

ASX Announcement

28 July 2025

Pureprofile delivers record FY25 results, achieves guidance with 19% revenue and 18% EBITDA growth on pcg

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its FY25 & Q4 FY25 business update for the period ended 30 June 2025

All commentary and financial metrics are presented on a preliminary, un-audited and continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items which include share based payments

FY25 Highlights

FY25 Revenue	FY25 EBITDA	FY25 EBITDA margin
\$57.2m ▲ up 19% on pcg	\$5.2m ▲ up 18% on pcg	9% flat on pcg
FY25 ANZ Revenue (inc Platform)	FY25 Rest of World Revenue (inc Platform)	FY25 Platform Revenue
\$30.8m ▲ up 12% on pcg	\$26.4m ▲ up 28% on pcg	\$11.1m ▲ up 23% on pcg

- FY25 delivered record full-year revenue of **\$57.2m**, up **19%** on pcg, an acceleration from **10%** growth on pcg for FY24. This performance reflects consistent momentum across key regions and the successful execution of our growth strategy
- FY25 record EBITDA of **\$5.2m**, up **18%** on pcg was driven by continued revenue momentum, focused investment and diligent cost control. EBITDA margin was flat on pcg at **9%**, reflecting the balance between strategic investment and profitability as we continue to scale our global operations
- Rest of World (ROW) delivered a **28%** uplift in revenue on pcg to **\$26.4m**, driven by strong growth in the UK and US, two strategically important markets. This performance reflects growing demand for our solutions in these regions and the successful execution of our global expansion strategy

