

Pureprofile 

JULY 2024

FY24 Update

Investor Presentation

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Business Overview

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 including share based payments

→ Pureprofile's Achievements in FY24

We continued to invest in people, panels & tech whilst growing revenue 10% on pcp and achieving our maiden full year profit

- Achieved maiden full year net profit after tax in FY24 of **\$0.1m** from a Net Loss of **(\$1.9m)** in FY23
- Successfully achieved full year financial guidance delivering **\$48.1m** in revenue, **\$4.4m** in EBITDA and a **\$5.2m** cash balance
- Increased Rest of World revenue to **43%** of total revenue for FY24, up from **38.5%** in FY23
- **91%** of revenue from repeat clients in FY24 a result of our rapid delivery, world-class service, and high quality data
- **5** New AI solutions developed to improve the delivery of client solutions and create internal efficiencies
- Established offices in Spain and Germany during FY24
- Winner of the inaugural Research Partner of the Year award by the Research Society
- Named among the Top 50 Inspiring Workplaces in the UK and named 4th place at the Inspiring Workplaces Awards in Asia



→ i-Link Research Solutions Acquisition

- On 27 June 2024, Pureprofile announced the acquisition of the i-Link Research Solutions Pty Ltd business ("i-Link"), which was completed on 1 July 2024.
- Under the terms of the agreement, the acquisition is for a total consideration of \$1.25 million, to be paid in two tranches. The initial tranche of \$625,000 was paid at completion, with the remaining \$625,000 deferred and payable in nine months post completion
- i-Link, established in 2001, is a leading Australian-owned independent online field and data collection company based in Sydney. During FY24, i-Link generated approximately \$2.7m in revenue. Over 1 million surveys have been conducted by i-Link for their clients during FY24
- The assets which were acquired as part of the transaction included a talented & experienced team of 17 professionals based in Sydney, the Philippines, India & Malaysia. Additionally, the acquisition includes a portfolio of highly engaged panellists (LiveTribe), advanced technology platforms & unique software, as well as relationships with 50+ clients
- The liabilities which were acquired as part of the transaction included employee entitlements and accrued panel reward expenses

