

Pureprofile 

# H1 & Q2 FY26

## Investor Presentation

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# Business Overview

All commentary and financial metrics are presented on a preliminary and unaudited basis. EBITDA and EBITDA margin excludes significant items including share based payments

# Pureprofile's Achievements in H1 FY26

## Record H1 FY26 results driven by 30% ROW revenue growth, supporting an upgrade to FY26 revenue guidance

- **Record H1 FY26 revenue** of **\$33.3m**, up **14%** on pcp, reflecting sustained double-digit growth and a five-year revenue CAGR of **22%**
- **Strong EBITDA** growth of **14%** on pcp to **\$3.8m**, with EBITDA margin sustained at **11%** notwithstanding ongoing investment in growth initiatives
- **Rest of World** revenue surpassed ANZ in H1 FY26, reflecting a significant milestone in geographic diversification and successful execution of the Group's international growth strategy
- **ROW** revenue grew **30%** on pcp to **\$16.8m**, driven by strong demand in the UK and US and delivering a five-year CAGR of **38%**
- **ANZ** revenue increased **2%** on pcp to **\$16.5m**, consistent with expectations following the FY25 i-Link acquisition, and continues to provide a stable and profitable base
- Continued acceleration in **platform** revenue, up **54%** on pcp, supporting the scalability of Pureprofile's technology-enabled model
- **Top 25 client revenue** increased **23%** on pcp, highlighting strength in key accounts. Recurring annuity revenue of **\$14.1m** over the last 12 months
- Recognised for **industry leadership**, including Research Partner of the Year at The Research Society Awards

