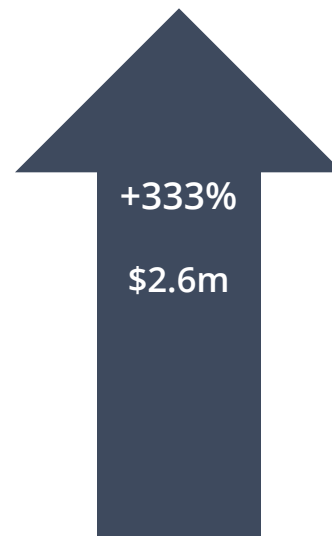
Revenue



Gross profit



Operating EBITDA*



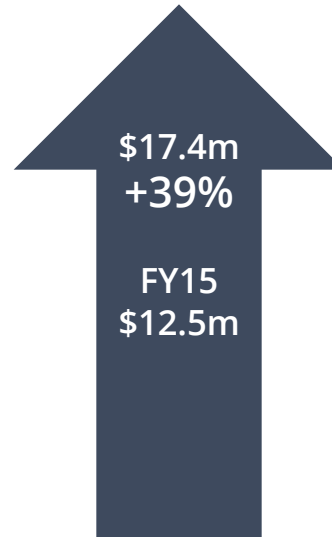
* Operating EBITDA excludes costs of IPO, Sparc acquisition, termination of centralised staff costs, closure of Sparc India and Poland sales