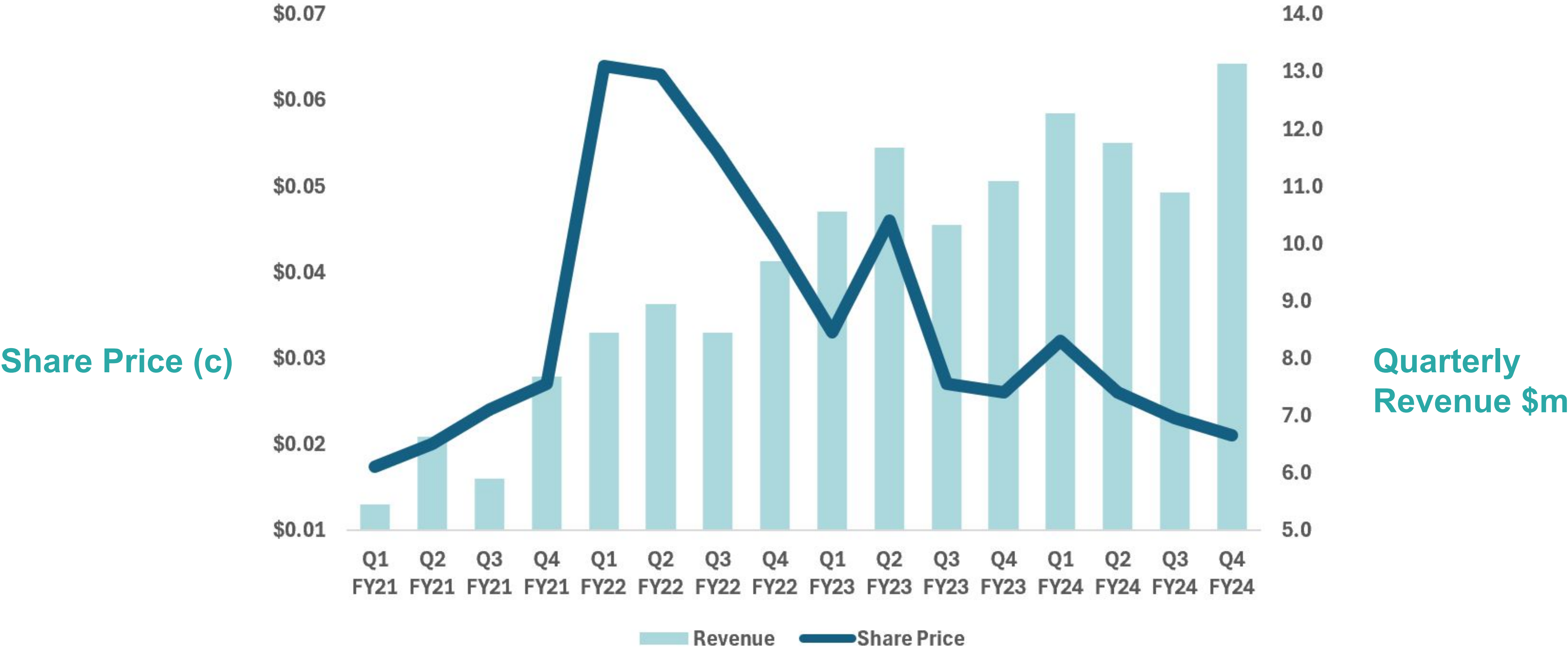


→ Board Changes

- On 1 June 2024, Pureprofile appointed Michael Anderson as Non-Executive Chair and Adrian Gonzalez as a Non-Executive Director
- Michael Anderson is an accomplished Chair and Non-Executive Director with a distinguished career in leading media organisations through periods of intense competition and disruption. Michael replaced outgoing Non-Executive Chair, Linda Jenkinson
- Adrian Gonzalez joins Pureprofile following a successful career in analytics and brand consulting. Adrian is a seasoned growth leader known for transforming businesses and driving sales growth, profitability, and innovation. Adrian replaced Non-executive Director, Albert Hitchcock



→ Share Price v Quarterly Revenue



NB: The FY24 revenue numbers this slide are **preliminary** and **unaudited** and **exclude** the discontinued Pure.amplify Media business units.

→ What is the prize?

Global peers generate AUD \$150m - AUD \$1b in revenue

Why?



- Strong US and UK businesses
- Direct to client solutions

Where we are

Trebled \$ revenue of UK business (over 4 yrs)



- Built strong platform - people, clients, brand and panel
- FY25 continued expansion

Trebled \$ size of US business (over 4 yrs)



- Still remote sales
- Being strategic about investments

Building out solutions



- Platform grown to 20% of revenue
- Identifying and developing new client solutions

Tailwinds

- Data quality issues in industry
 - Not within Pureprofile
- Peer group business challenged
 - Pureprofile winning market share
- Attracting great people
 - Wanting to join Pureprofile
- The rise of AI
 - Clients, efficiencies, new client solutions, faster development

Full Year FY24 & Q4 Financial Performance

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




Delivered our first full year positive net profit after tax in FY24




Full year maiden net profit after tax of **\$0.1m** for FY24 of (FY23 was a NPAT loss of **\$1.9m**)

Full year revenue for FY24 was **\$48.1m**, representing growth of **10%** on pcp, driven by notable growth in Rest of World business, up **23%** on pcp

EBITDA of **\$4.4m**, down **4%** on pcp, representing a **9%** EBITDA margin. On a like-for-like basis EBITDA (excl. the impact of the cash-based STI) is up **8%** on pcp with EBITDA margin in line with pcp

Reported cash balance of **\$5.2m** (up from **\$4.2m** at 31 December 2023)