# Pureprofile at a glance



## 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 112 countries over the past 12 months**

14 offices globally

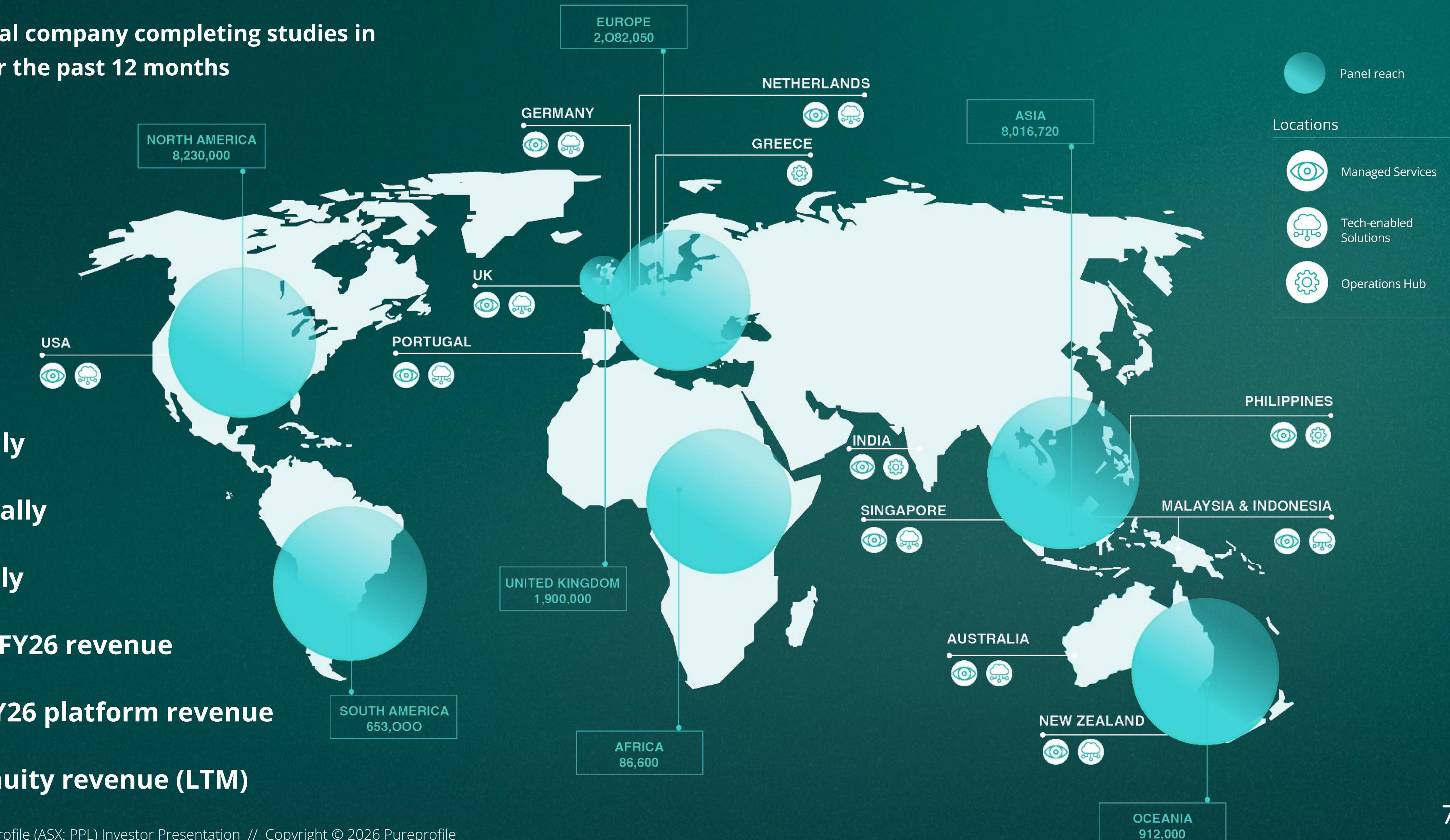
**962 clients globally**

**260 staff globally**

**\$33.3m in H1 FY26 revenue**

**\$9.4m in H1 FY26 platform revenue**

**\$14.1m in annuity revenue (LTM)**



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# Corporate Growth Strategy

# 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

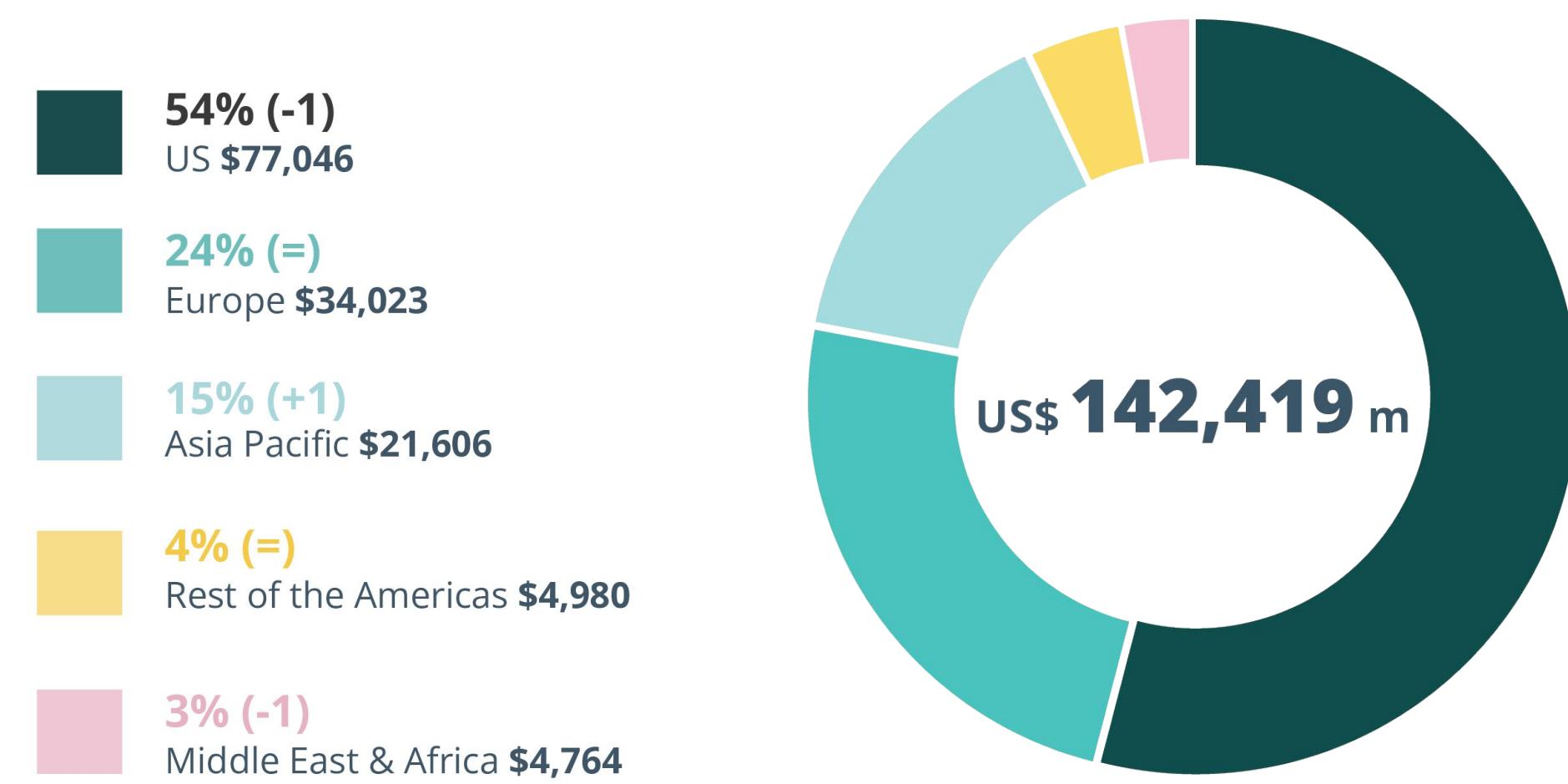
Accelerate our **Technology & AI solutions**