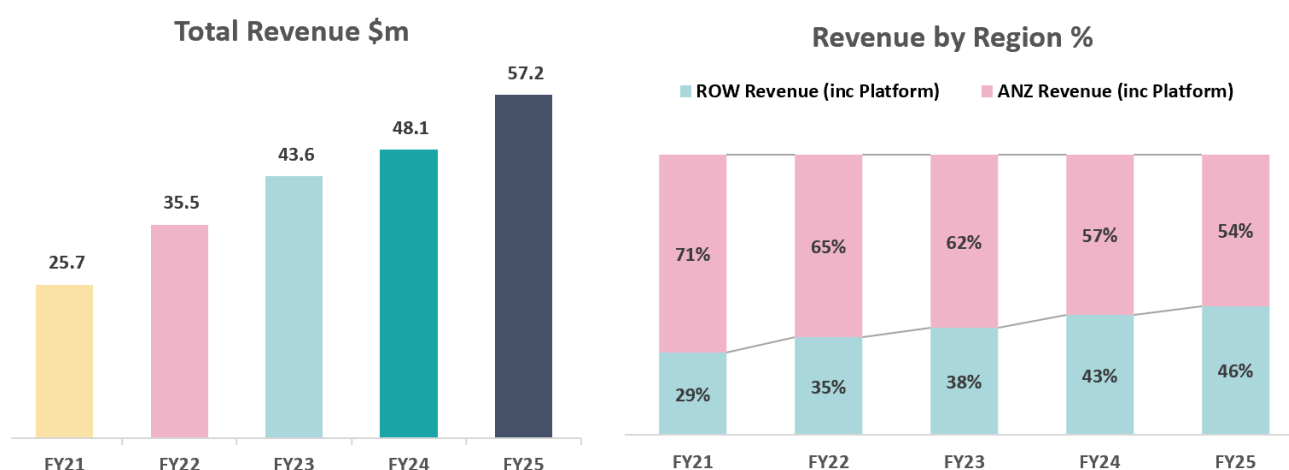


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- ANZ delivered **12%** revenue growth on pcp to **\$30.8m**, driven by strong team performance and the strategic acquisition of **i-Link**, in a region where Pureprofile already commands a significant market share
- Platform revenue grew **23%** on pcp to **\$11.1m**, as more clients leverage our solutions to garner consumer insights. With new solutions launched during the year, with more rolling out in Q1 FY26, we anticipate accelerating platform growth in FY26 and FY27
- Revenue from our Top 25 clients grew by **23%** on pcp, demonstrating the strength of our engagement with key accounts. While their combined contribution shifted from **49%** to **47%** of total revenue, this reflects the broadening revenue base, as client numbers increased from **798** to **923** during the year, supported by further investment in ROW sales capability and new client wins
- Annuity revenue climbed from \$10.9m to **\$13.9m** in FY25. Repeat business was **90%** for FY25
- Reported cash balance was **\$5.7m**, up from **\$5.2m** at 30 June 2024, including the **\$1.25m** payment for the i-Link acquisition and **\$0.2m** in debt principal repayments during FY25, reflecting strong cash generation and disciplined capital management
- New solutions launched in FY25 include:
 - **Synthetic Responses**, a new solution that leverages synthetic data to help businesses overcome research scaling challenges
 - In partnership with **Quilt.AI**, three new AI social insights solutions to help brands and marketers put a research lens to online discourse, adding a layer of insight to consumer sentiment and emerging trends
 - **Datarubico Insights Creator** is an all-in-one AI-enabled self-service solution for end-to-end insights generation
 - **Datarubico Sample Only** which provides panel partners and savvy researchers access to quality sample with flexible bidding

