

ASX Announcement

27 Jan 2026

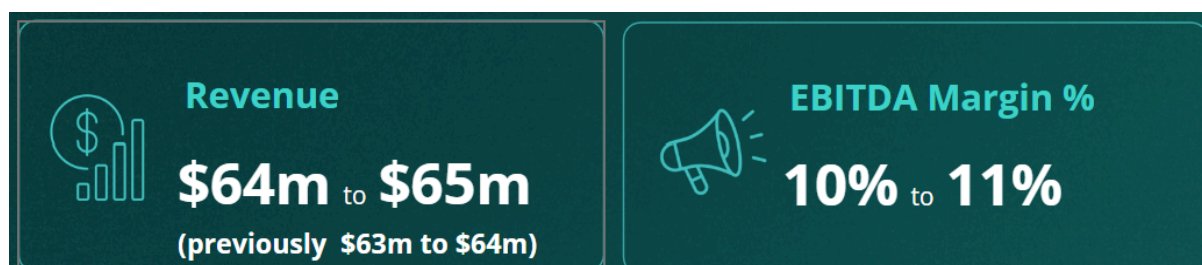
Pureprofile upgrades FY26 revenue guidance following a record H1 FY26 performance

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q2 and H1 FY26 business update for the period ended 31 December 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

Upgraded FY26 Financial Guidance

Pureprofile has upgraded its FY26 revenue guidance to \$64m–\$65m (previously \$63m to \$64m) and reaffirmed its EBITDA margin guidance of 10–11%*. The upgraded revenue guidance reflects record revenue growth in the first half, with the Rest of World business overtaking ANZ as the Group's largest geographic revenue contributor, alongside continued progress in shifting the revenue mix toward scalable, technology-enabled solutions. During H2 FY26, the Company will remain focused on driving efficiencies and margin improvement, supported by the integration of automation and AI, while continuing to benefit from operating leverage as the business scales.



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

H1 FY26 Highlights

- Pureprofile has delivered another record half, achieving total revenue of **\$33.3m**, up **14%** on pcp. This marks the sixth consecutive record year of double-digit H1 revenue growth and reflects a five-year compound annual growth rate (CAGR) of **23%**

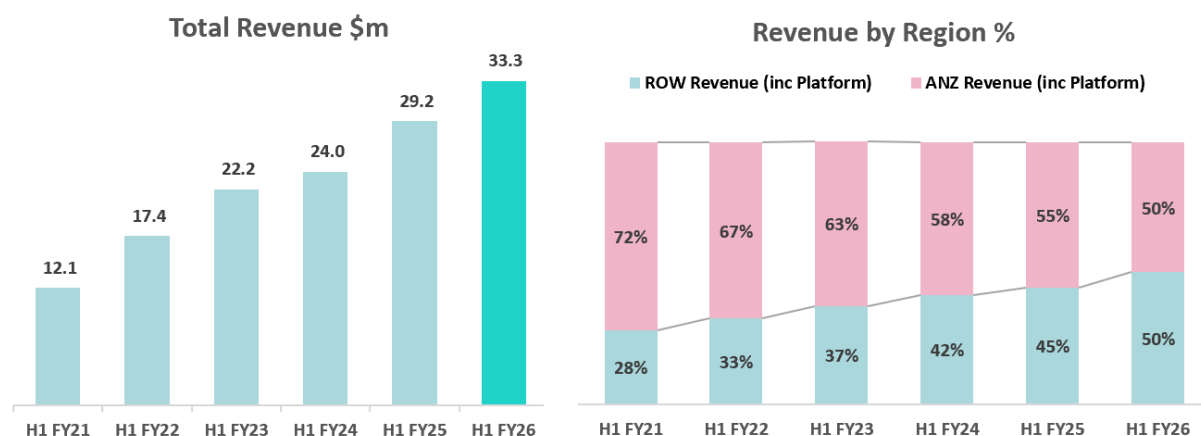
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- In H1 FY26, Rest of World (ROW) revenue surpassed ANZ revenue, marking a significant milestone in Pureprofile's geographic diversification strategy
- Over the past six years, the contribution from ROW has increased materially, rising from approximately **28%** of Group revenue in H1 FY21 to just over **50%** in H1 FY26. This shift reflects the successful execution of Pureprofile's international growth strategy, driven by strong performances in key markets including the UK and US