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

# The Opportunity

As a market leader in ANZ, the next phase of our growth strategy is to deliver 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 outcomes

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

Expands revenues opportunities through cross-selling to existing clients and onboarding new clients

#### AI companies as clients:

##### 3<sup>rd</sup> parties who need our data to feed their LLMs

New client verticals and new revenue streams

# Pureprofile's Growth Journey

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Pureprofile's above-market historic 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 competitors



**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



**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 2025 - FY 2027**



## Accelerate global growth

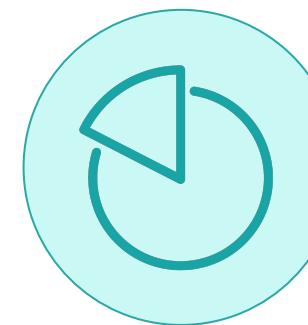
Our focus for FY26 and FY27 is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan

# Key Priorities for FY26



## Drive Growth

- Expand new **client base** and existing 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**



## Data & Insights

**Datarubico** - Curated sample delivered to clients through global platform

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



## 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 900+ clients

**Self Service Platform** - Grow adoption of Datarubico across existing and new clients



## Global Business

**New clients** - Add more commercial people to drive client growth

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

**Acquisitions** - Identify and execute potential US acquisitions to accelerate market growth

# Aspirational Objectives for FY26 & FY27

## 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

# → Driving Growth Through Innovation

Our focus on **Technology & AI** has enabled us to grow revenues and expand margins through innovation



## New AI solutions

Developed to improve the delivery of client solutions and create internal efficiencies

- **AI Translations Tool**
- **AI Coding Tool**
- **AI Probing Tool**
- **AI Data Quality Tool**



## Platform solutions

Enhanced solutions to increase revenues

- **Datarubico Insights Creator**
- **Datarubico Sample Only Tool**



## The Hub

Centralised platform for partners and internal resources



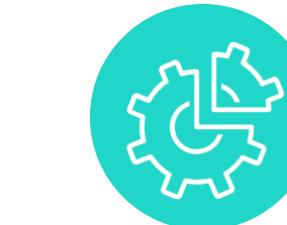
## Encodify

Automated workflow platform to streamline processes



## ISO 27001 certification

Secure and trusted partner for increased government and financial sector revenues



## Enhanced API integrations

Increases use of Pureprofile platform through automation

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# New Solutions



# New solutions to support clients and drive strategic growth



## Deliver more value for clients

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

A suite of scalable, tech-enabled tools giving clients more control over their research needs - faster, more efficient and without compromising on quality

