

Pureprofile 

FY25

Investor Presentation

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Business Overview

All commentary and financial metrics are presented on a continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items including share based payments

Pureprofile's Achievements in FY25

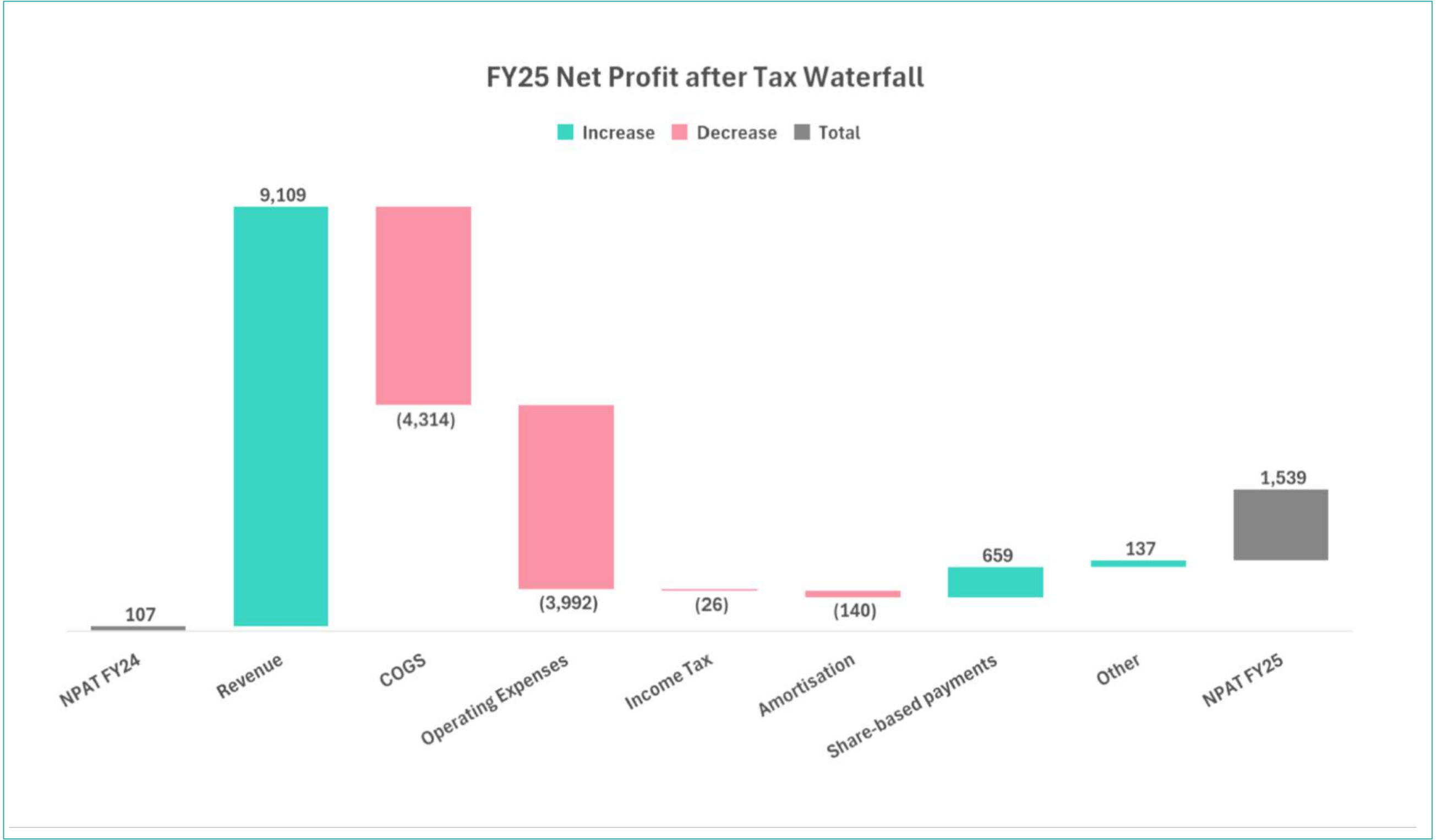
We delivered record results with \$1.5m in NPAT, accelerated revenue growth of 19% and new technology solutions launched

- Net profit after tax for the year was **\$1.5m**, up from **\$0.1m** in FY24, supported by continued revenue growth and disciplined cost management
- Successfully achieved full year financial guidance delivering **\$57.2m** in revenue, **\$5.2m** in EBITDA and a **\$5.7m** cash balance
- FY25 delivered **19%** revenue growth on pcp, up from **10%** in FY24, reflecting strong operational execution. This was achieved while preserving margin performance and continuing to invest for long-term growth
- Increased Rest of World revenue to **46%** of total revenue in FY25, up from **43%** in FY24
- Successful execution of the i-Link acquisition drove ANZ revenue growth to **12%** in FY25, a marked improvement from 2% growth in FY24. The acquisition was fully funded through cash flow and is delivering strong operational and financial performance
- **90%** of revenue from repeat clients in FY25 - a result of our rapid delivery, world-class service, and high quality data
- Launched **Datarubico** and new **AI** solutions in FY25, including Datarubico self-service data and insights solutions, synthetic responses and AI-powered social insights in partnership with Quilt.AI

Pureprofile's Achievements in FY25

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Second consecutive profit, with NPAT rising 15x on pcp



- Strong top-line growth delivered \$9.1m uplift in revenue, highlighting continued demand and expansion across core markets
- COGS and operating expenses increased in line with growth, reflecting investment in technology, new solutions, marketing, and incentives to support long-term growth
- Non-cash amortisation and higher tax expense weighed on H2 results, but do not reflect a decline in underlying performance
- NPAT rose 15x to \$1.5m, marking the second consecutive year of profitability and a material uplift from FY24

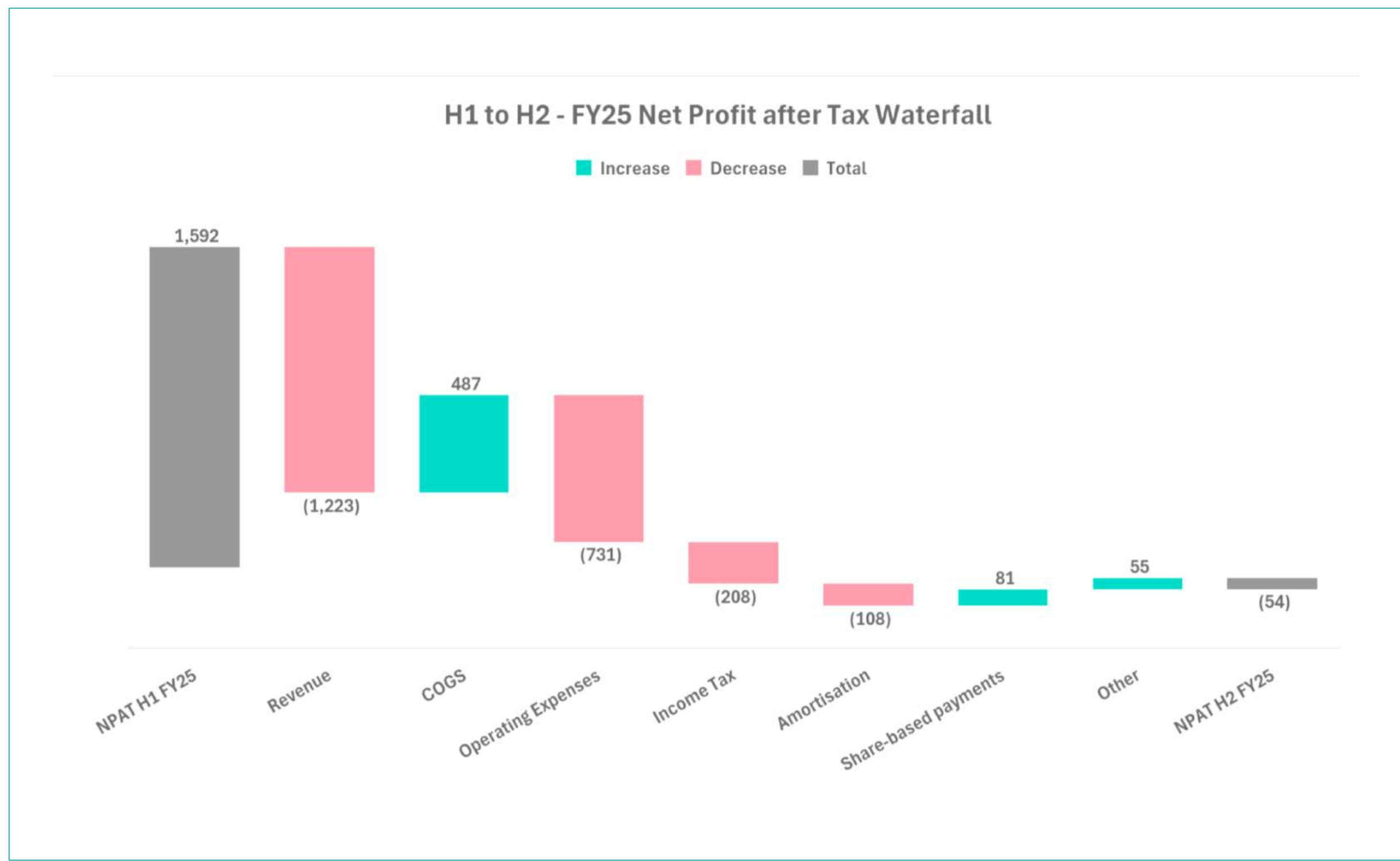
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Pureprofile's Achievements in FY25