Highlights

Data, insights + platform

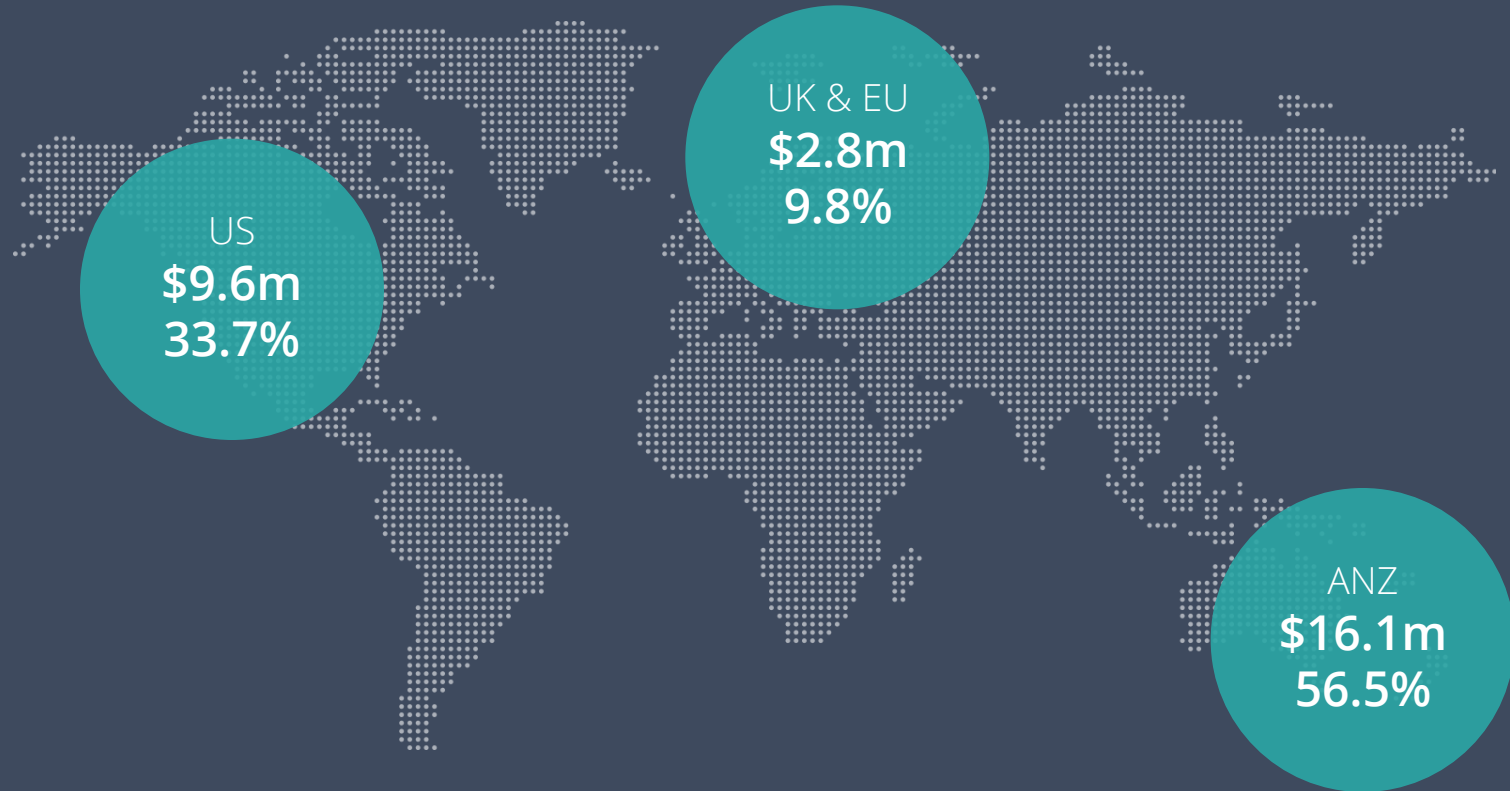


Programmatic media



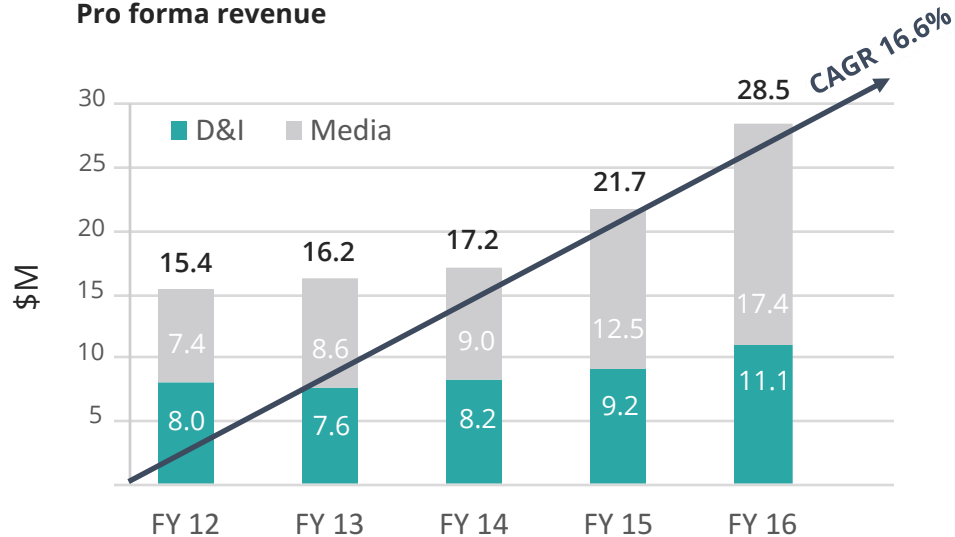
- 📍 The growth strategy driven by the synergies of the data and insights and programmatic media are being realised via new client wins and an accelerating pipeline.
- 📍 The combination of insights and programmatic media are accepted as the future of digital media.

FY16 Segment Revenue: by geography

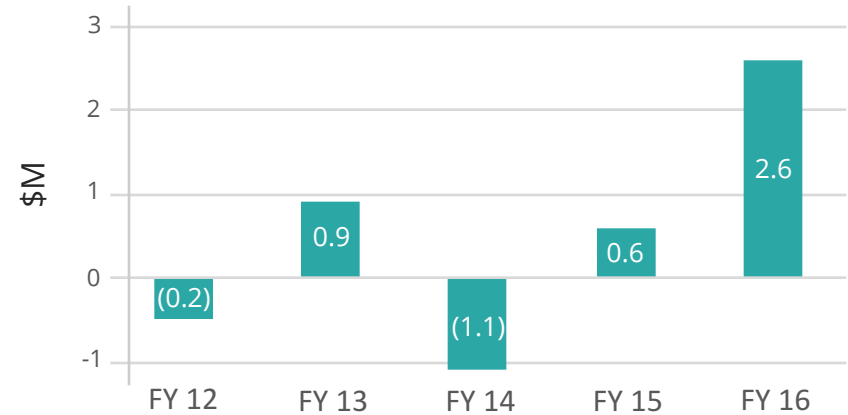


Continuing growth

Pro forma revenue



Pro forma operating EBITDA



- Exceeded prospectus
- Expand GP margin to 53%
- Successful completion of acquisition:
 - Sparc Media
 - Effective Measure
- Opening of New Zealand & Melbourne office
- Solid revenue growth
 - +31% pcg
- Operating EBITDA of \$2.6m
- Operating cash flow positive – 12 months ahead of projections