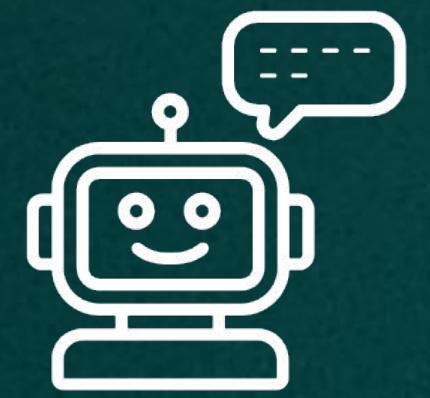


## Support margin expansion

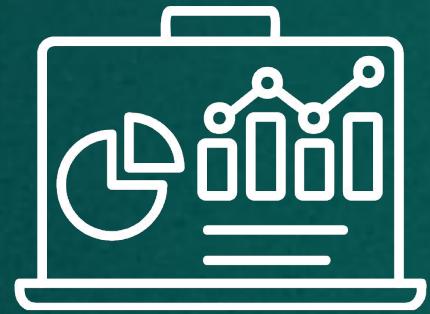
Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage

# Our product strategy

*Increase revenue and margins through technology*



AI acceleration



Evolving client journey



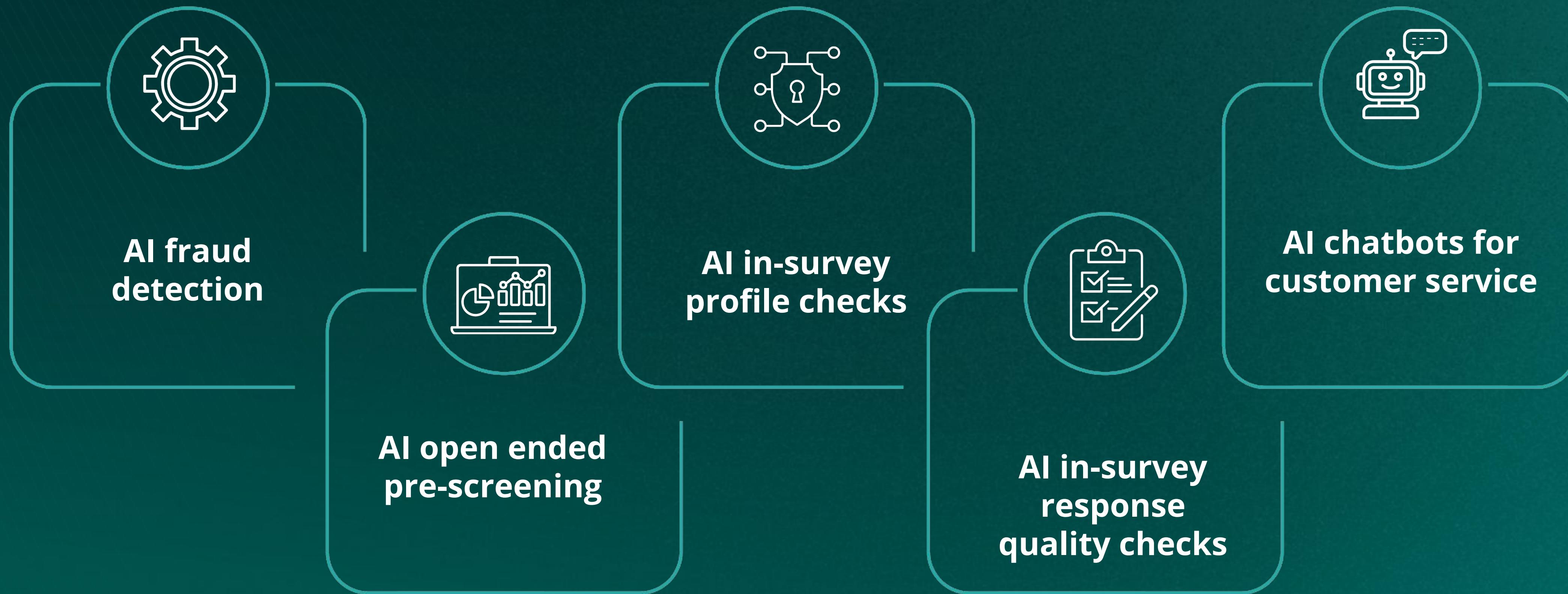
Product Innovation Team



Thought Leadership

# We use AI for faster, higher quality insights and more efficient delivery for clients

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# An evolving client journey