Strong FY25 NPAT growth with strategic H2 investments for long-term growth

H1 FY25 delivered a net profit after tax of \$1.6m, while H2 recorded a small net loss of \$0.05m. This result was driven by a mix of seasonal and investment-related factors rather than a decline in business performance:

- Seasonality: Lower revenue in Q3 due to the holiday period in Australia, our primary market
- Strategic investment: Increased H2 operating expenses to support new technology solutions including higher incentives
- Foreign exchange impact: H1 saw a significant FX gain; H2 recorded an FX loss
- Tax timing: Higher H2 tax expense after utilisation of carried-forward losses in H1
- Higher amortisation: Reflecting prior growth investments



Pureprofile at a glance

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We are Pureprofile

We are a global data and insights company, helping brands, businesses & government answer crucial questions



What we do

We securely connect organisations with highly profiled audiences, gathering data that is otherwise inaccessible



How we do it

Through our proprietary technology platform, we survey and reward millions of people worldwide for sharing their opinions

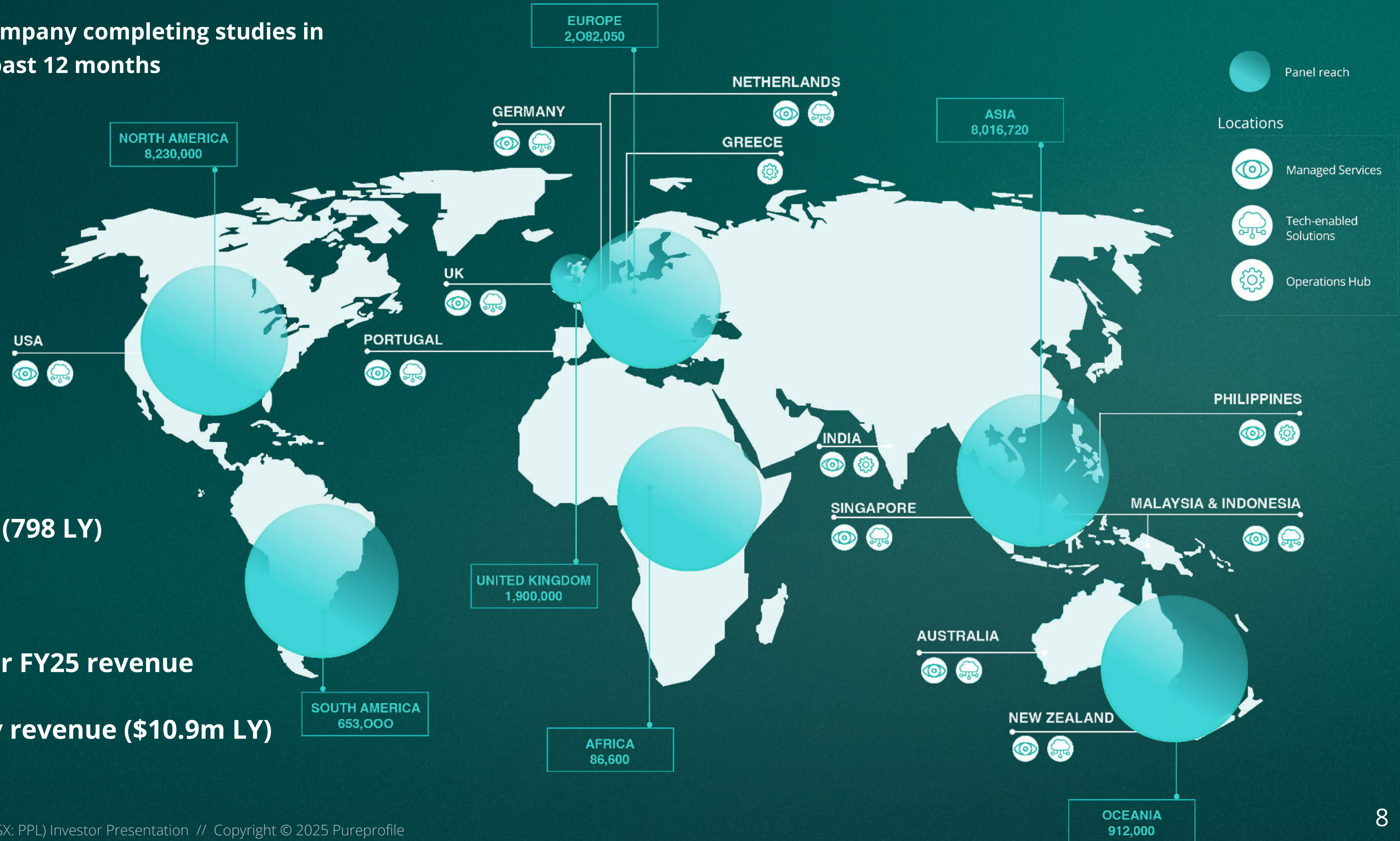


Why we do it

Our goal is to empower organisations with valuable data and deeper audience connections, enabling them to make more informed decisions

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

We are a truly global company completing studies in **93 countries** over the past 12 months



14 offices globally

923 clients globally (798 LY)

244 staff globally

\$57.2m in full year FY25 revenue

\$13.9m in annuity revenue (\$10.9m LY)

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Corporate Growth Strategy

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Clear corporate growth strategy

01. Global Business

Focus on building a stronger **global business, global panel** and adding **complementary data sources** through strategic partnerships