Financial Performance

Pro forma Profit & Loss

Pro forma profit and loss \$A million						
Year Ending 30 June	FY12 Actual	FY13 Actual	FY14 Actual	FY15 Actual	FY16 Actual	FY16 Prospectus
D&I	8.0	7.6	8.2	9.2	11.1	11.9
Programmatic Media	7.4	8.6	9.0	12.5	17.4	16.2
Total pro forma revenue	15.4	16.2	17.2	21.7	28.5	28.1
Gross profit	7.7	8.6	9.1	10.8	15.2	14.0
People costs	4.5	4.9	6.7	6.2	8.1	7.5
Other costs	3.5	3.2	3.8	4.2	4.5	4.1
Operating EBITDA	(0.2)	0.9	(1.1)	0.6	2.6	2.5
NPATA	(0.4)	0.7	(1.1)	0.3	1.3	1.1
Revenue growth	N/A	5.2%	6.2%	26.2%	31.4%	N/A
GP %	50.0%	53.1%	52.9%	49.8%	53.3%	49.8%
Operating EBITDA %	-1.3%	5.6%	-6.4%	2.8%	9.1%	8.9%

Balance Sheet

- Net working capital purposed for investment in new markets
- Sparc media earn out complete – no further obligations
- Intangibles includes Sparc Media acquisition and platform development
- Cash at 30 June \$1.8m
- Cash at 31 July benefited from strong Q4FY16 contracted sales

Actual	FY16 Actual	FY15 Actual
Cash	1.8	0.7
Net working capital	(2.3)	(0.9)
Other assets	4.3	2.7
Fixed Assets	0.3	0.1
Intangibles	11.1	2.6
Total Assets	15.2	5.2
Liabilities and provisions	4.1	4.1
Net Assets	11.1	1.2

The background of the slide features a blurred photograph of several business professionals in motion, walking across a crosswalk. The image is overlaid with a semi-transparent blue filter. A large, light blue circular graphic is positioned on the right side of the slide. The text "Business and Strategy Update" is centered in a white, bold, sans-serif font.