*New products and solutions aligning to market demands and client needs*

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## 1 Social insights

Get ahead of trends + discover meaning from noise



## 3 DIY survey platform

All-in-one research platform



## 5 Conversational AI

Engage, probe and deliver richer insights at scale



## 7 DIY AI coding

Fast, accurate + customisable



## 2 Message testing

Fast-track message testing with synthetic respondents generated from our panels

## 4 Video surveys

Uncover deeper, richer insights

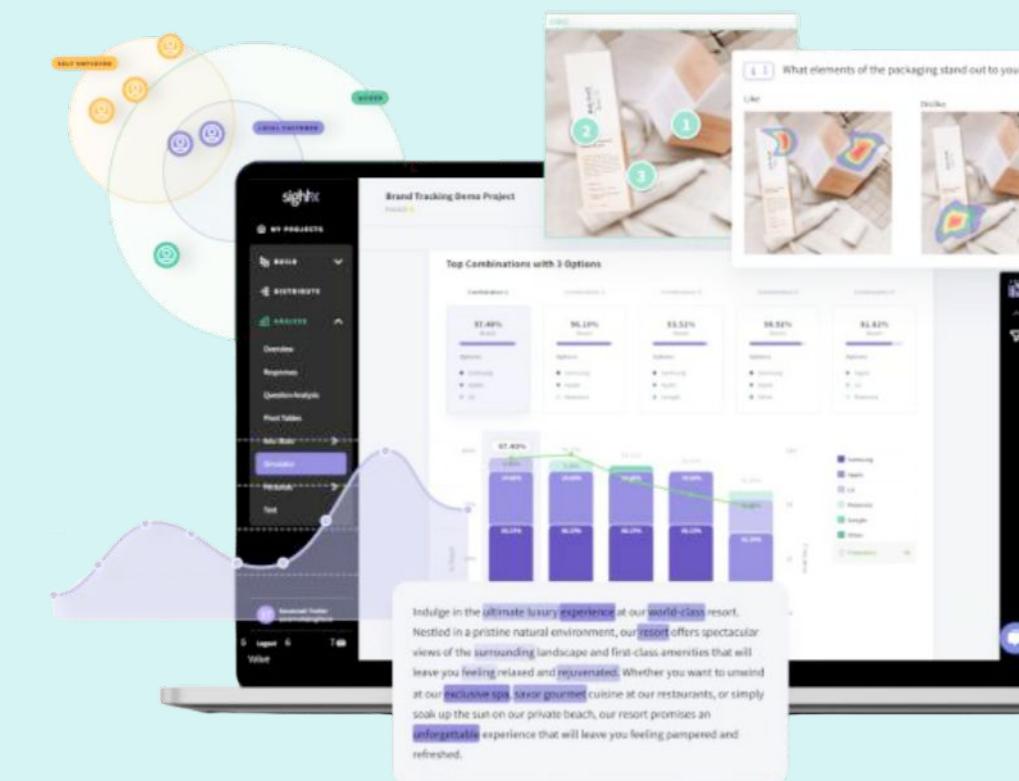
## 6 Synthetic responses

Modelled from our panelist profiles + answers



*Self-serve data and insights solutions*

## Insights Creator



All-in-one self-service **AI-enabled** platform for **end-to-end** insights generation

## Audience Access



Always-on, **self-serve** solution putting you **in control** of how you manage and purchase quality sample

# H1 & Q2 FY26 Financial Results

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## Record H1 FY26 revenue and EBITDA delivered

H1 FY26 delivered record half-year revenue of **\$33.3m**, up **14%** on pcp, underpinned by the successful execution of our growth strategy. Platform revenue grew **54%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

ROW delivered a **30%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets. ANZ revenue was up **2%** on pcp, assisted by a strong performance by the team, in a competitive market where we already hold significant share.