03. Data & Insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder
- Audience Intelligence
- Insights Creator



02. Technology & AI

Accelerate our **Technology & AI solutions**

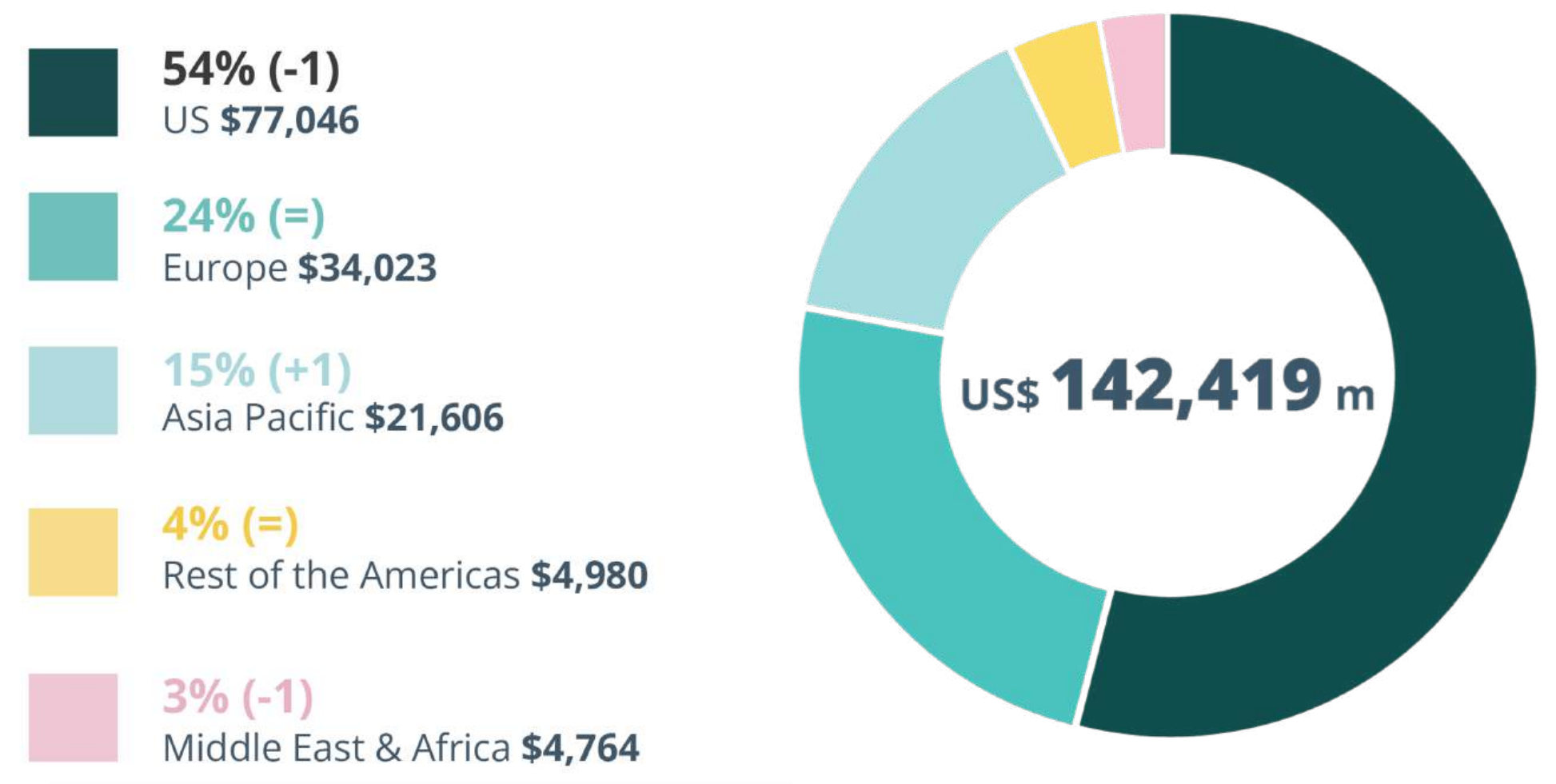
- Datarubico
- Synthetic responses
- Social Insights tools
- Internal efficiency
- Platform

The Opportunity

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As a market leader in ANZ, the next phase of our strategy is to replicate the same success in the US and UK. These markets are currently 30 times and 5 times larger than Australia, respectively

Global insights industry turnover, 2023



Source: ESOMAR Global Market Research 2024

Artificial Intelligence (AI)

The most significant change in the Data & Insights space

AI allows us to be faster, more efficient and to deliver higher quality

Opportunities for Pureprofile, include:

Internal solutions:

Translations, coding, probing, reconciliation

Enables us to increase margins by being faster in our client delivery. In addition, new solutions increase our quality of deliverables and streamline client interactions

Client-facing solutions:

The Hub, Audio & Video surveys, pipeline of products

Increases revenues through cross-selling to existing clients and onboarding new clients

AI companies as clients:

3rd parties who need our data to feed their LLMs

New client verticals and new revenue streams

Pureprofile's Growth Journey

Pureprofile's above-market growth is driven by our extensive panel reach, innovative technology and client-focused approach - all made possible by our highly engaged and talented team

This is the formula that enables us to consistently outperform our competition



FY 2025 - FY 2027



Accelerate global growth

Our focus for FY25 and the next **2 years** is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan



FY 2022 - FY 2024

Invest in people, panels & tech

- **Replicated** successful Australian business unit in markets outside of Australia
- Focused on **global** team expansion
- Developed global **processes**
- **Re-engineered** core technology
- Drove **efficiency** and improved product profitability
- Developed highly motivated organisational **culture** with a clear goal to enhance **shareholder** value & **employee** experience



FY 2021

Company restructure

- **Restructured** group operations
- Unprofitable business units **divested**
- Strengthened balance sheet with a **capital raise**
- Completed debt to **equity swap** to provide the foundation to deliver on growth ambitions
- **Refreshed** executive team

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Key Priorities for FY26

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Drive Growth

- Expand **client** share of wallet globally
- Monetise **products / solutions** launched in FY25
- Targeted **investment** in UK and US



Improve Margins

- Shift solutions mix from **managed services to platform**
- Launch additional **automated client solutions**
- Utilise **AI** to improve internal operations
- Streamline **ways of working**



Global Business

New clients - Add more commercial people to enable client growth

Commercial partnerships - Partner with best of breed client solutions, utilising the extensive Pureprofile distribution channel to upsell new solutions



Technology & AI

Internal processes - Utilising AI to increase internal efficiencies, deliver faster projects and lower costs

Client facing solutions - Build & enhance AI-enabled revenue generating solutions and sell to our 800+ clients

Self Service Platform - Develop and sell next-gen DIY platform to expedite projects and harness automation



Data & Insights

Audience Builder - How we build high quality audiences is unique to Pureprofile. Key is to grow non-ANZ Audience Builder audiences to ensure overall panel growth

UK/US - Represents 64% of global market. Grow from our brand awareness and client foundations in the two largest global markets

Aspirational Objectives for **FY26 & FY27**

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Drive Growth



International Revenue Overtakes ANZ

Double the UK business revenue, taking significant market share
Triple the US business revenue



Product Expansion

Triple platform business revenue
Increase uptake of client facing solutions
Become an **important source of data** within the AI space



Mergers & Acquisitions

Identify & execute **acquisition opportunities** which can aid in accelerating growth in key markets

Improve Margins



Economies of Scale

Continually **reducing costs versus revenue**
Specific focus on **salaries & contractors** proportional to revenue



Reduced Reliance on Suppliers

Expand panel sizes in key growth markets
Launch new panels in emerging markets where appropriate
Identify synthetic data opportunities to reduce need for sample



Processes & Tech

Being a tech-led organisation will enable us to operate and grow as a leaner team

