

ASX Announcement

27 October 2025

Pureprofile achieves record quarterly revenue & EBITDA and a global milestone as Rest of the World revenue surpasses ANZ revenue

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q1 FY26 business update for the period ended 30 September 2025

All commentary and financial metrics are presented on a preliminary and un-audited basis. EBITDA and EBITDA margin excludes significant items which include share based payments

Q1 FY26 Highlights

Revenue	EBITDA	EBITDA margin
\$16.1m ▲ up 15% on pcp	\$1.9m ▲ up 15% on pcp	12% flat on pcp
ANZ Revenue (inc Platform)	Rest of World Revenue (inc Platform)	Platform Revenue
\$7.9m ▲ up 1% on pcp	\$8.1m ▲ up 34% on pcp	\$4.2m ▲ up 45% on pcp

- Pureprofile has delivered another record quarter, achieving total revenue of **\$16.1m**, up **15%** on pcp. This marks the sixth consecutive year of double-digit Q1 revenue growth and reflects a five-year compound annual growth rate (CAGR) of **24%**
- EBITDA increased **15%** on pcp to **\$1.9m**, maintaining a **12%** EBITDA margin in line with the prior year. The consistent margin performance amid ongoing investment in growth initiatives highlights the scalability and operating leverage of the business model. Over the past five years, EBITDA has delivered a **11%** CAGR, reflecting disciplined cost management and strong revenue expansion across international markets
- Rest of World (ROW) delivered a **34%** uplift in revenue on pcp to **\$8.1m**, surpassing ANZ for the first time and signalling Pureprofile's evolution into a truly global business and reflects a five-year CAGR of **38%**. The uplift was driven by robust client demand in the UK

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and US. This milestone demonstrates the effectiveness of Pureprofile's investment strategy in international markets and its growing brand recognition across key regions

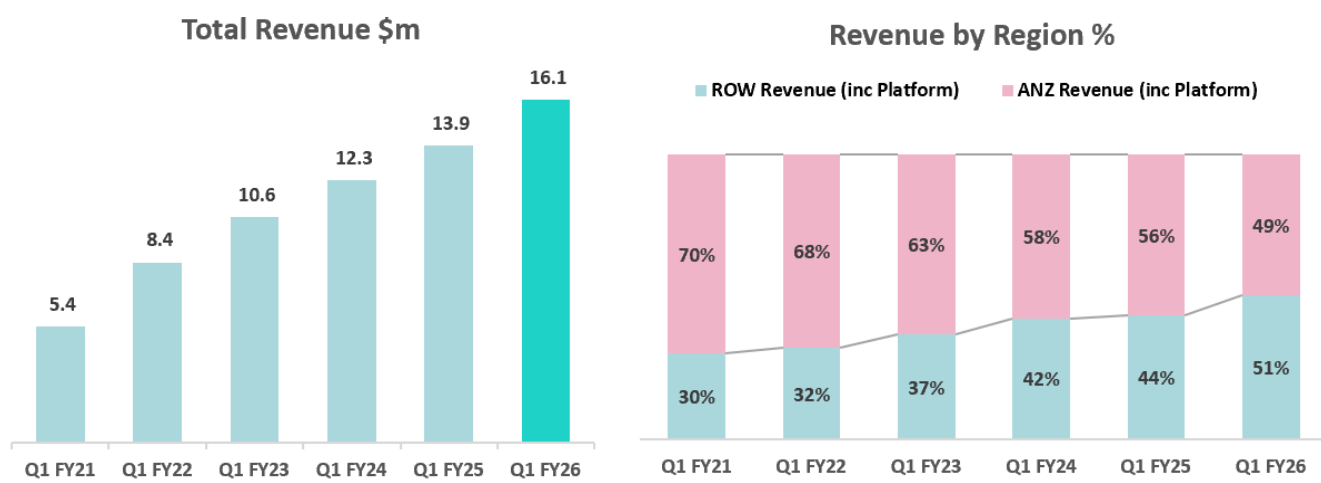
- Revenue in the ANZ region was up **1%** on pcp to **\$7.9m**, consistent with expectations given the step-change in growth achieved in FY25 through the i-Link acquisition. ANZ remains a core and profitable business for Pureprofile, providing a solid foundation from which to launch new tech-enabled and AI-enabled solutions aimed at driving growth over the coming years. Despite the flatquarter, the ANZ region over the past five years has delivered a CAGR of **16%**
- Platform revenue grew **45%** on pcp to **\$4.2m**, supported by the expansion of API-driven client integrations and the growing use of automated data delivery solutions. While recent AI product launches enhance the platform's future potential, near-term growth continues to be underpinned by strong client demand
- Revenue from our Top 25 clients grew by a marked **27%** on pcp, demonstrating the strength of our relationships with key accounts. Client numbers increased from **923** to **952** during the quarter, supported by further investment in ROW sales capability and new client wins
- Annuity revenue was **\$13.9m** for the rolling 12 months to the end of 30 September 2025
- New product innovations launched during the quarter included:
 - **Conversational AI powered by inca**, a next-generation survey interface that blends qualitative depth with quantitative efficiency. The tool delivers detailed, real-time insights through natural chat-style conversations, enhancing speed-to-insight and engagement
 - **Message Testing**, an AI-driven solution using synthetic respondents created from Pureprofile's panel data. The tool provides instant feedback on message performance across audience cohorts, offering a faster and more scalable alternative to traditional research methods
 - **AI Coding powered by inca**, a next-generation solution that transforms qualitative data analysis through AI and NLP technology. The tool accelerates insight generation from open-ended responses, enabling users to edit, refine and scale results with greater flexibility and accuracy
 - **AI Translations and AI Coding tools** to the industry via the Pureprofile Hub, promoting collaboration and showcasing Pureprofile's innovation in AI-driven insights and automation