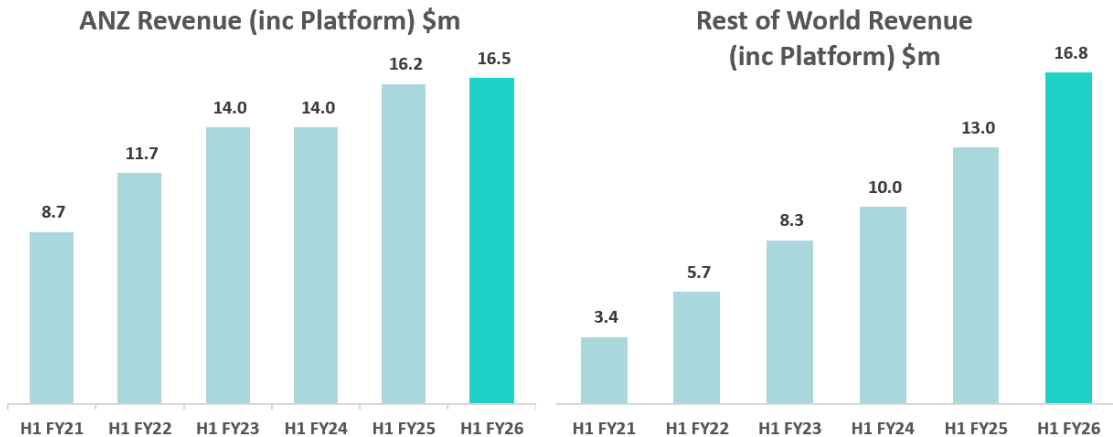


Revenue	EBITDA	EBITDA margin
\$33.3m ▲ up 14% on pcp	\$3.8m ▲ up 14% on pcp	11% flat on pcp
ANZ Revenue (inc Platform)	Rest of World Revenue (inc Platform)	Platform Revenue
\$16.5m ▲ up 2% on pcp	\$16.8m ▲ up 30% on pcp	\$9.4m ▲ up 54% on pcp

- EBITDA increased **14%** on pcp to **\$3.8m**, maintaining a **11%** 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 **24%** CAGR, reflecting strong revenue expansion across international markets, supported by disciplined cost management. ROW delivered a **30%** uplift in revenue on pcp to **\$16.8m**, surpassing ANZ for the first time during the half and signalling Pureprofile's evolution into a truly global business and reflects a five-year CAGR of **38%**. The uplift continues to be driven by robust client demand in the UK and US markets, and 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 **2%** on pcp to **\$16.5m**, 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 and AI-enabled solutions aimed at driving growth over the coming years. Despite the modest growth for the half, the ANZ region over the past five years has delivered a CAGR of **14%**
- Platform revenue grew **54%** on pcp to **\$9.4m**, 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 **23%** on pcp, demonstrating the strength of our relationships with key accounts. Client numbers increased from **923** to **962** during the half, supported by further investment in ROW sales capability and new client wins
- Annuity revenue was **\$14.1m** for the rolling 12 months to the end of 31 December 2025 (previously **\$13.9m** to the end of 30 June 2025)
- Pureprofile was awarded Research Partner of the Year at The Research Society's annual awards ceremony, marking the second time the Company has received this recognition
- Pureprofile received industry recognition for data quality, being named a top performer for survey quality in the Verisoul 2025 Market Research Quality Report, ranking among the top 150 globally for lowest respondent fraud rates.

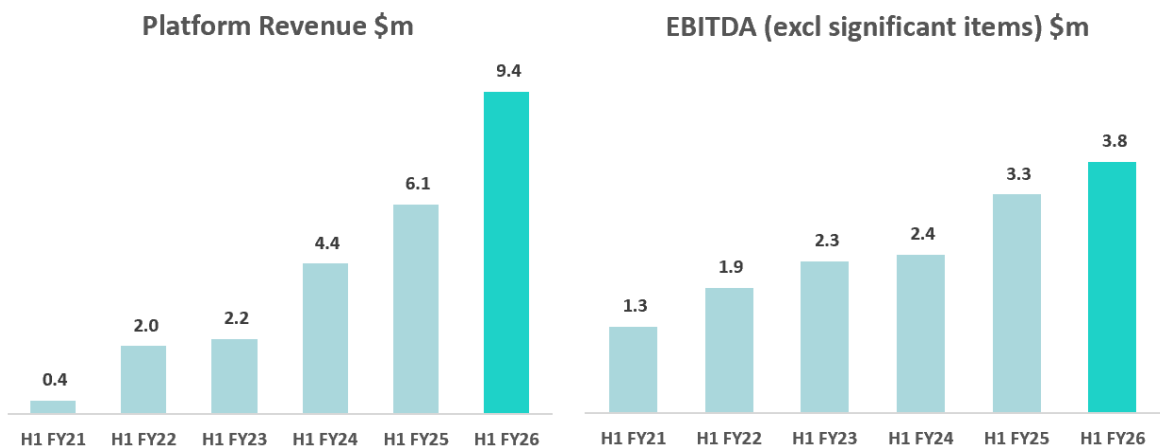


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Pureprofile CEO Martin Filz said, “H1 FY26 delivered a strong performance across the Group, with solid revenue growth, continued momentum in our platform business and a significant milestone as our Rest of World operations surpassed ANZ for the half. This performance has supported an upgrade to our FY26 revenue guidance and reflects the successful execution of our international growth strategy and the increasing scalability of our technology-enabled solutions. We remain focused on driving innovation across our platforms and unlocking efficiencies through AI and automation, positioning the business well for sustainable growth through FY26 and beyond.”