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New Solutions

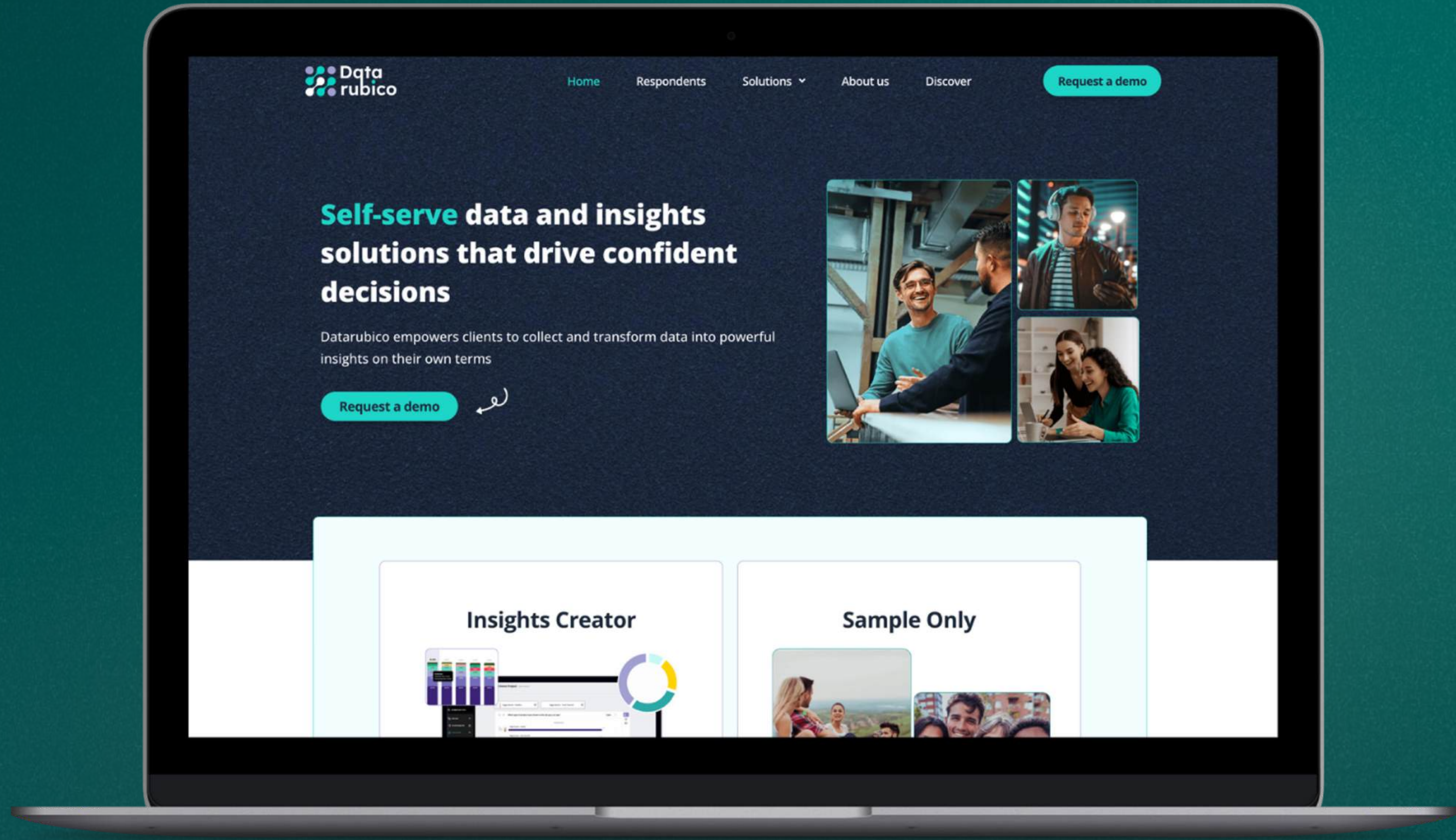


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Self-serve data and insights solutions

Launched in Q4



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Self-serve data and insights solutions - *Launched in Q4*

Data rubico Insights Creator

An all-in-one AI-enabled platform that streamlines end-to-end insights generation

Launch surveys, influence costs with flexible sample bidding, manage fieldwork, monitor data in real time, and generate automated, executive-ready summaries, all in one seamless, self-service platform

Ada
"Help me build a survey"

View all templates

- Pricing Research
- Product and Concept Evaluation
- Communication and Message Effectiveness
- Consumer Behavior and Intent

Create your survey

"Help me manage sample and fieldwork"

Live
Pause
Close

600 Total Respondents

Manage sample and fieldwork

"Help me analyse my data"

Ada
Here is an analysis of your data...

Monitor insights in real-time

Real-Time Data

AI-Guided Insights

Automated Reports

Ada
Executive Summary
In the analysis of the project data, key insights were gathered from a diverse group of respondents.

Generate reports with ease

Self-serve data and insights solutions - *Launched in Q4*



An always-on, self-serve platform giving users access to quality sample sources

Allows panel partners to access quality sample anytime through a self-serve platform that enables them to manage spend and streamline fieldwork using the flexible bidding tool



Control and autonomy

Manage sample and spend without relying on external parties



Speed and efficiency

Launch projects faster and manage fieldwork with reduced delays



Quality and reliability

Access trusted sample sources to deliver consistent, quality data

New Solutions - *Launched in Q1 FY26*

Conversational AI

A chatbot style interface that engages, probes and seamlessly blends qualitative insights with quantitative scale



Enhanced respondent engagement

Chatbot technology mimics natural human dialogue to create an interactive experience



Richer responses at scale

Enables more nuanced, meaningful responses at quantitative scale. Ask a follow up question with AI probing and use gamified projective techniques to capture deeper insights



Faster actionable insights

Deliver actionable insights quickly to inform decisions. Data visualisation in realtime plus automatic AI summary of open-ended responses to reduce processing time for fast actionable insights

New Solutions - *Launching in Q1 FY26*

Message Testing

Quickly narrow down and refine top-performing messages or ideas across generational segments to validate market fit and make decisions with confidence



1. What it does?

Test, identify and refine your top-performing messages or ideas through text-based experiments to uncover motivations and validate market fit



2. How it works?

Utilises synthetic respondents built from Pureprofile's quality profile data to deliver rapid and reliable feedback



3. Why it matters?

Empowers product teams, marketers and researchers to identify top-performing messaging, uncover what motivates different audience segments, and validate market fit in real time

New Solutions - *Launched in Q1 FY26*

AI coding

Powered by inca, turns open-ended responses into structured insights quickly and at scale.



1. What it does?

Removes manual coding delays to generate insights faster by handling large volumes of open-ended response data at scale



2. How it works?

Uses natural language processing (NLP) to uncover themes and sort responses into clear categories



3. Why it matters?

As deadlines tighten and datasets grow, researchers need a flexible and faster way to work with verbatim responses, without compromising speed, quality or consistency

New Solutions - *Why*

To better support clients and drive strategic growth, Pureprofile is launching next-gen insight solutions that:



Deliver More Value to More Clients

Relevance and value in supply chain, giving a broader range of clients the flexibility to choose the right tools to access insights and benefit from advances in AI technology



High-Quality Insights, Delivered at Scale

Offering a suite of scalable, tech-enabled tools that give clients more control over their research needs - faster, cheaper and without compromising on quality



Support Margin Expansion

Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage

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Full Year FY25 Financial Performance

All commentary and financial metrics are presented on a continuing business basis (excluding discontinued Pure.amplify Media businesses).
EBITDA and EBITDA margin excludes significant items including share based payments

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Record **FY25**: growth delivered, guidance met




FY25 delivered record full-year NPAT of **\$1.5m**, revenue of **\$57.2m** up **19%** on pcp, underpinned by the successful execution of our growth strategy. Platform revenue grew **23%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

ANZ revenue was up **12%** on pcp, driven by the i-link acquisition and strong performance by the team, in a competitive market where we already hold significant share. ROW delivered a **28%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets

EBITDA growth of **18%** on pcp to **\$5.2m**, supported by top-line growth and disciplined cost management. EBITDA margin remained steady at **9%**, balancing profitability with investment in global expansion

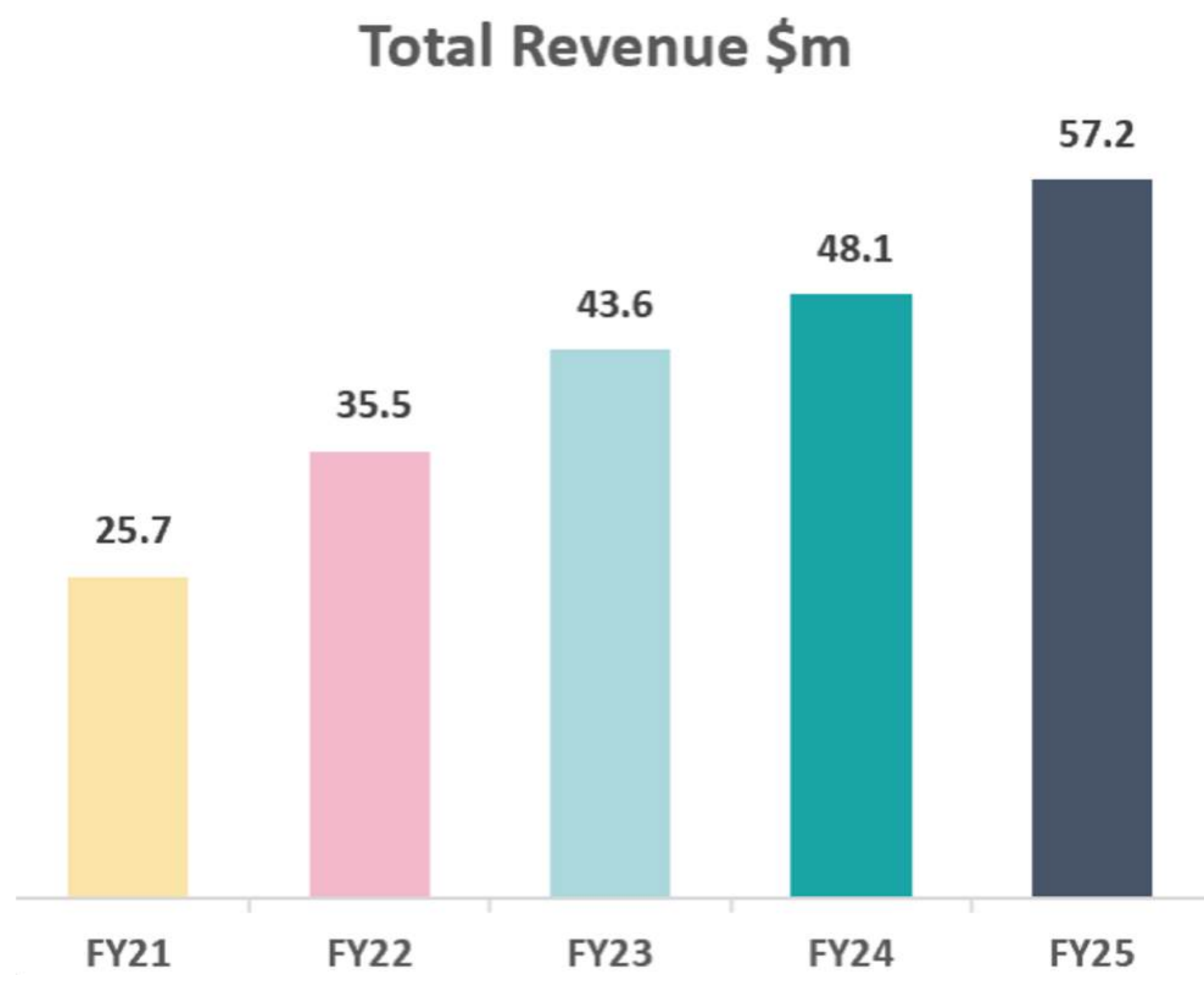
Reported cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, including a **\$1.25m** payment for the i-Link acquisition and **\$0.2m** in debt principal repayments during FY25, reflecting strong cash generation and disciplined capital management