Business and Strategy Update

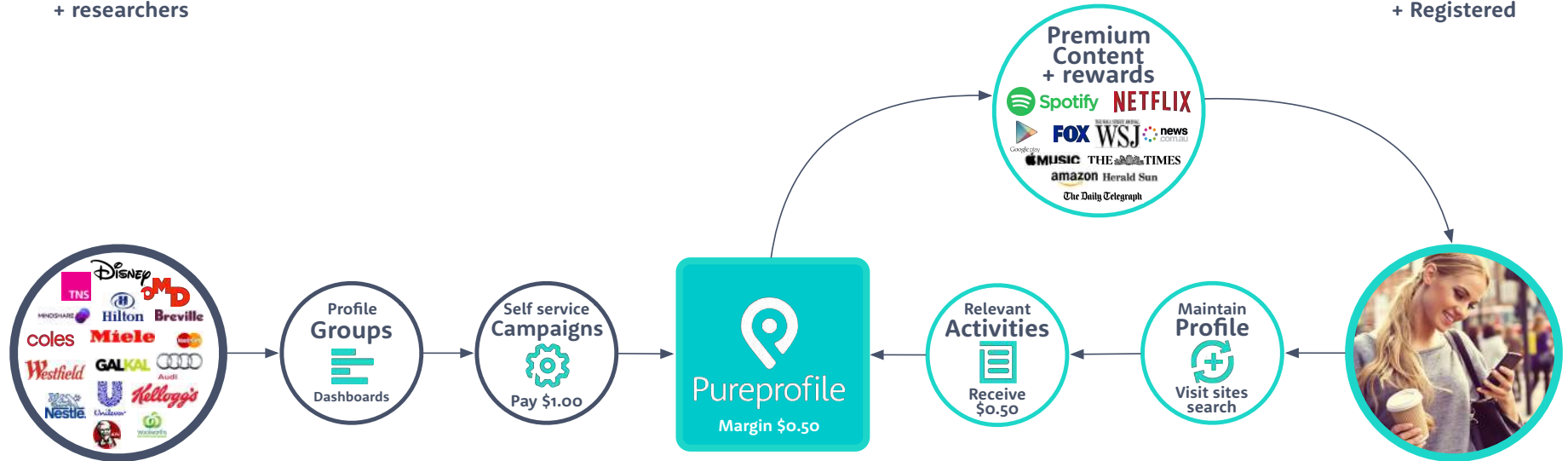
Pureprofile business model

Brands

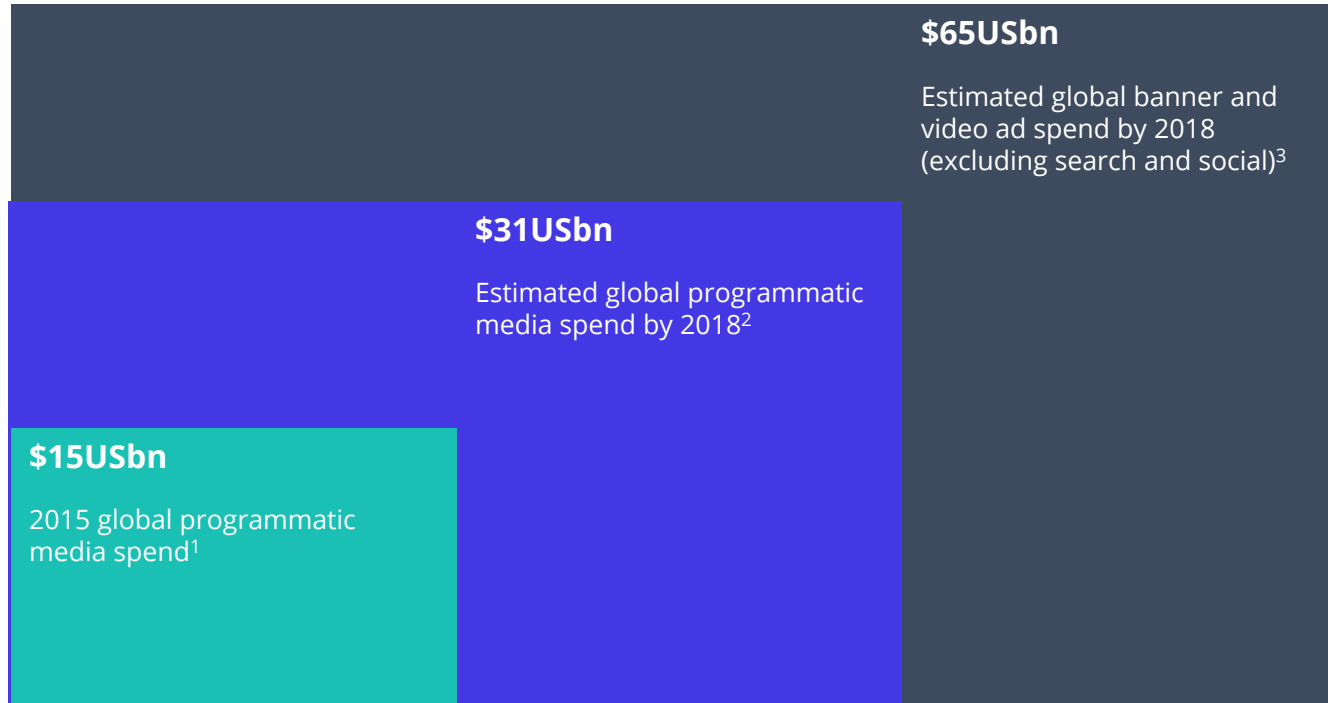
Agencies
+ researchers

People

Anonymous
+ Registered



The programmatic advertising opportunity



- Digital to overtake TV to become biggest ad category globally by 2019²
- 50% global programmatic growth rate in 2015¹
- Pureprofile's H1 FY16 programmatic business growth rate (73%) outpacing the global programmatic market

1: Magna Global 2015 Programmatic Roadmap for Growth.

2: PwC Global Entertainment and Media Outlook 2015-2019

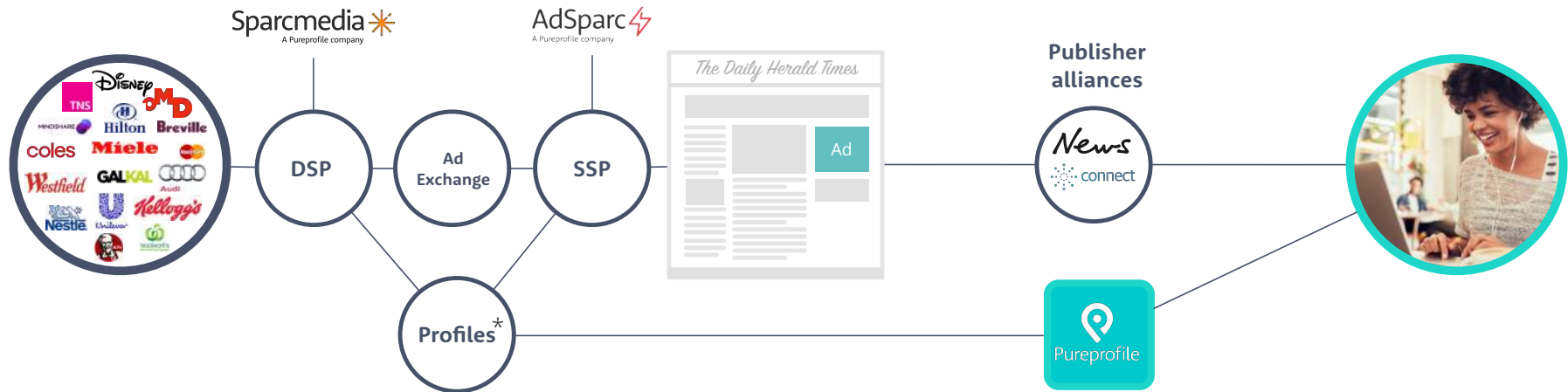
Pureprofile growth model via programmatic media