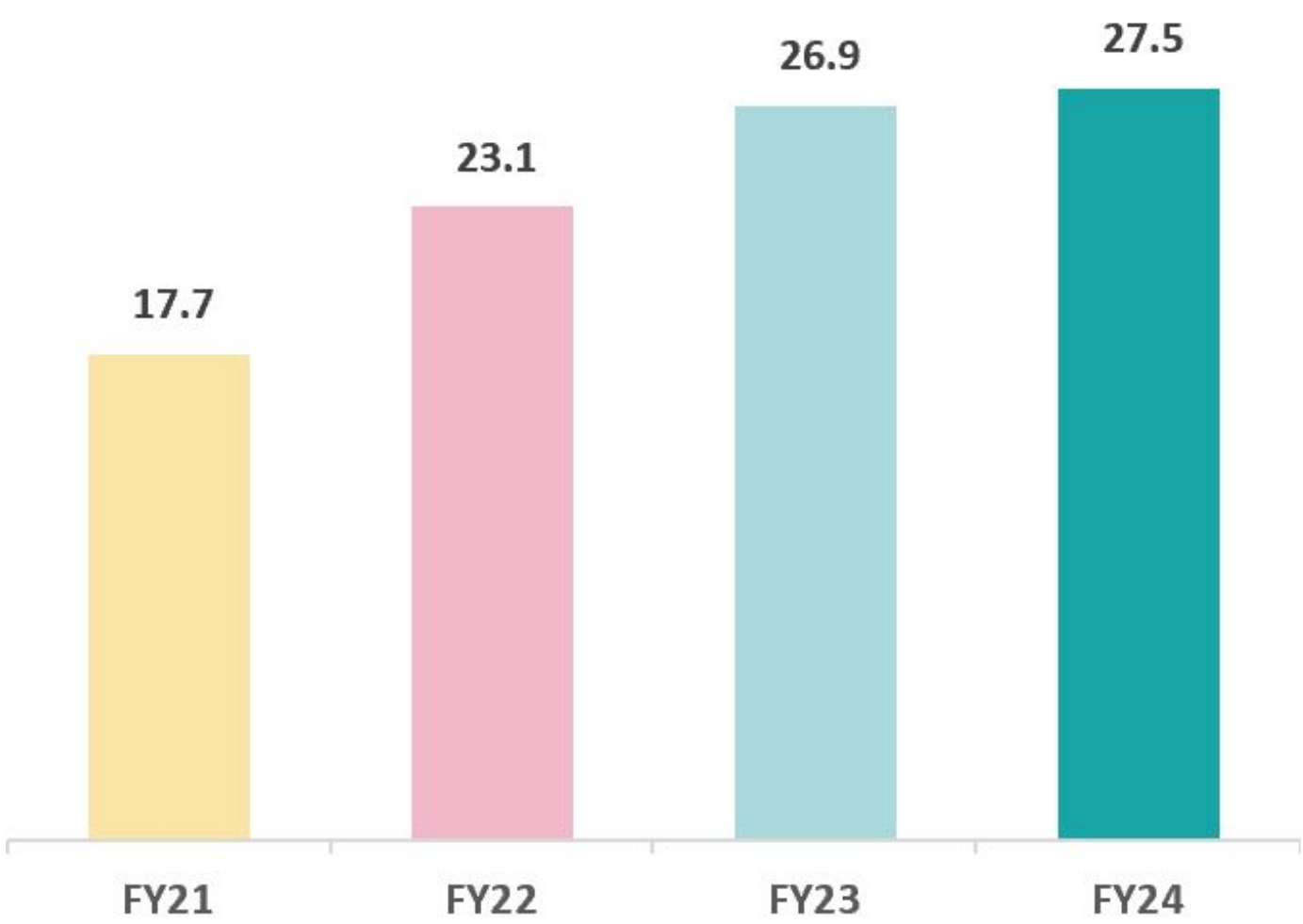
Business Results	FY24	vs FY23	
Revenue	\$48.1m	10%	
EBITDA	\$4.4m	(4%)	
Net Profit after Tax	\$0.1m	106%	

Business Unit Revenues	FY24	vs FY23	
ANZ (incl. Platform)	\$27.5m	2%	
Rest of World (incl. Platform)	\$20.6m	23%	
Platform	\$9.0m	88%	

NB: All numbers in this slide are **preliminary** and **unaudited** and **exclude** the discontinued Pure.amplify Media business units
EBITDA excludes significant items and share-based payments