Business Results	FY25	vs FY24
Revenue	\$57.2m	19% 
EBITDA	\$5.2m	18% 
EBITDA Margin %	9%	0 ppt%
Net Profit after Tax	\$1.5m	1531% 

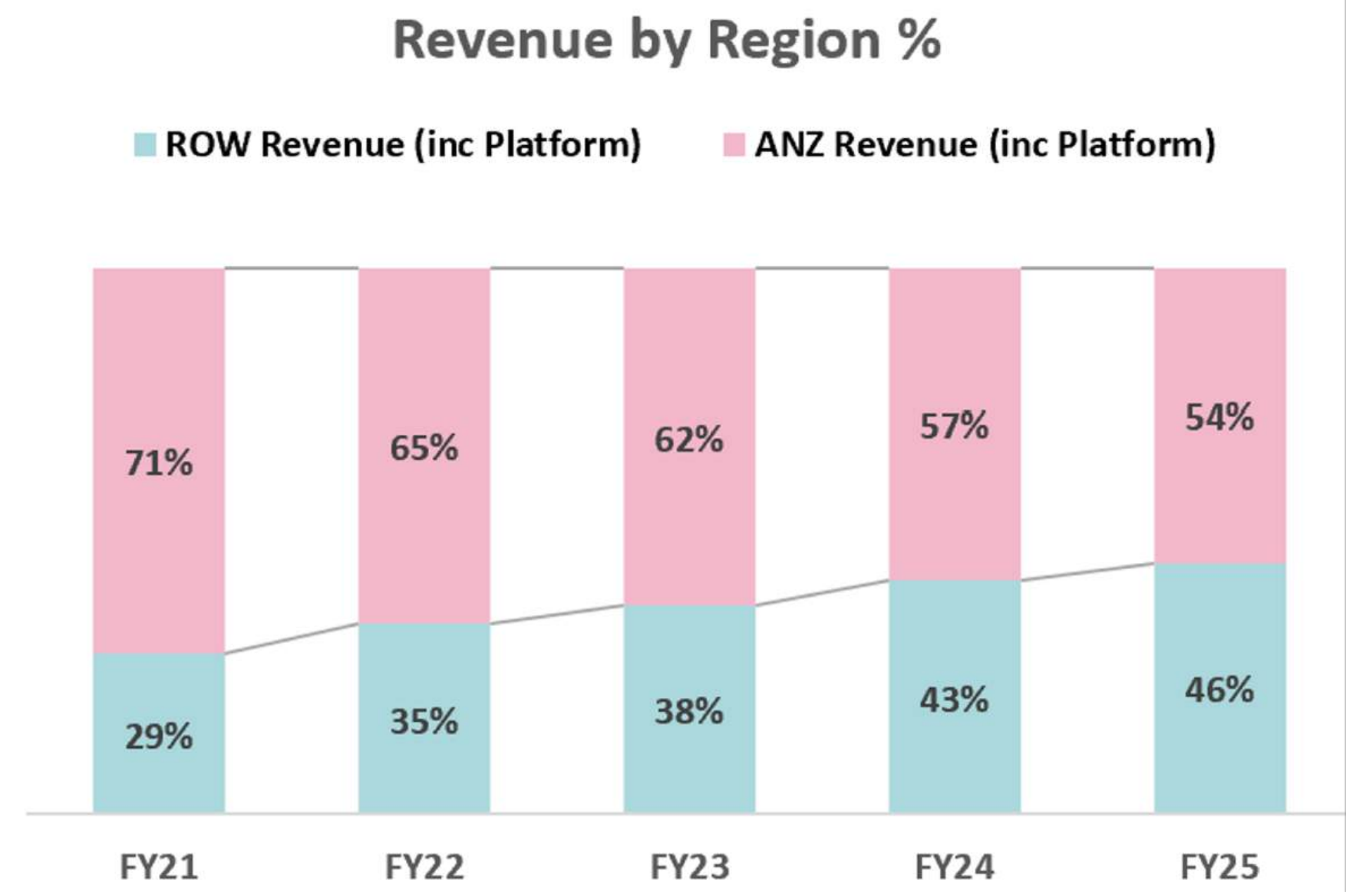
Business Unit Revenues	FY25	vs FY24
ANZ (incl. Platform)	\$30.8m	12% 
Rest of World (incl. Platform)	\$26.4m	28% 
Platform	\$11.1m	23% 

FY25 Financial metrics trends

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+22% 4-year CAGR



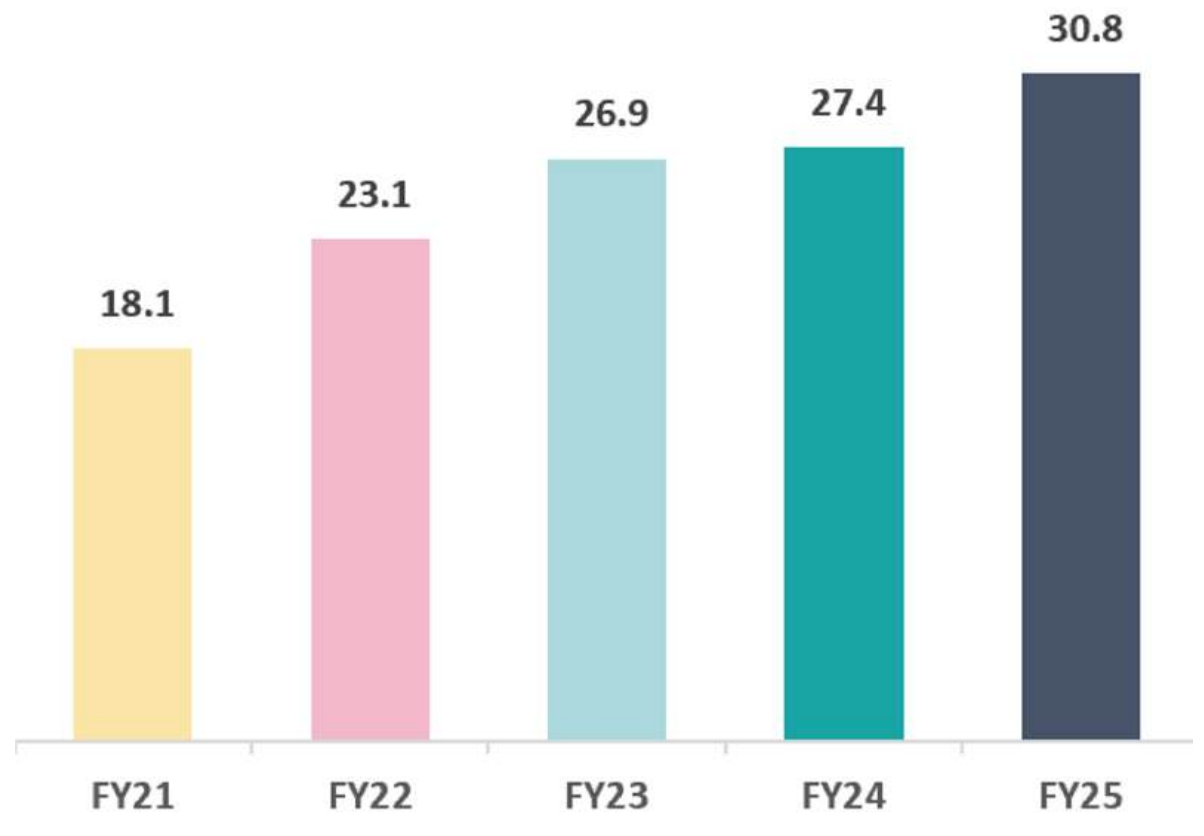
ROW revenue has grown from 29% to 46% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