Q2 FY26 Highlights

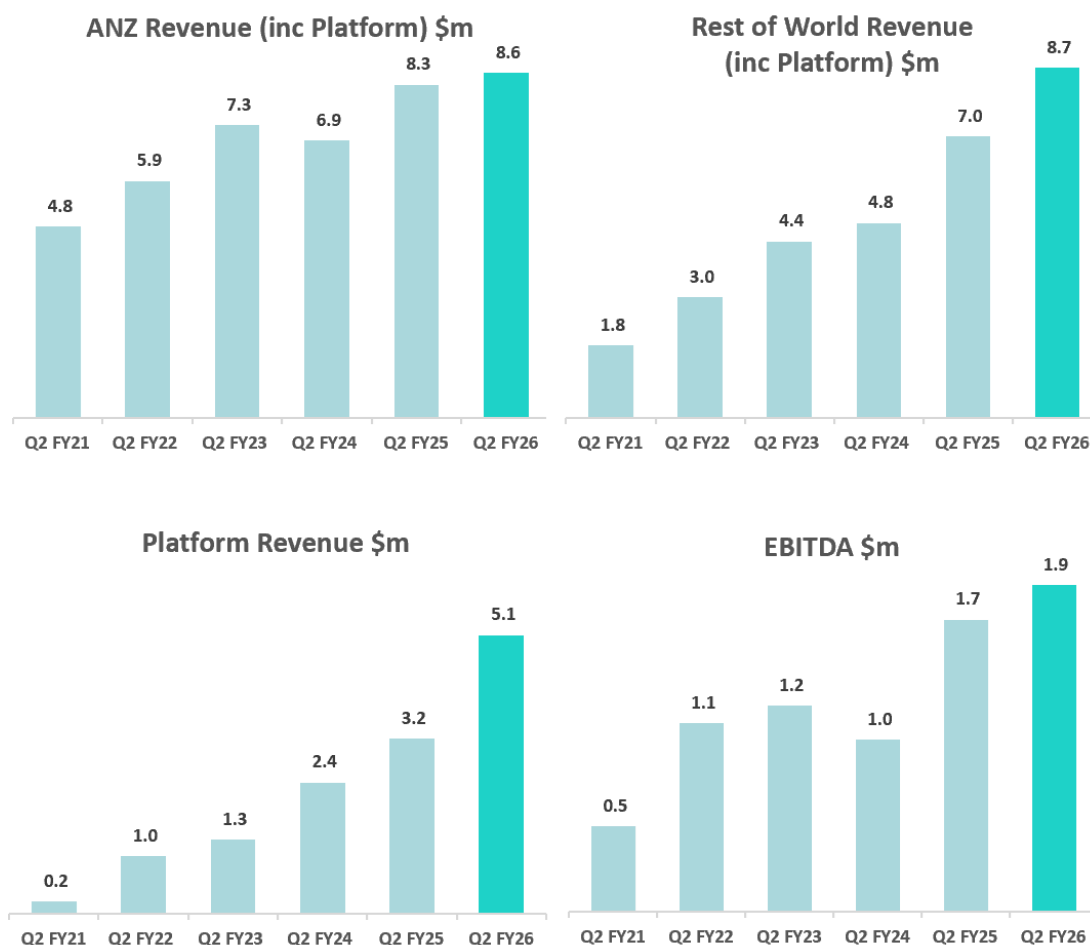
Revenue	EBITDA	EBITDA margin
\$17.3m ▲ up 13% on pcg	\$1.9m ▲ up 13% on pcg	11% flat on pcg
ANZ Revenue (inc Platform)	Rest of World Revenue (inc Platform)	Platform Revenue
\$8.6m ▲ up 3% on pcg	\$8.7m ▲ up 25% on pcg	\$5.1m ▲ up 62% on pcg

- Pureprofile delivered a record performance in Q2 FY26, with revenue of **\$17.3m**, up **13%** on pcg, reflecting continued client demand across global markets. EBITDA increased **13%** on pcg to **\$1.9m**, with the EBITDA margin maintained at **11%**, demonstrating ongoing operating leverage while continuing to invest in growth initiatives.
- The ROW business continued to outperform in Q2, delivering revenue of **\$8.7m**, up **25%** on pcg, supported by strong demand in the UK and US. ANZ revenue increased **3%** on



pcp to **\$8.6m** with growth strengthening in Q2 relative to Q1, consistent with expectations following the step-change in growth achieved in FY25 through the i-Link acquisition, and continues to provide a stable and profitable base for the Group.

- Platform revenue grew strongly in **Q2**, increasing **62%** on pcp to **\$5.1m**, underpinned by expanding API-driven integrations and growing adoption of automated data delivery solutions. This continued momentum supports the scalability of the Group's technology-enabled offering.



FY26 Priorities

Throughout the balance of 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



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- 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 -

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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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