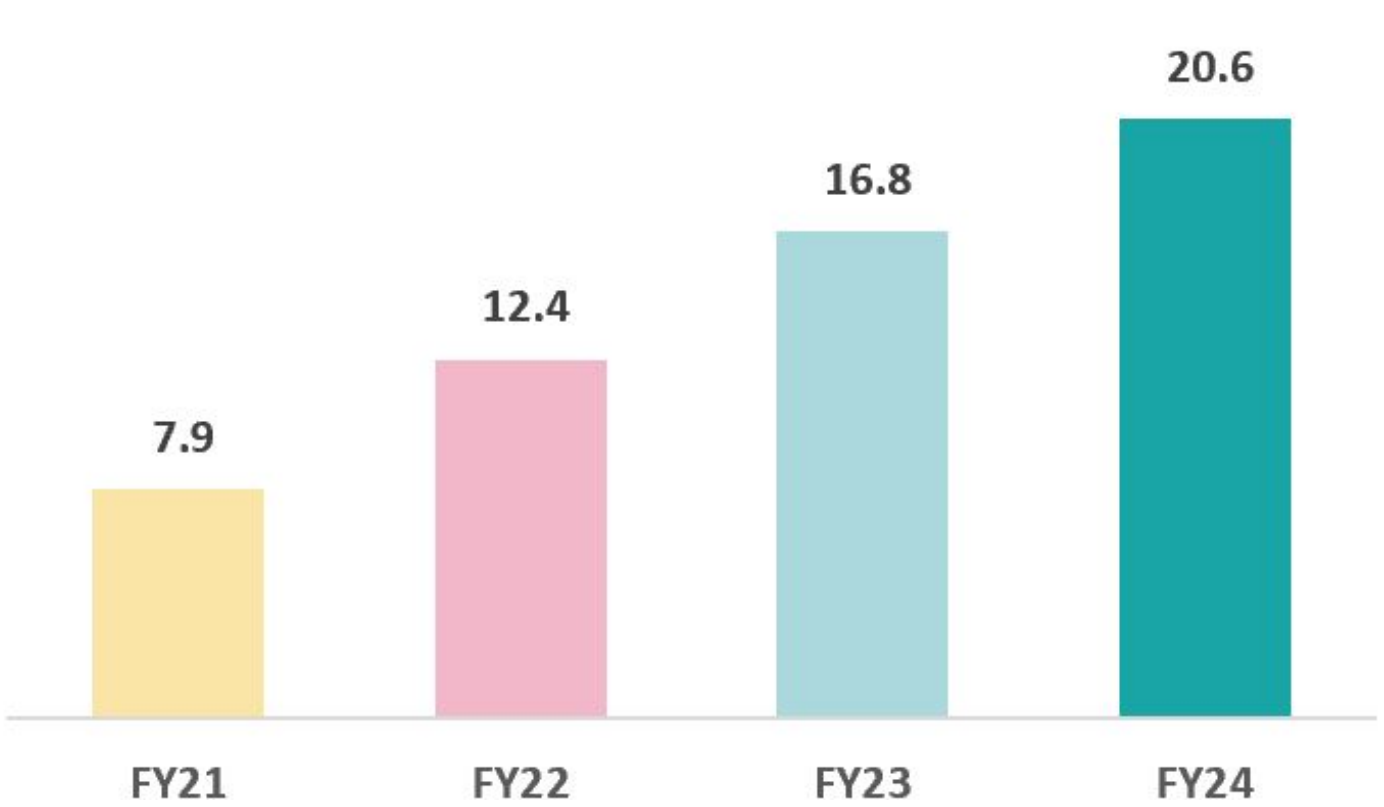
→ Full Year Financial metrics trends

ANZ Revenue (inc Platform) \$m



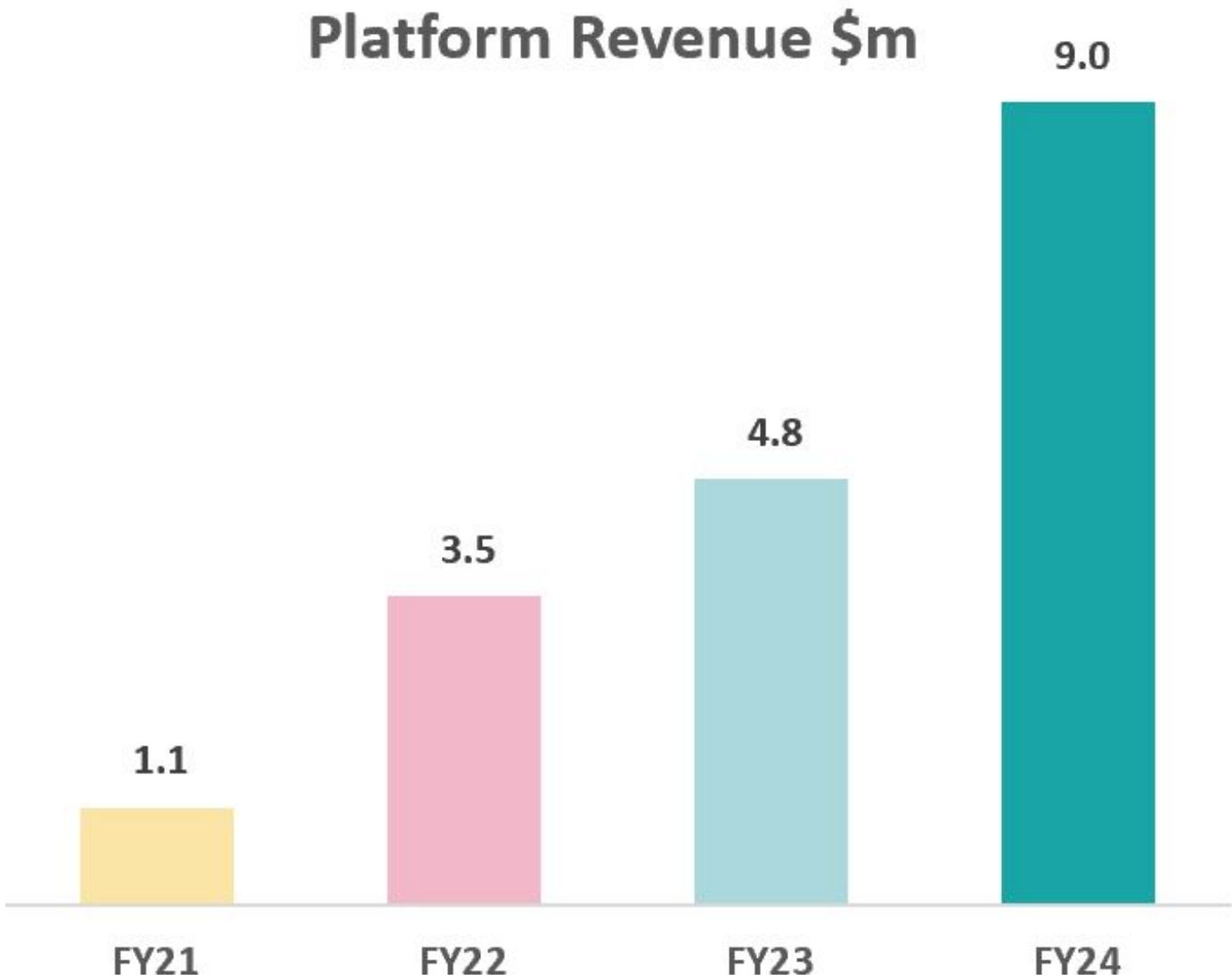
+16% 3-year CAGR

Rest of World Revenue (inc Platform) \$m



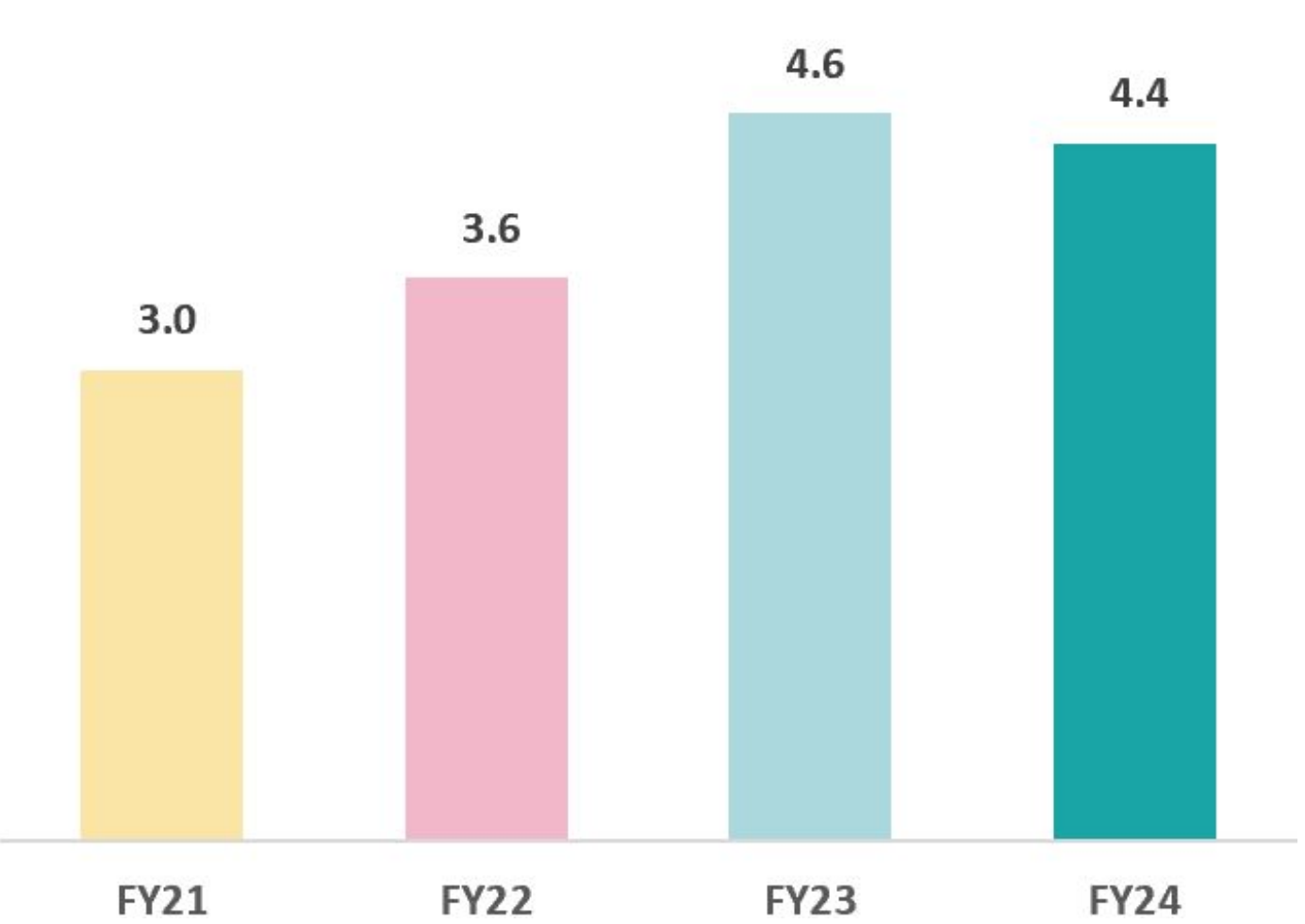
+38% 3-year CAGR

Platform Revenue \$m



+102% 3-year CAGR

EBITDA \$m





+14% 3-year CAGR




Q4 FY24 delivered record quarterly revenue of \$13.1m

Record quarterly revenue for Q4 FY24 of **\$13.1m**, up **18%** on pcp. An improvement on Q3 FY24 group revenue growth of **6%** on pcp

ANZ revenue up **7%** on pcp reflecting a strong recovery in performance. Rest of World revenue up **38%** on pcp, significantly bolstered by strong growth in US, UK and India