FY25 Financial metrics trends

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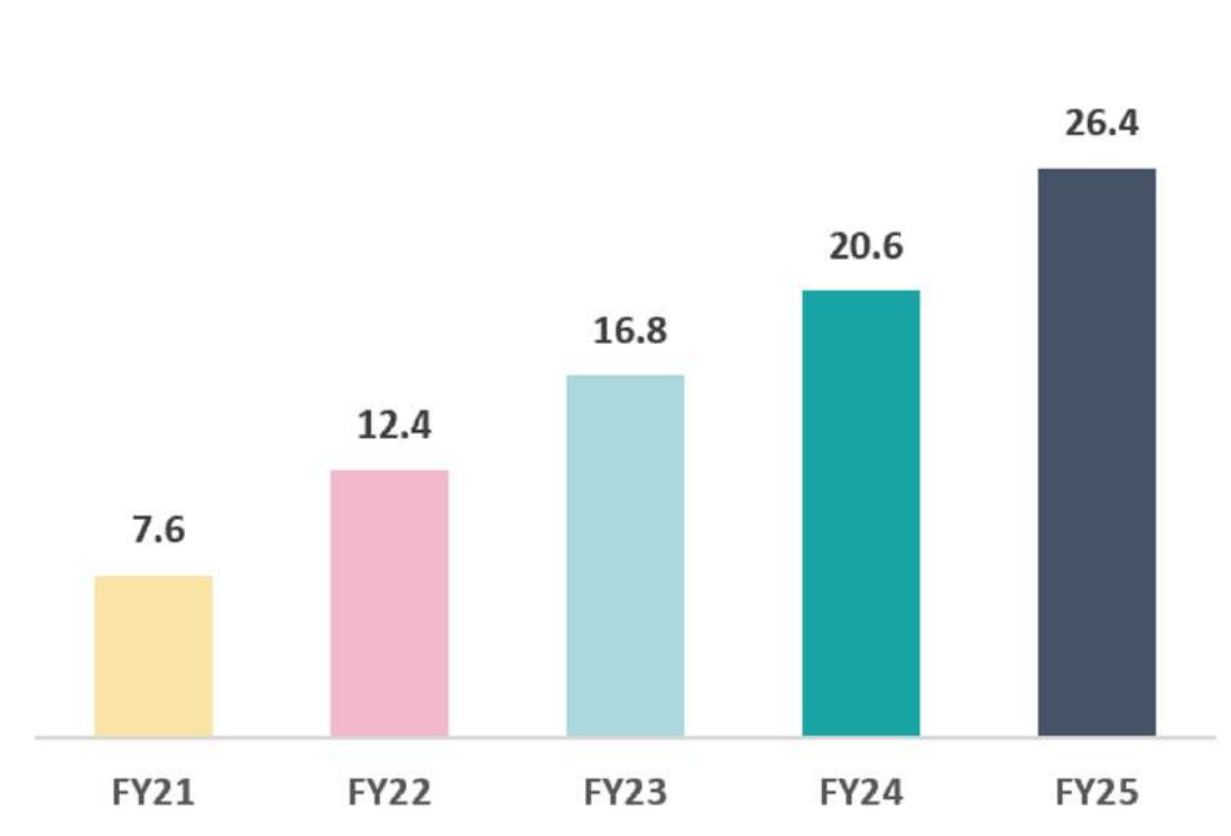
ANZ Revenue (inc Platform) \$m

+15% 4-year CAGR



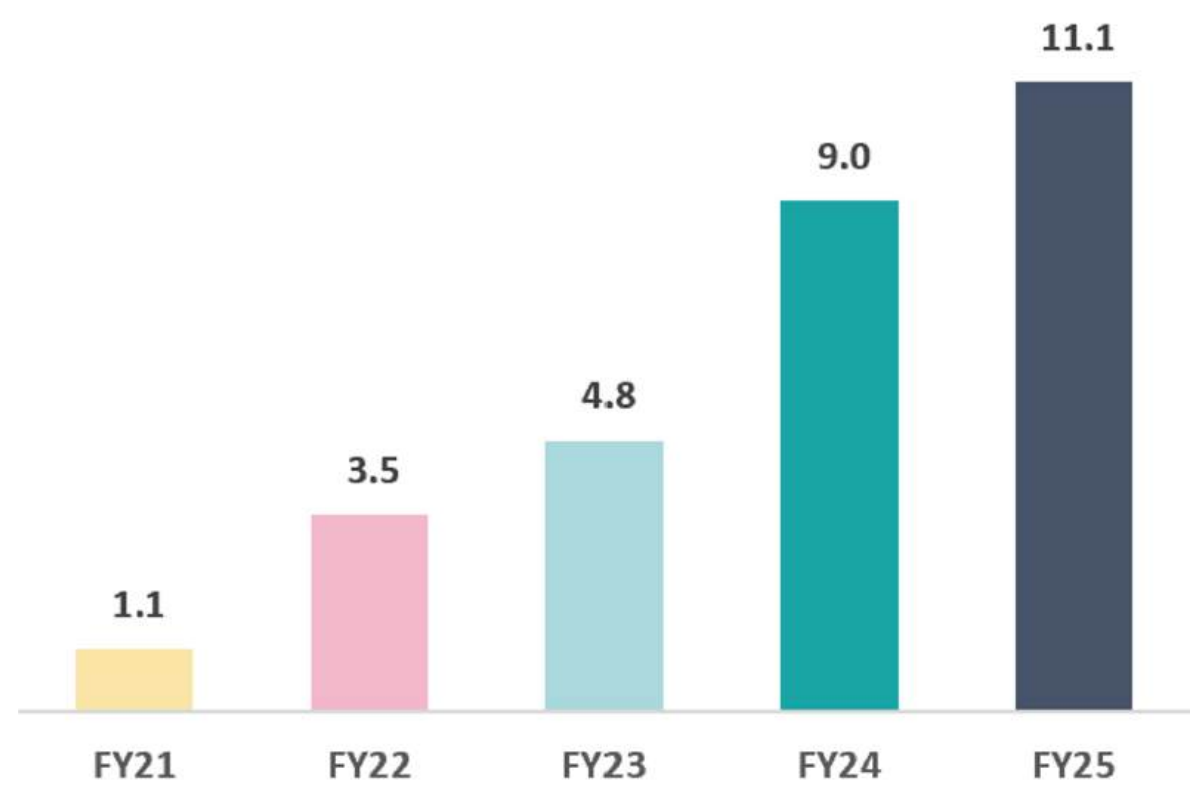
Rest of World Revenue (inc Platform) \$m