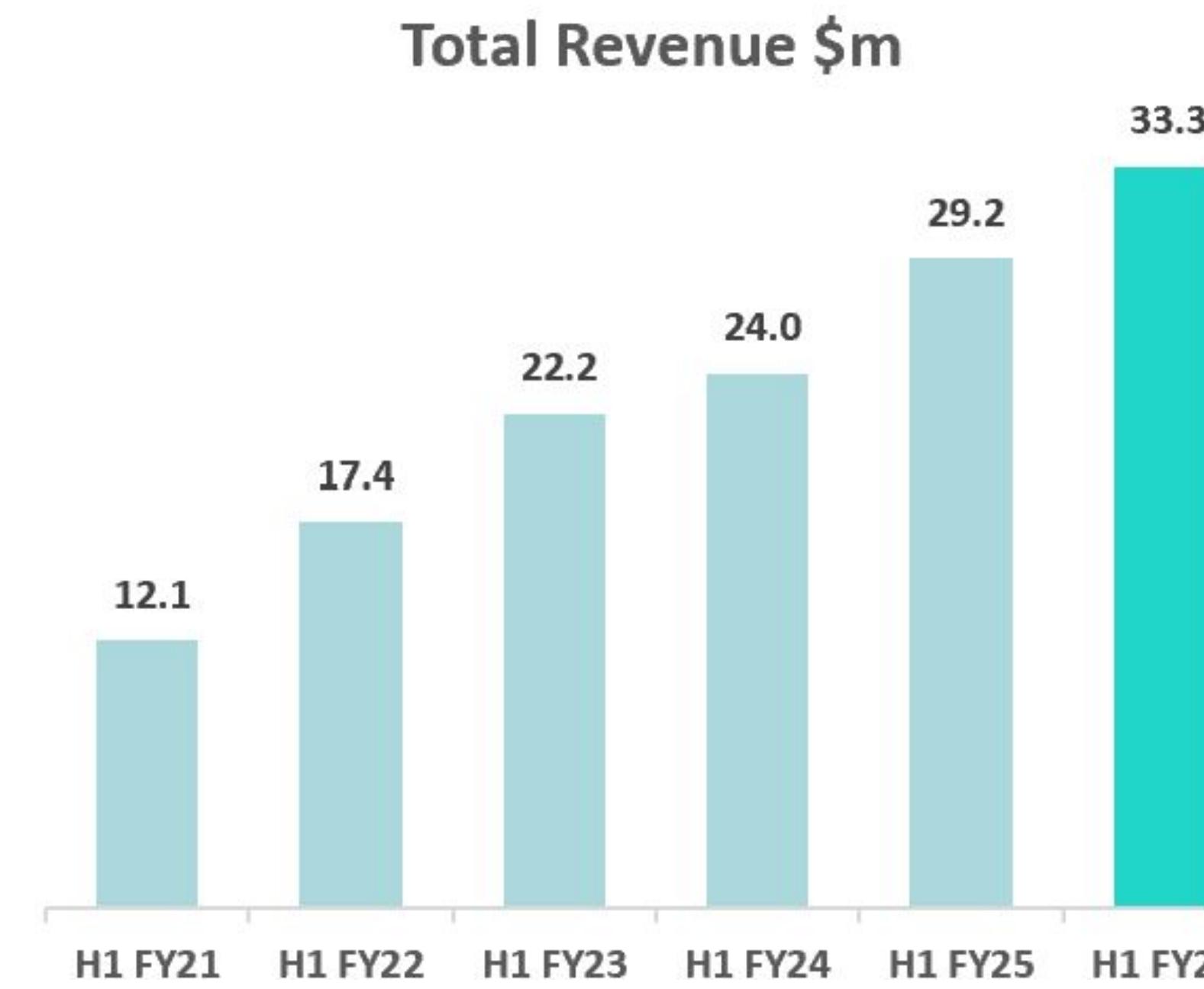
EBITDA growth of **14%** on pcp to **\$3.8m**, supported by top-line growth and disciplined cost management. EBITDA margin remained at **11%**, balancing profitability with investment in global expansion