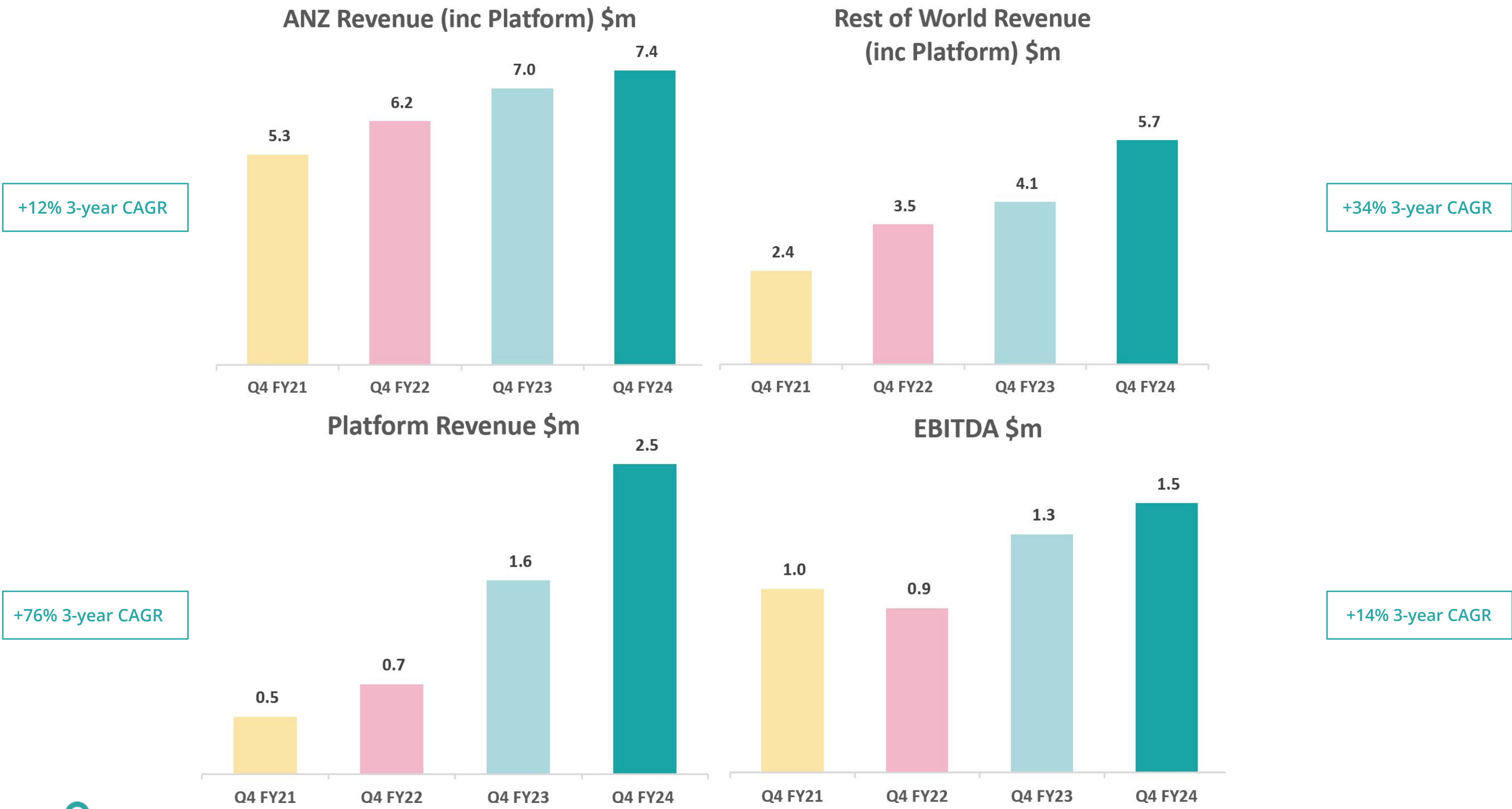
EBITDA was **\$1.5m**, up **13%** on pcp. EBITDA margin for Q4 FY24 was **12%**, which was inline with pcp. On a like-for-like basis EBITDA (excl. impact of the cash-based STI) was up **23%** on pcp. EBITDA Margin (excl. impact of the cash-based STI) for Q4 FY24 was **13%**, **1%** ppt higher than pcp

Business Results	Q4 FY24	vs Q4 FY23
Revenue	\$13.1m	18% 
EBITDA	\$1.5m	13% 




Business Unit Revenues	Q4 FY24	vs Q4 FY23
ANZ (incl. Platform)	\$7.4m	7% 
Rest of World (incl. Platform)	\$5.7m	38% 
Platform	\$2.5m	59% 

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EBITDA excludes significant items and share-based payments

→ Q4 Financial metrics trends



→ Key Priorities for FY25

 International Expansion	Continuing to grow our UK commercial team and supporting our newly established Spanish and German businesses
 ANZ	Maintaining and building on the momentum built in Q4 FY24 in the Australian business for both revenue and profitability, whilst laying the foundations for further growth beyond FY25
 i-Link acquisition	Successfully integrate the business, maximise revenue opportunities and leverage operational efficiencies to deliver cost synergies
 Data & Panellist Growth	As we start to work with more AI and technology providers with the objective to be able to offer more data points for their models
 Technology Improvements	Continuing to develop new internally focused AI solutions creating further efficiencies and enhancing the delivery of client solutions
 NPAT Profitability	Clear focus on maintaining NPAT profitability, whilst continuing to drive measured investment in growth opportunities
 Beyond FY25	Setting up for success beyond FY25. Ensuring we have the right teams and investment in place to continue to deliver strong growth in revenue and profit growth

Summary



Delivered a full year positive Net Profit after Tax for FY24 of \$0.1m



Revenue for FY24 of \$48.1m, up 10% on pcp, significantly enhanced by record quarterly revenue in Q4 FY24 of \$13.1m



Rest of World revenue up 23% on pcp, significantly bolstered by strong growth in the UK and India during the year



Reported cash balance of \$5.2m up from \$4.2m at 31 December 2023. During FY24 \$0.1m was repaid of the principal of debt facility



Completed i-Link Research Solutions acquisition comprising people, panel and technology

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This presentation has been authorised for release to the
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