Brands

Agencies
+ researchers

People

Anonymous
+ Registered



* Effective Measure big data platform now integrated

Growth Strategy

Acquire

- Acquire synergistic businesses, databases, platforms and channels

Build

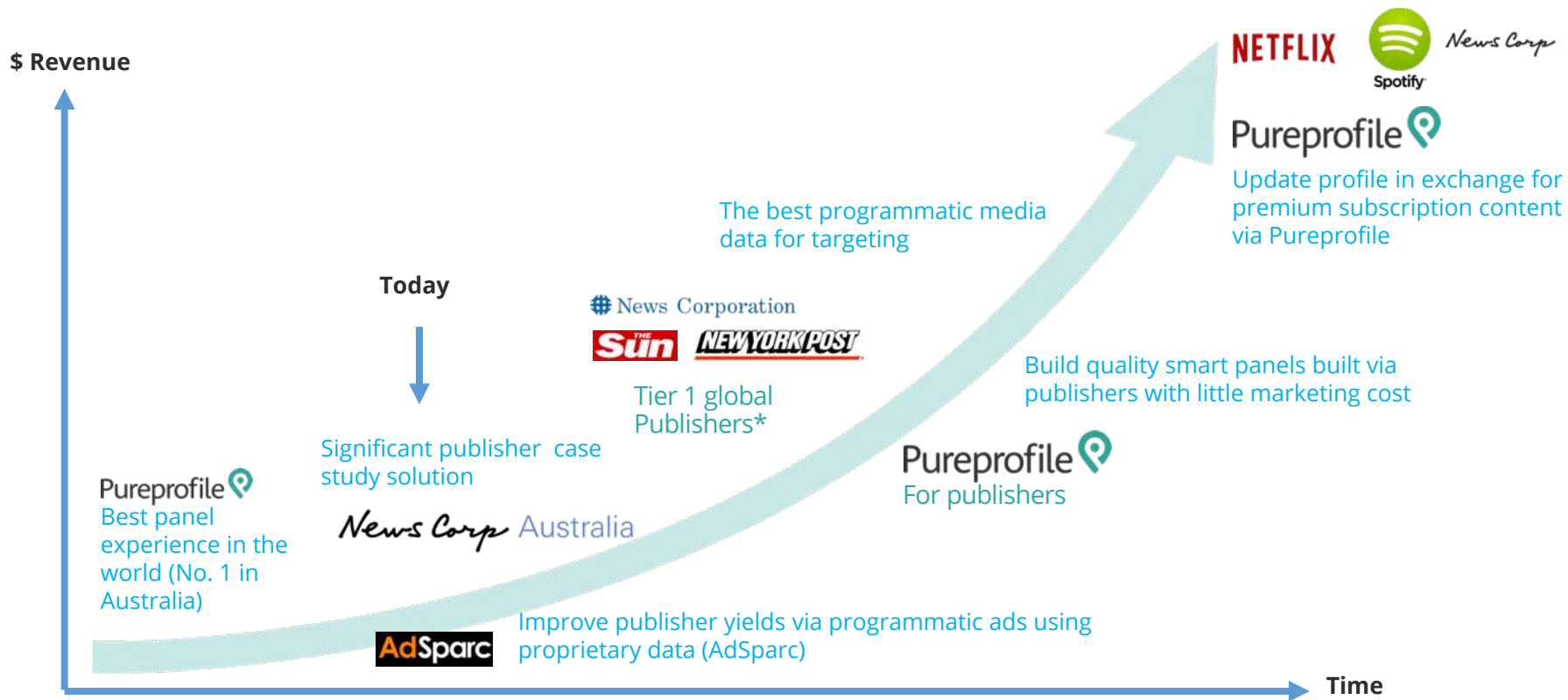
- Accelerate development of core technology and big data platform
- Build on self service apps for businesses and consumers in line with the Pureprofile business model

Expand

- Organic growth in Australasia and international markets, including North America, Asia and Europe
- Rapidly expand via key strategic publisher alliances (low risk)

Our strategic roadmap to drive revenue growth

Grow to millions of profiles rapidly via publisher, improve their ad effectiveness with profiles



* Indicative publisher targets

A blurred photograph of a modern city street with people walking, overlaid with a teal gradient. The image is used as a background for the title.