Business Results	H1 FY26	vs H1 FY25
Revenue	\$33.3m	14% 
EBITDA	\$3.8m	14% 
EBITDA Margin %	11%	0 ppts%

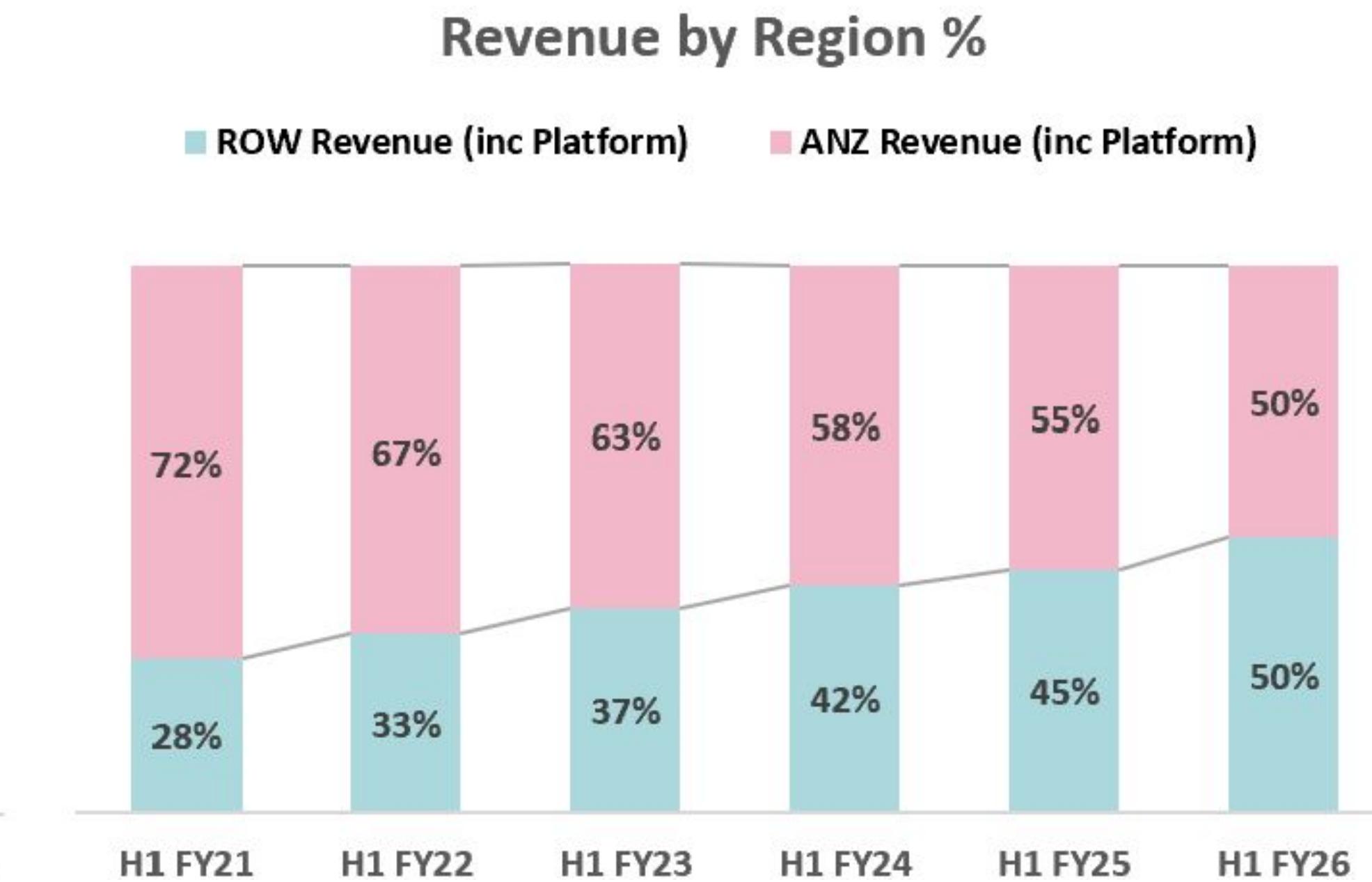
  

Business Unit Revenues	H1 FY26	vs H1 FY25
ANZ (incl. Platform)	\$16.5m	2% 
Rest of World (incl. Platform)	\$16.8m	30% 
Platform	\$9.4m	54% 

