

ASX Announcement

21 July 2022

Pureprofile delivers 39% revenue and 63% operating cash flow growth for FY22

Full Year FY22 Key Highlights

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its FY22 business update for the period ended 30 June 2022. Continuing the trend of strong growth, Pureprofile achieved an (unaudited) full year revenue uplift of 39% to \$41.7m, and EBITDA improvement, up 28% to \$4.0m. Net cash from operating activities was \$3.9m for the year, up from \$2.4m on pcp, resulting in a strong closing cash balance of \$5.3m.

The company delivered record revenue for the year, driven by strong growth from both new and existing clients across all markets. Revenue from existing clients was up 30% on pcp with our top 20 existing clients contributing an additional \$2.7m during FY22. Revenue from new clients delivered an incremental \$5.3m during FY22.

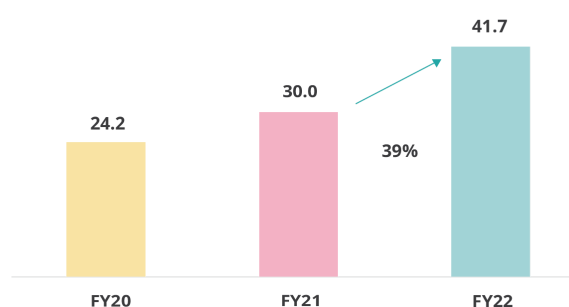
\$41.7m

REVENUE

+39% ON PCP

+31% 2-YEAR CAGR

Revenue \$M



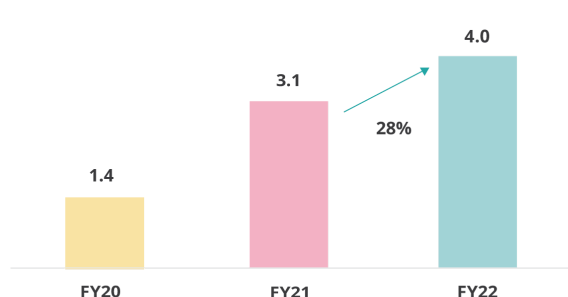
\$4.0m

EBITDA

+28% ON PCP

+69% 2-YEAR CAGR

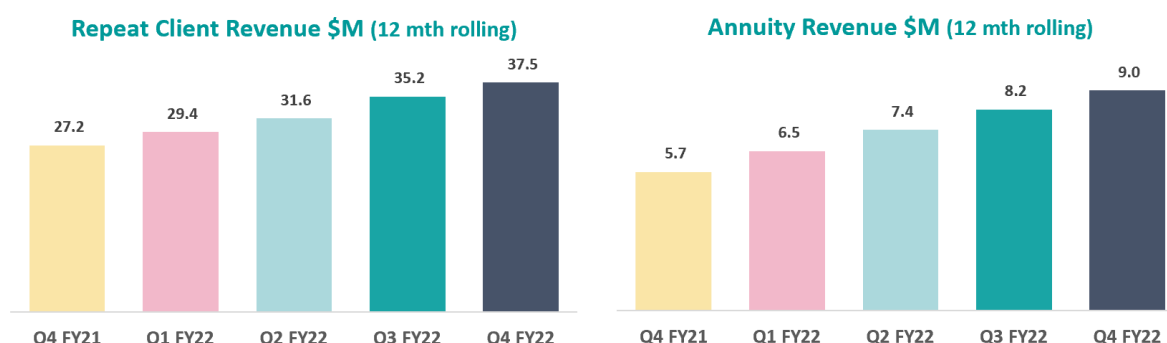
EBITDA \$M



Consistent with our corporate strategy of delivering global growth, revenue growth from regions outside of Australia was up 48% on pcp. Key highlights included:

- Pureprofile generated consumer insights from over 90 countries during FY22 with growth in the volume of multi-country studies increasing 18% on pcp
- 136 new global clients were signed in FY22
- Market research panellists grew by 43% in the past 12 months
- Ashish Pandey appointed as Head of Sales – Data & Insights, US and India. Ashish joins with fifteen years' research industry experience and is tasked with developing new opportunities and client relationships in the US and Indian markets.
- Other commercial appointments include Rachel Knowles (UK), Tyrone S'ng Qi An (Singapore), Martin Tomlinson (NZ) and Shelley Barber (UK)

Pureprofile's focus on providing industry-leading research solutions and services continues to drive client loyalty and share of wallet, with revenue from repeat clients and annuity revenue continuing to grow each quarter. As a result, average revenue per project increased by 13% during FY22.



Q4 FY22 Key Highlights

Q4 FY22 was a record revenue quarter for Pureprofile, closing at \$10.9m, up 29% on pcp. EBITDA was flat on the pcp at \$1m, with continued investment in new commercial heads (5) and associated operational support in markets outside of Australia. This investment is expected to provide a break-even profit contribution in Q1 FY23, with profitability progressively increasing across the remainder of FY23 and beyond.

Strong revenue growth and cash collection during Q4 translated into record cash receipts of \$11.9m for the quarter resulting in a closing cash at bank balance of \$5.3m.



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Key Financial & Operational Metrics

Full Year FY22 (all unaudited)

Revenue	EBITDA	D&I Revenue APAC
\$41.7m ▲ up 39% versus pcp	\$4.0m ▲ up 28% versus pcp	\$20.8m ▲ up 22% versus pcp
D&I Revenue UK/EU/US	SaaS Platform Revenue	Pure.amplify Media Revenue
\$11.2m ▲ up 50% versus pcp	\$3.5m ▲ up 217% versus pcp	\$6.2m ▲ up 42% versus pcp

Repeat Client Revenue	Active Clients	Annuity Revenue
\$37.5m of revenue from repeat clients in last 12 months	18% ▲ increase in active clients from outside Australia versus pcp	\$9.0m up from \$5.7m on pcp
Net Promoter Score	Surveys	Panel Acquisition
80 top quartile of global organisations for client loyalty	35% ▲ increase in completed surveys versus pcp	43% ▲ increase in panellists from outside Australia versus pcp

Q4 FY22

Revenue	EBITDA	D&I Revenue APAC
\$10.9m ▲ up 29% versus pcp	\$1.0m ▲ flat on pcp due to reinvestment	\$5.7m ▲ up 14% versus pcp
D&I Revenue UK/EU/US	SaaS Platform Revenue	Pure.amplify Media Revenue
\$3.3m ▲ up 48% versus pcp	\$0.7m ▲ up 57% versus pcp	\$1.2m ▲ up 53% versus pcp



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Pureprofile CEO Martin Filz said *"We are very pleased to have delivered on all the initiatives that we set ourselves for FY22. This has allowed us to make additional investments in Q4 designed to deliver continued top line growth in FY23. All of this whilst continuing to record a positive operating cash flow, strong customer growth and revenue diversification."*

Outlook

In line with our stated corporate strategy, Pureprofile remains on track to expand the international business into the larger UK, European and US markets, whilst continuing to grow in Australia.

We will continue our disciplined investment approach into FY23, further developing sales and operational capability. We will also continue to maintain positive operating cashflow over FY23, providing the flexibility to pursue strategic initiatives as opportunities arise. This will allow Pureprofile to continue to bolster its market position in the Data and Insights Industry.

Full year results release date

Pureprofile will release its audited full year results at the end of August, including further detail on our FY23 outlook and longer term corporate strategy.

All numbers in this release are preliminary and unaudited.

This announcement has been authorised for release to the ASX by the Board of Directors.

- 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 and digital advertising services 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 700 clients.



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