Outlook

Outlook

- We achieved record levels of contracted sales in Q4 2016 (to be billed in FY17).
- We secured more than 100 new clients in FY16 and increased spend with the majority of our largest clients. Presents solid growth prospects for FY17.
- New platform technology features delivered in FY16 and the product roadmap we are investing is winning new clients at an accelerating rate.
- Management believe that PPL will be able to maintain an organic growth rate similar to that achieved in FY16.
- Opportunity to further increase revenues from new technology products and new international alliances in key markets (including News Corp).
- Gross profit margins and EBITDA expected to be maintained in FY17.





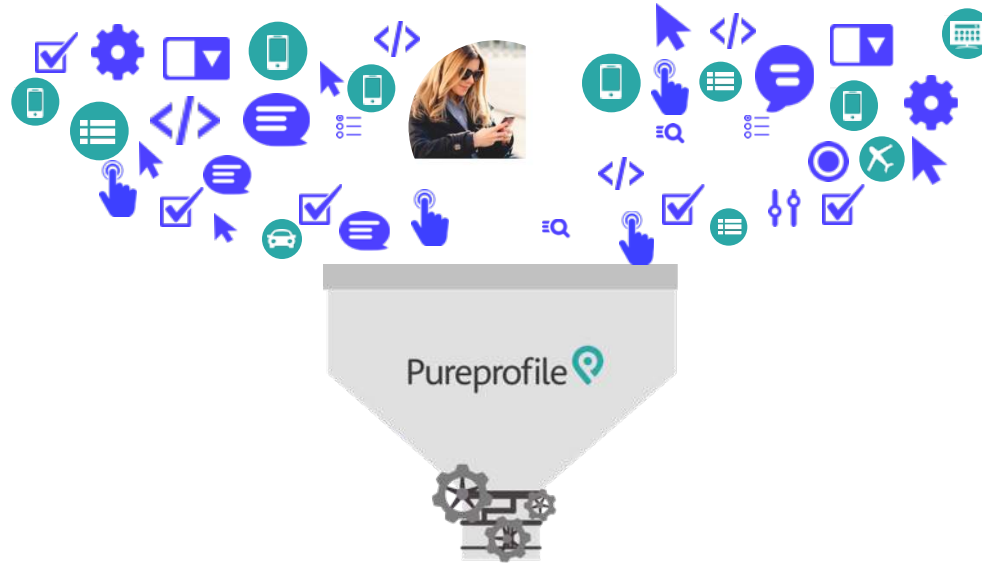
Q&A

An aerial photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a body of water in the background. A semi-transparent teal filter is applied over the entire image. A large, white, semi-transparent circle is positioned on the left side, partially overlapping the cityscape. The word "Appendices" is written in a large, white, sans-serif font across the center of the image, overlapping the teal filter and the cityscape.

Appendices

What we do

Pureprofile builds highly valuable consumer data profiles



Female



Optus mobile
phone contract
expires Oct 2015



Planning to buy a
car Aug 2016



Main bank
commonwealth
Bank



Subscribes to
Netflix



Home suburb
Balmain



Currently in Bronte
(Auto mobile checkin)



