

# ASX Announcement

1 March 2021

## Revenue Growth and a Profitable H1 FY21 is set to continue....

**with a very healthy pipeline and the signing of a new partnership with one of Australia's largest Loyalty Programmes.**

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to provide an overview of its half-year financial results for the six months to 31 December 2020 (H1 FY21).

### Strong revenue growth and profitability in H1 FY21

- Record revenue for H1 at \$14.4m, up 10%
  - Profit after tax of \$4.8m, up 190%
  - Closing cash balance of \$3.1m, up 386%
- Positive net operating cash flow of \$286k, up 134%
  - SaaS platform revenue of \$0.4m, up 100%
  - Data & Insights revenue of \$11.6m, up 18%

Pureprofile CEO Martin Filz says.

"The results reflect the great work that everyone does at Pureprofile. I am delighted to see the momentum the company has built up continuing with these results. We continue to achieve record revenues and profits which sets us up for continued growth."

"We are delivering on all three pillars of our strategy around Global Growth of our Panels (more data), increasing our SaaS client base and leveraging our best in breed Data and Insights and Media Products."

### Continued Momentum

"I am also really pleased to see our new Singapore and Mainland Europe offices generating positive results and bringing on marquee clients." We have seen immediate benefits from our recapitalisation with confidence from our clients, resulting in exceptional organic business growth, an increase in partners we work with, great new talent joining the company and our existing team motivated by our new investments and developments."

"The next 6 months continues to look positive; we have started working with one of Australia's largest loyalty programs, we have an exciting pipeline of solution developments and expansion of our global sales footprint continues"



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

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**About Pureprofile**

Pureprofile Limited (ASX: PPL) connects businesses with empowered consumers across the world by connecting, understanding and engaging them through direct-to-consumer technology platforms. Pureprofile is a global leader in consumer research, data and insights and programmatic media. Pureprofile delivers next-generation marketing solutions for more than 500 brands, publishers and research groups worldwide. For information visit: [www.business.pureprofile.com](http://www.business.pureprofile.com)



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