+35% 4-year CAGR



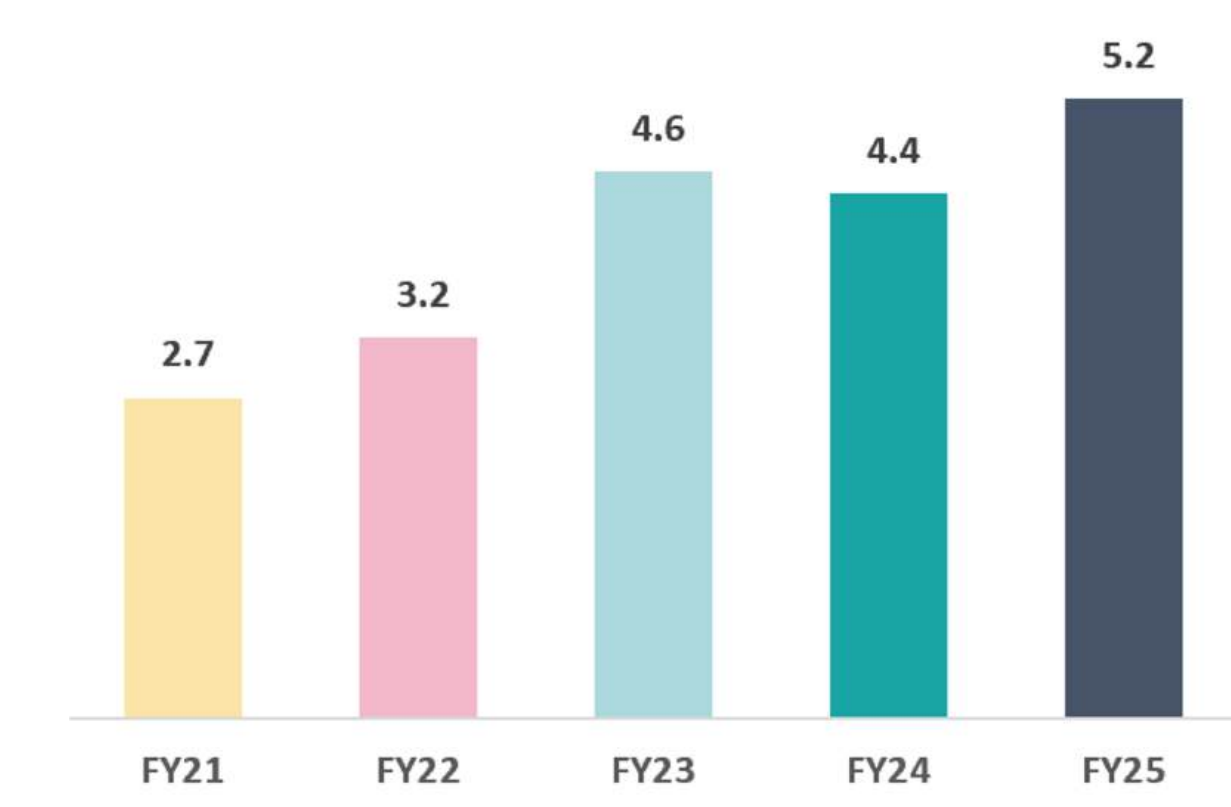
Platform Revenue \$m

+78% 4-year CAGR



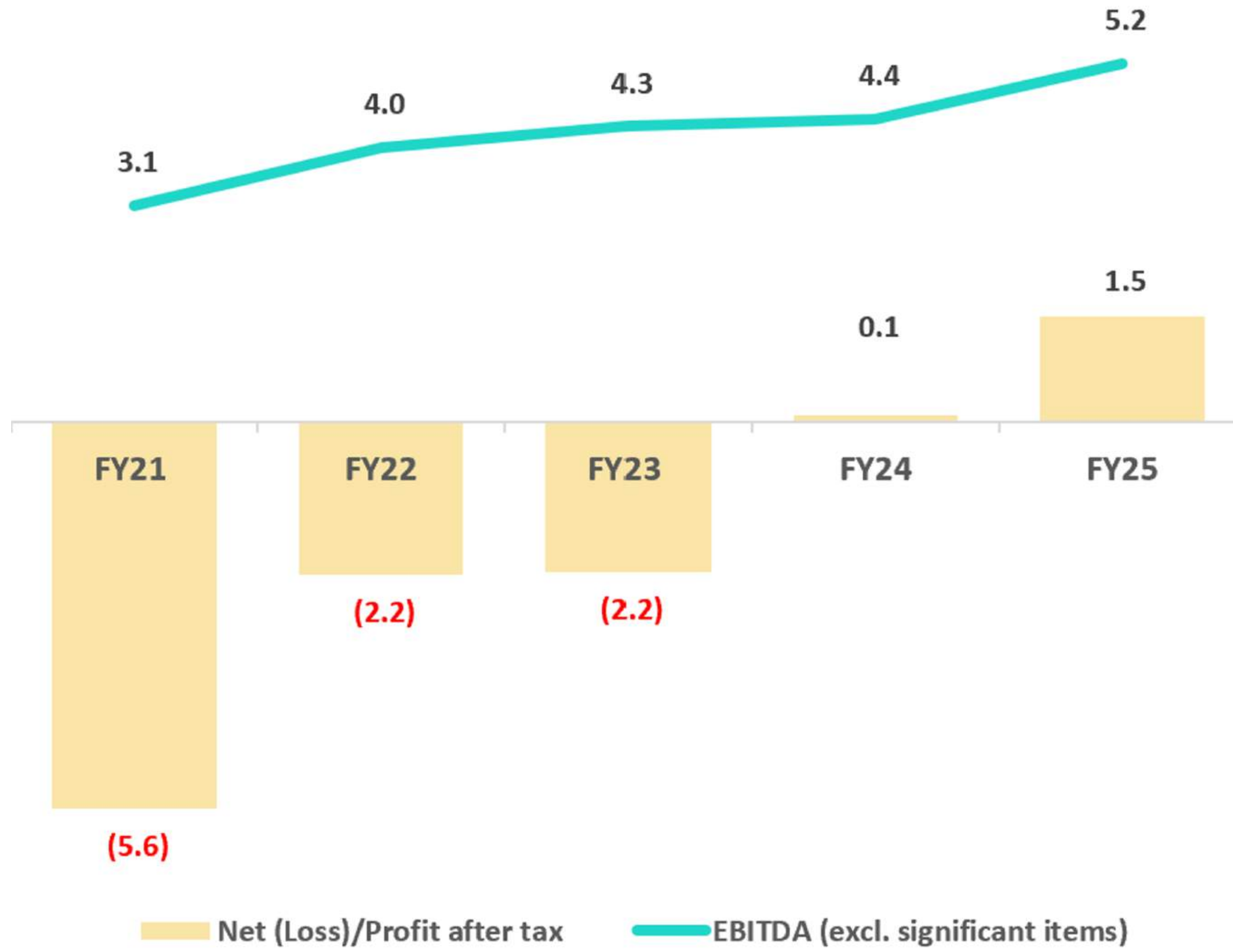
EBITDA \$m

+18% 4-year CAGR



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Statutory Net (Loss)/Profit after tax \$m



NB: FY21 Net Loss after Tax excludes loan forgiveness of A\$8.4m

Profit After tax accelerates to \$1.5m in FY25

EBITDA (excluding significant items) has delivered consistent year-on-year growth, increasing from **\$3.1m** in FY21 to **\$5.2m** in FY25, underpinned by strong revenue growth with a CAGR of **22%** over the same period, alongside disciplined cost management and operational efficiency

Over the same period, the company has achieved a substantial turnaround in net profit after tax, moving from a loss of **(\$5.6m)** in FY21 to a profit of **\$1.5m** in FY25. This performance reflects the successful execution of strategic initiatives, strengthened revenue streams, and a focus on sustainable earnings growth

FY25 full-year statutory profit reconciliation

Delivered a step-change in profitability in FY25, with double-digit EBITDA growth and a **15x** increase in net profit, driven by disciplined cost control and operational focus. Net profit after tax for FY25 of **\$1.5m** up from **\$0.1m** for FY24

Share-based payment expense of **\$0.3m** down from **\$0.9m** for FY24, contributing to improved bottom-line performance. Depreciation and amortisation expenses were **\$2.9m** up from **\$2.7m** in FY24, consistent with ongoing investment in assets to support operations

Significant items include share-based payments and other items that in the Directors' judgement are one-off or need to be disclosed separately by virtue of their size or incidence

Period Ending	30 June 2025	30 June 2024
EBITDA (excl. significant items)	\$5.2m	\$4.4m
<i>Less:</i>		
Finance Costs	(\$0.4m)	(\$0.4m)
Restructuring and acquisition costs	(\$0.0m)	(\$0.1m)
Depreciation, amortisation expense & disposal of assets	(\$2.9m)	(\$2.7m)
Share-based payment expense	(\$0.3m)	(\$0.9m)
Income tax expense	(\$0.1m)	(\$0.0m)
Profit/(Loss) after income tax	\$1.5m	\$0.1m

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units (impacting the FY24 numbers only)