Planning to travel to
New York Jan 2017



Drinks takeaway
coffee daily



Planning to swap car
insurance provider

We generate revenue from programmatic media campaigns



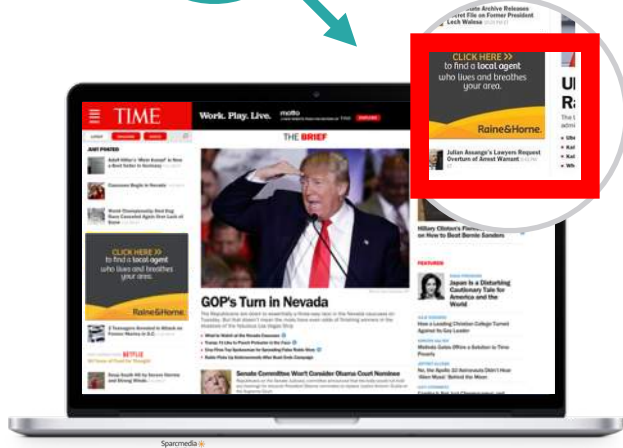
Potentially
selling home



Potentially
buying fridge



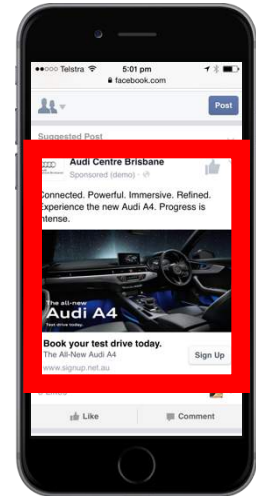
Potentially buying
luxury car



Sparcmedia earns revenue from
advertisers via programmatic media
trading (buy side)



AdSparc earns revenue from publishers
for improving yield via programmatic
media (sell side)

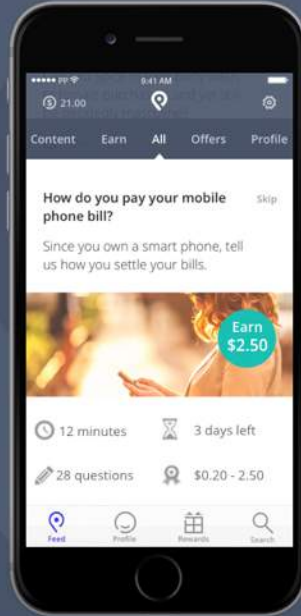


Pureprofiles

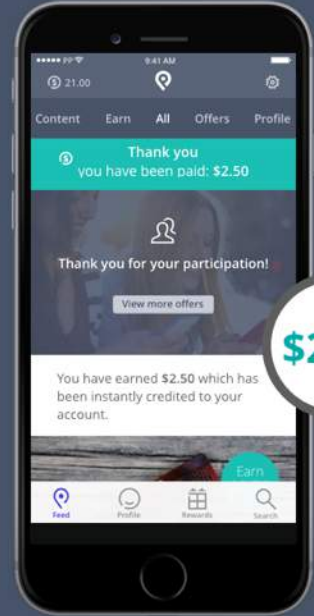
We monetise Pureprofiles – via online market research



*We charge brands, researchers and marketers **\$6.00** per completed survey based on targeting and length.*