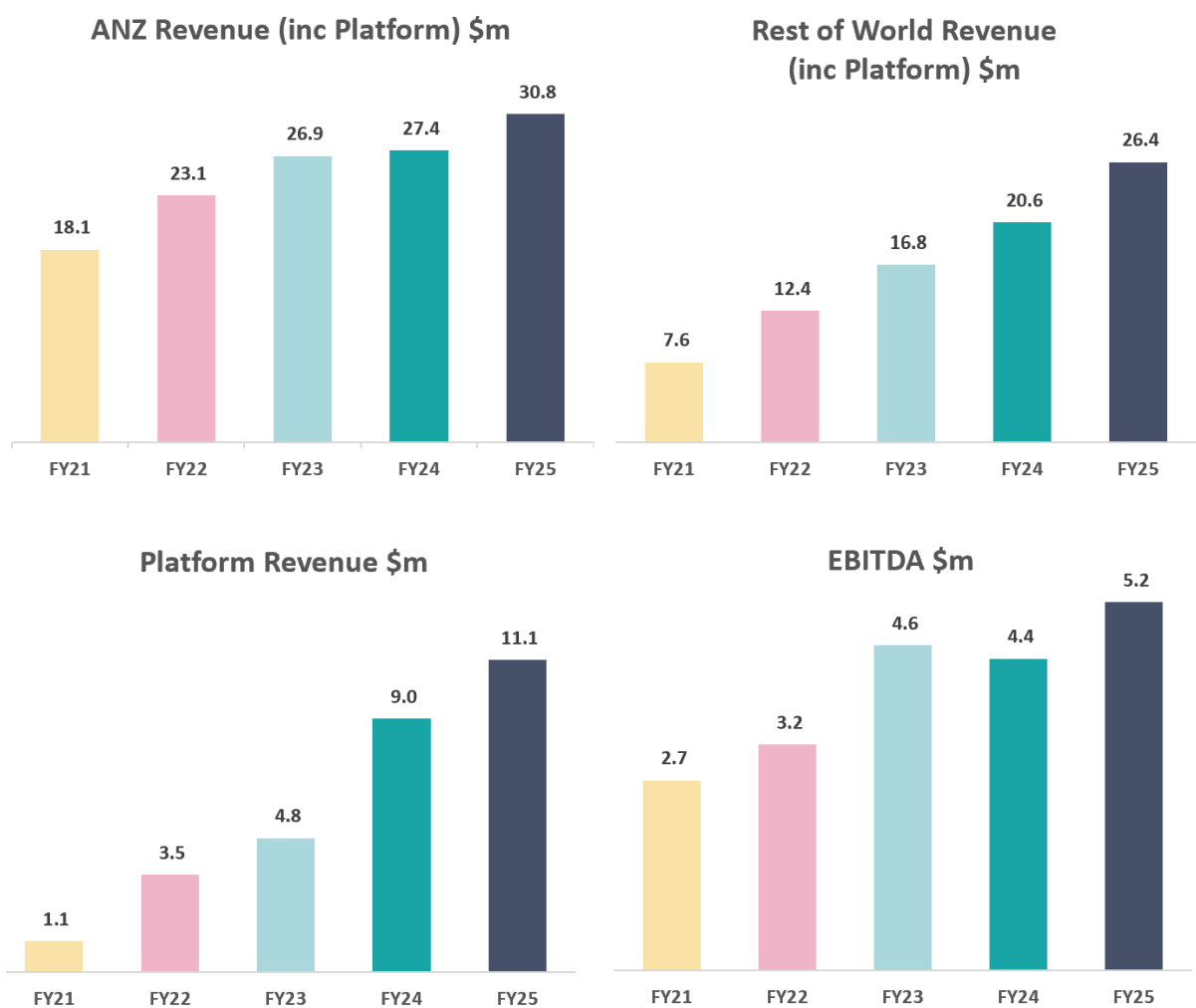


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Over the past five years, the contribution of Rest of World (ROW) revenue has increased significantly from **29%** in FY21 to **46%** in FY25. This shift in revenue mix reflects the successful execution of Pureprofile's global growth strategy, driven by strong performances in key international markets such as the UK and US. At the same time, it marks a deliberate and effective reduction in reliance on the ANZ region, where the Company already maintains a leading market position. This diversification enhances the resilience and scalability of Pureprofile's revenue base heading into FY26 and beyond.



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Q4 FY25 Highlights

- Q4 FY25 delivered a record quarterly revenue of **\$15.3m**, up **17%** on pcp, reflecting strong expansion in the ROW markets and the continued delivery of our growth strategy
- ROW delivered a **27%** uplift in revenue on pcp to **\$7.2m**, driven by strong growth in the UK and US, two strategically important markets. This performance reflects growing demand for our solutions in these regions and the successful execution of our global expansion strategy
- ANZ delivered **8%** revenue growth on pcp to **\$8.1m**, driven by strong team performance and the strategic acquisition of **i-Link**, in a region where Pureprofile already commands a significant share of a competitive market
- Platform revenue grew **10%** on pcp, maintaining positive momentum. While growth was softer during Q4, the release of new client facing technology solutions sets the foundation for accelerating growth in FY26 and beyond
- EBITDA was **\$1.3m** for Q4 FY25, down **13%** on pcp, with an EBITDA margin of **8%** (down **3 ppts** on pcp). The softer EBITDA margin reflects the impact of foreign exchange movements for the quarter, as well as increased technology opex associated with the launch of new solutions and AWS infrastructure. We also continued to strengthen our sales capability in ROW markets, including the provision of performance-based incentives aligned to the financial outcomes of the group