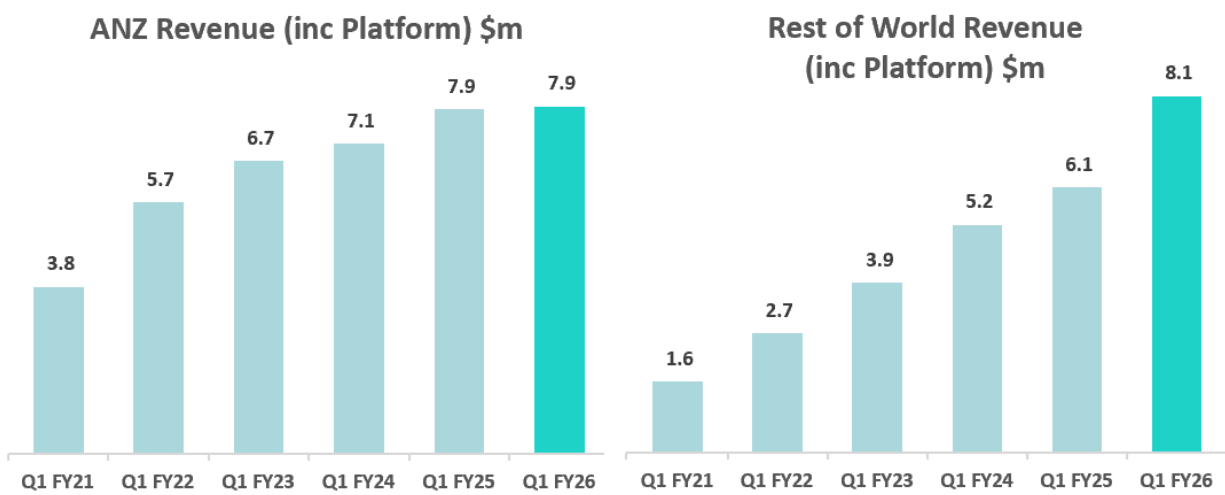
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For the first time, ROW revenue has surpassed ANZ revenue, a major milestone for Pureprofile. Over the past six years, the contribution from ROW markets has risen markedly, increasing from 30% in Q1 FY21 to 51% in Q1 FY26. This evolution in the revenue mix underscores the successful delivery of Pureprofile’s international growth strategy, led by strong performances in key markets such as the UK and US. At the same time, it highlights a deliberate shift away from reliance on the ANZ region, where Pureprofile already holds a leading market position. This growing global diversification will strengthen the Company’s resilience and scalability throughout FY26 and beyond.



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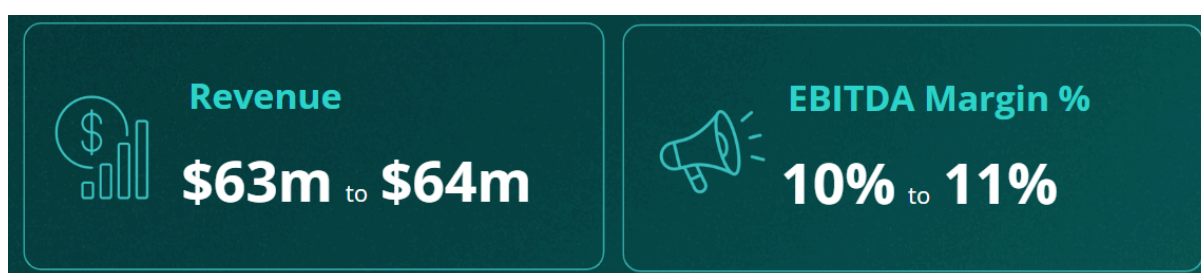
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Pureprofile CEO Martin Filz said “Q1 FY26 delivered a strong start to the year with record revenue, expanding platform growth and an important milestone, with our Rest of World operations now exceeding ANZ for the first time. This achievement underscores the progress we’ve made in diversifying our business and scaling globally. We remain focused on driving innovation across our technology platforms and unlocking new efficiencies through AI and automation. The combination of global reach, a balanced revenue base and strong client demand positions us well for sustained growth throughout FY26 and beyond”

FY26 Financial Guidance

Pureprofile provides FY26 guidance of \$63m–\$64m in revenue and an EBITDA margin of 10–11%. The outlook reflects stable growth across both core business segments and continued progress in shifting the revenue mix toward scalable, technology-enabled solutions. The Company remains focused on driving efficiencies and margin improvement through automation and AI integration.



Guidance is based on current expectations and assuming a continuation of current global macroeconomic conditions



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FY26 Priorities

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

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