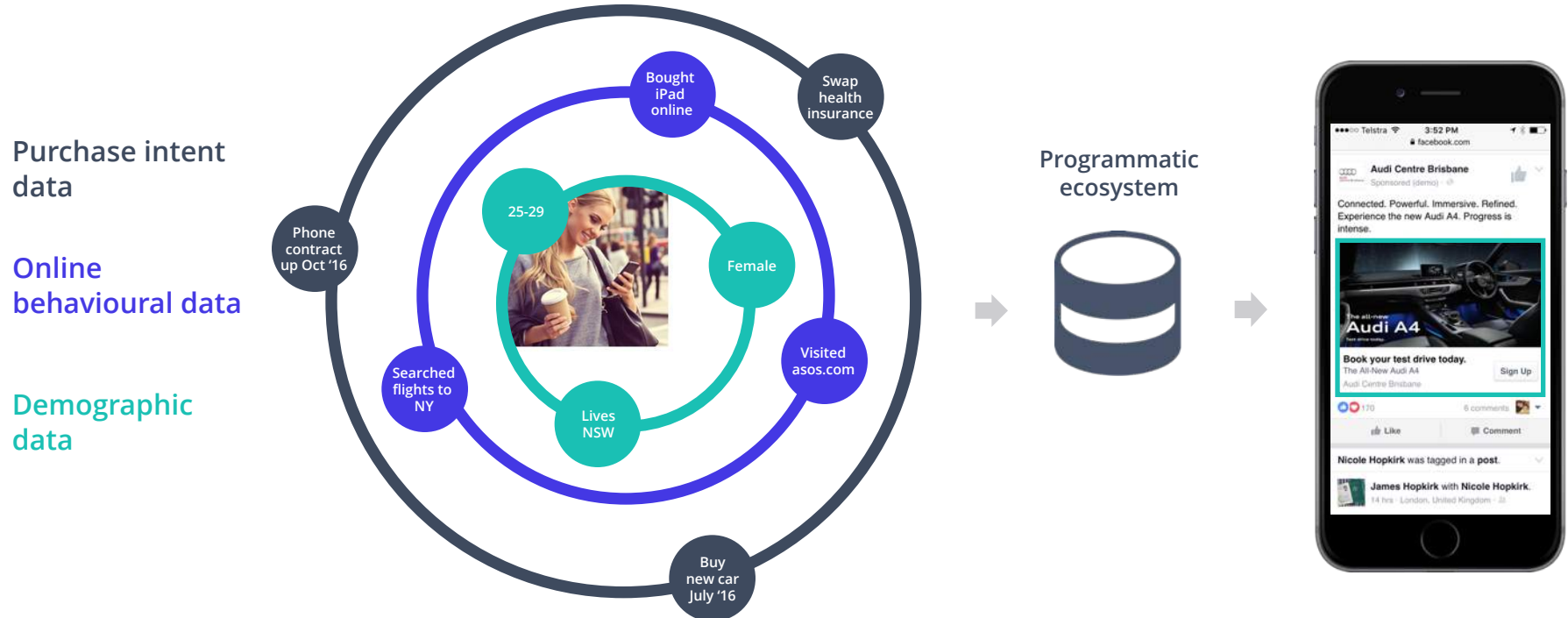


Campaigns and surveys are matched to the Account Holder personal feed



*Pureprofile member earns **\$2.50** per completed survey*

We combine big data with volunteered consumer data to make programmatic advertising more powerful

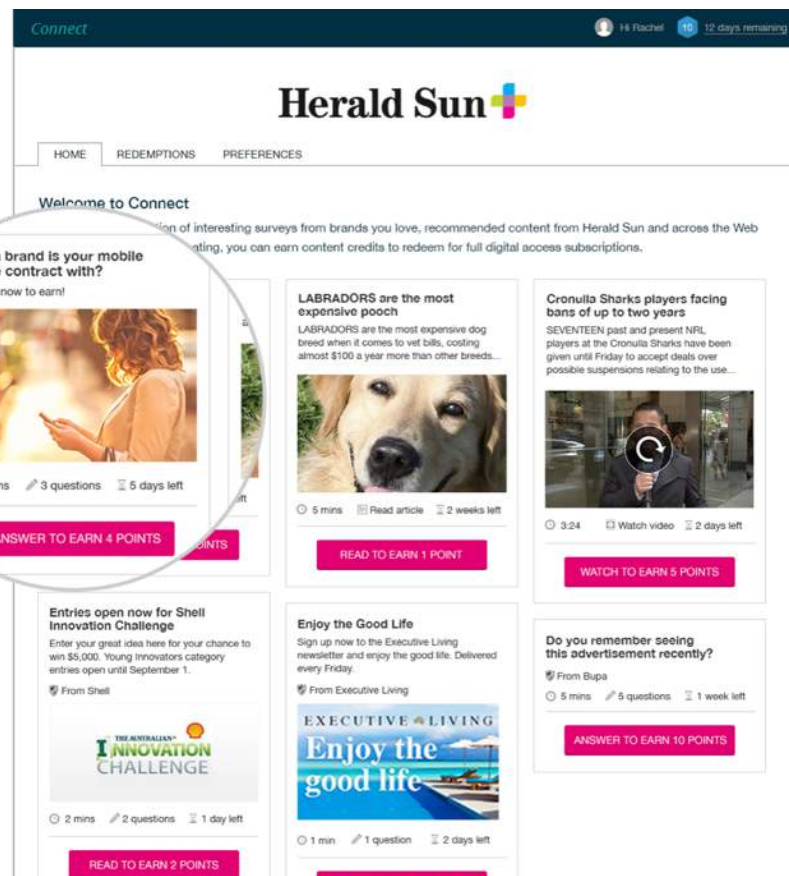


Successful publisher alliance - News Corp Australia



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

We earn a monthly SaaS license fee and revenue share for research surveys



Creating profiles: increasing the appeal of Pureprofile to a mass audience



3-5 questions
(1 short mobile survey) per day



Earn \$10 - \$15 per month
to pay for content



Watch content when and
where you want (ad-free)

Planning to expand Pureprofile's redemption options to subscription content

Corporate Overview

Listing date:
29 July, 2015

Shares on issue:
66,727,181

Market cap:
A\$33m

Headquarters:
Sydney



Andrew Edwards
Non-executive Chairman

Former Leo Burnett UK
CEO and Chairman.



Cliff Rosenberg
Non-executive Director

Current MD of LinkedIn,
former MD of Yahoo Australia.



Paul Chan
Executive Director, CEO

Founded Pureprofile
in 2000. Previous Silicon
Valley experience.



Geoff Nesbit
Executive Director, CFO

Former CFO Photon Group.

A person with a backpack and headphones is standing on a train platform, looking at a smartphone. The background shows a blurred train and city buildings. A large, semi-transparent circle is overlaid on the right side of the image.

Thank you

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