EBITDA excludes significant items and share-based payments

Balance sheet

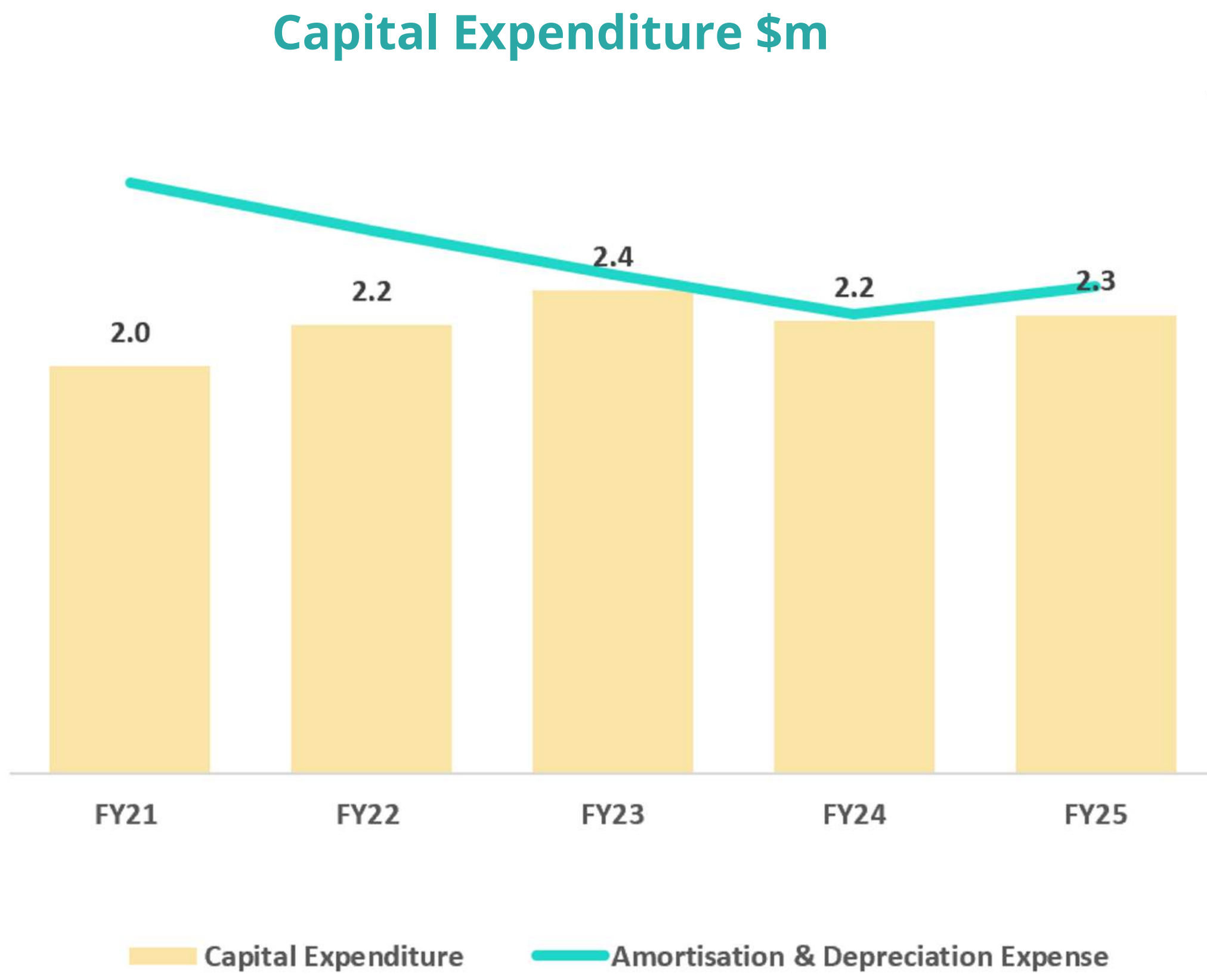
Closing cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, including the **\$1.25m** for the i-link asset acquisition and **\$0.2m** repaid from the principal of the debt facility reflecting strong cash generation and disciplined capital management

Total assets increased to **\$30.6m** as at 30 June 2025, up from **\$25.4m** for the pcp. This growth was driven primarily by an increase in trade and other receivables and a **\$2.1m** uplift in intangible assets & PPE (**\$1.8m** related to i-link), reflecting ongoing investment in business capabilities and expansion in customer activity

Total liabilities increased to **\$23.2m** from **\$19.9m**, largely due to higher trade and other payables. Net assets expanded to **\$7.4m**, up from **\$5.5m** in FY24, reflecting retained earnings growth and the company's ability to fund expansion while maintaining a solid capital base

Period Ending	30 June 2025	30 June 2024
Cash and cash equivalents	\$5.7m	\$5.2m
Trade and other receivables	\$12.7m	\$10.3m
Other assets	\$3.3m	\$2.6m
Total Current Assets	\$21.7m	\$18.1m
Right of use assets	\$1.3m	\$1.6m
Intangibles & PPE	\$7.6m	\$5.7m
Total Non-Current Assets	\$8.9m	\$7.3m
Total Assets	\$30.6m	\$25.4m
Trade and other payables	\$13.7m	\$10.8m
Borrowings	\$0.2m	\$0.2m
Provisions & other liabilities	\$5.3m	\$4.6m
Total Current Liabilities	\$19.2m	\$15.6m
Borrowings	\$2.5m	\$2.7m
Other liabilities	\$1.5m	\$1.6m
Total Non-Current Liabilities	\$4.0m	\$4.3m
Total Liabilities	\$23.2m	\$19.9m
Net Assets	\$7.4m	\$5.5m

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NB: Excluding right of use assets and depreciation of leases

A disciplined approach to Capital Investment

Investment focus for **FY25** aligned to accelerating our corporate growth strategy, technology, solutions and platforms

Key investments during FY25 included the development and implementation of; Datarubico Self Serve and Sample Only Insights Platform, AI-Driven Insights Suite, The Hub – Enterprise Portal and Tools Suite and the Panel Intelligence and Profiling System

Cash flow

FY25 delivered improved operating cash generation while maintaining investment in strategic assets and acquisitions, resulting in a stronger year-end cash position and reduced debt position

Operating cash flows increased to **\$4.8m** up from **\$3.5m** in FY24, reflecting higher receipts from customers of **\$8.6m** offset partially by increased payments to suppliers and employees as the business scaled

Investing cash outflows rose to **\$3.7m** up from **\$2.4m** for FY24, driven by **\$2.4m** in payments for PPE and intangibles and **\$1.3m** for the purchase of i-link, reflecting the company's commitment to supporting long-term growth initiatives

Financing cash outflows remained steady at **\$0.6m**. Total cash flows for the year were **\$0.5m**, maintaining the same net cash increase as FY24. Closing cash balance improved to **\$5.7m**, strengthening the cash position to support business momentum into FY26

Period ending 30 June	FY25	FY24
Receipts from customers	\$56.8m	\$48.2m
Payments to suppliers and employees	(\$51.7m)	(\$44.2m)
Interest and other financing	(\$0.2m)	(\$0.4m)
Other	(\$0.1m)	(\$0.1m)
Operating cash flows	\$4.8m	\$3.5m
Payments for PPE & intangibles	(\$2.4m)	(\$2.4m)
Payments for purchase of business	(\$1.3m)	(\$0.0m)
Investing cash flows	(\$3.7m)	(\$2.4m)
Proceeds from issue of shares	\$0.1m	(\$0.0m)
Repayment of borrowings	(\$0.2m)	(\$0.1m)
Repayment of lease liabilities	(\$0.5m)	(\$0.5m)
Financing cash flows	(\$0.6m)	(\$0.6m)
Total cash flows	\$0.5m	\$0.5m
Opening cash balance	\$5.2m	\$4.7m
Closing cash balance	\$5.7m	\$5.2m

NB: All numbers in this slide **include** the discontinued Pure.amplify Media business units (impacting the FY24 numbers only)

Summary



NPAT for FY25 of **\$1.5m** driven by continued revenue momentum, focused investment and diligent cost control



Robust ANZ revenue growth of **12%** in an increasingly competitive market



ROW delivered a **28%** uplift in revenue on pcp, highlighting sustained progress in our global growth strategy



Reported cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, reflecting continued financial discipline and underlying operating strength



New tech enabled solutions launched in FY25 with further solution launches planned for FY26

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