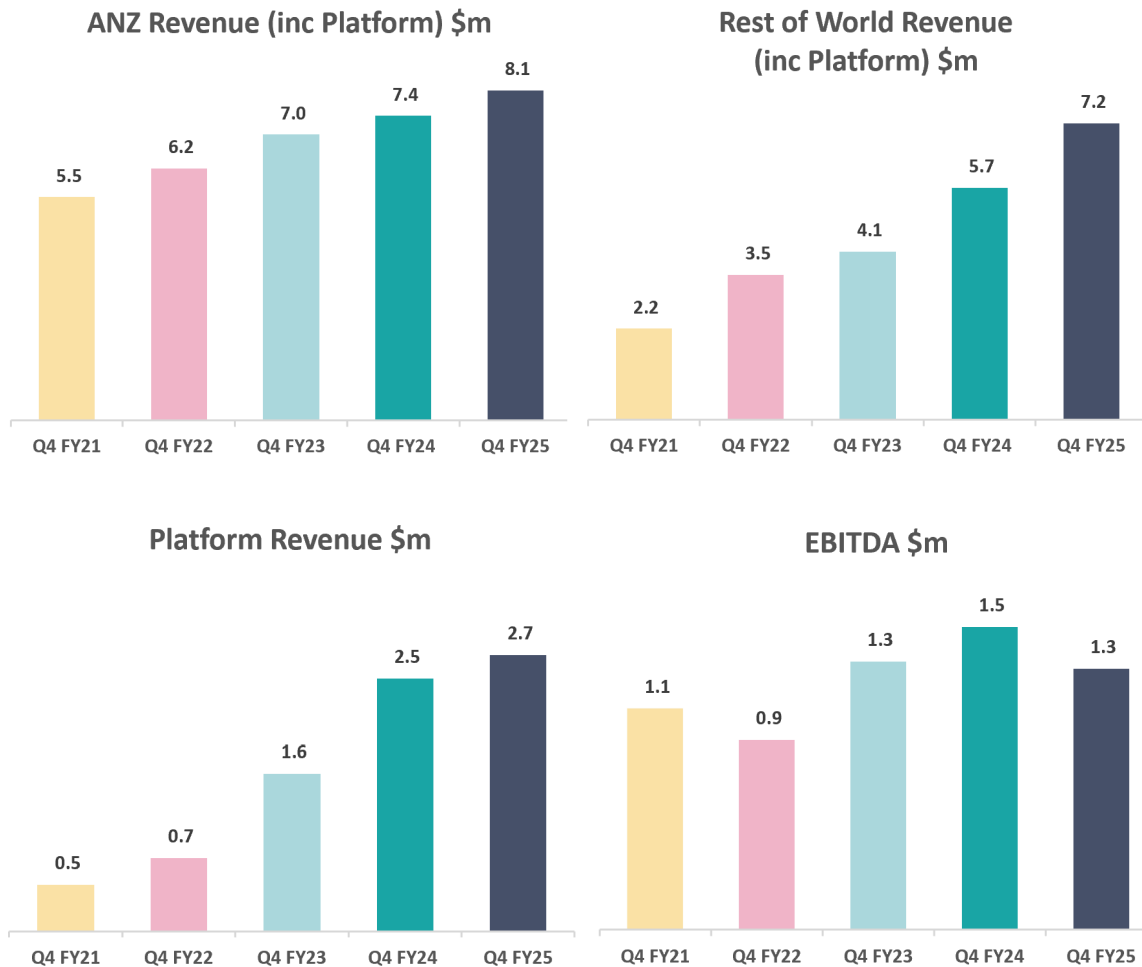
Q4 FY25 Revenue	Q4 FY25 EBITDA	Q4 FY25 EBITDA margin
\$15.3m ▲ up 17% on pcp	\$1.3m ▼ down 13% on pcp	8% down 3ppts on pcp
Q4 FY25 ANZ Revenue (inc Platform)	Q4 FY25 Rest of World Revenue (inc Platform)	Q4 FY25 Platform Revenue
\$8.1m ▲ up 8% on pcp	\$7.2m ▲ up 27% on pcp	\$2.7m ▲ up 10% on pcp



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Pureprofile CEO Martin Filz said "FY25 represented another year of strong execution and strategic progress for Pureprofile. We delivered record results, scaled our global operations, and launched new technology solutions to meet the growing demand for automated, insight driven decision making. We achieved this while generating positive cashflow and continuing to invest in our people, platform and processes. With the industry rapidly evolving, Pureprofile remains well placed to lead in the shift toward technology enabled research and data monetisation. As we head into FY26, we're confident in our strategy and excited about the opportunities ahead."

FY26 Priorities

During FY26, Pureprofile will continue to focus on the following key areas:

- **Driving Growth**
 - Expand **client** share of wallet globally
 - Monetise **products / solutions** launched during FY25 and early FY26



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- Targeted **investment** into the UK via sales & operational headcount
 - Exploring expansion opportunities in the **US**
 - Expand global data assets to support deeper **partnerships** within the UK & US
- **Improving Margins**
 - Progressively shift our mix of client solutions from **managed services to tech enabled solutions**
 - Launch **automated client solutions** - delivering a higher operating margin
 - Utilise **AI** tools to improve internal operating efficiency
 - Streamline our **ways of working**

This announcement has been authorised for release to the ASX by the Chair and the Managing Director

- ENDS -

For further information, please contact:

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing online research for agencies, marketers, researchers and publishers. The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 850 clients.



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