# → H1 FY26 Financial metrics trends



+22% 5-year CAGR

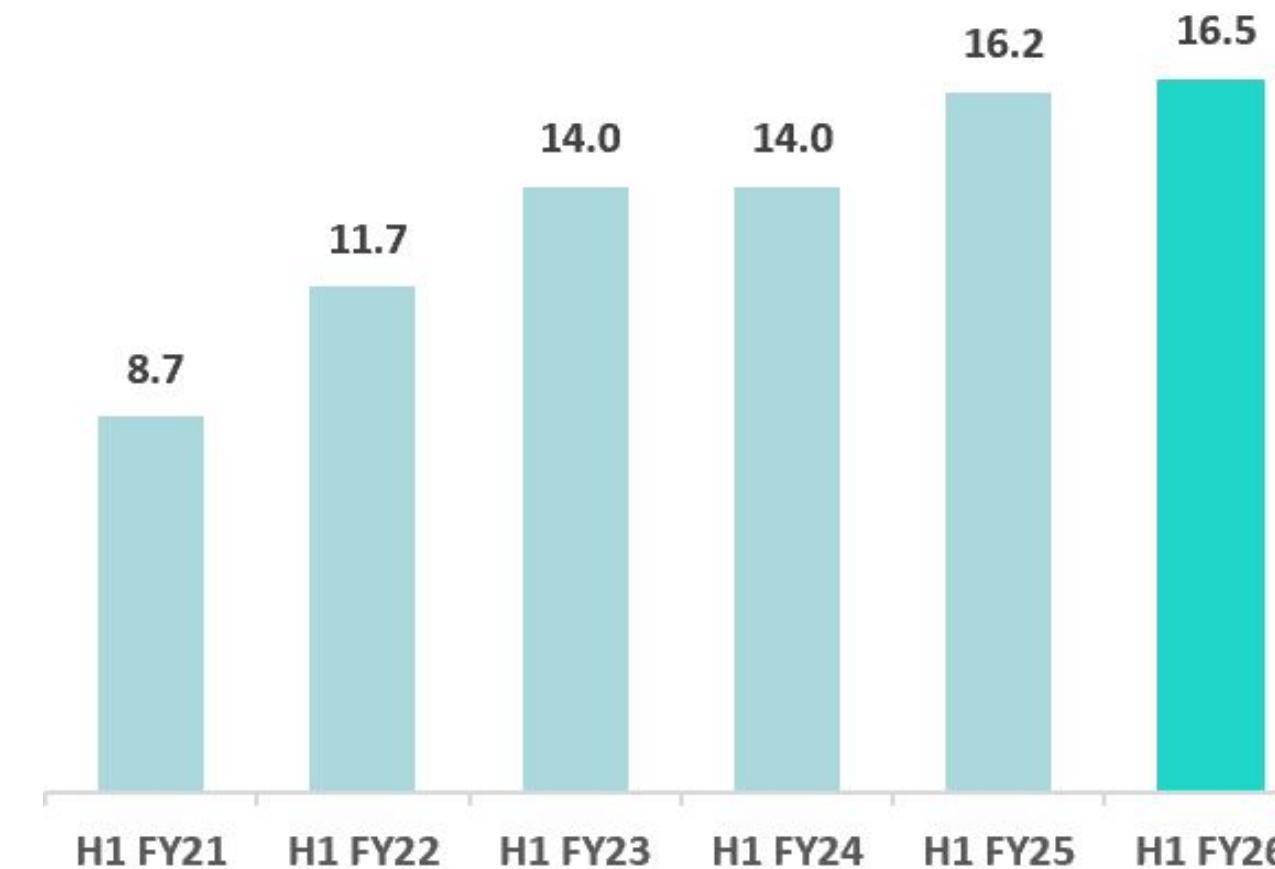


ROW revenue has grown from 28% to 50% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

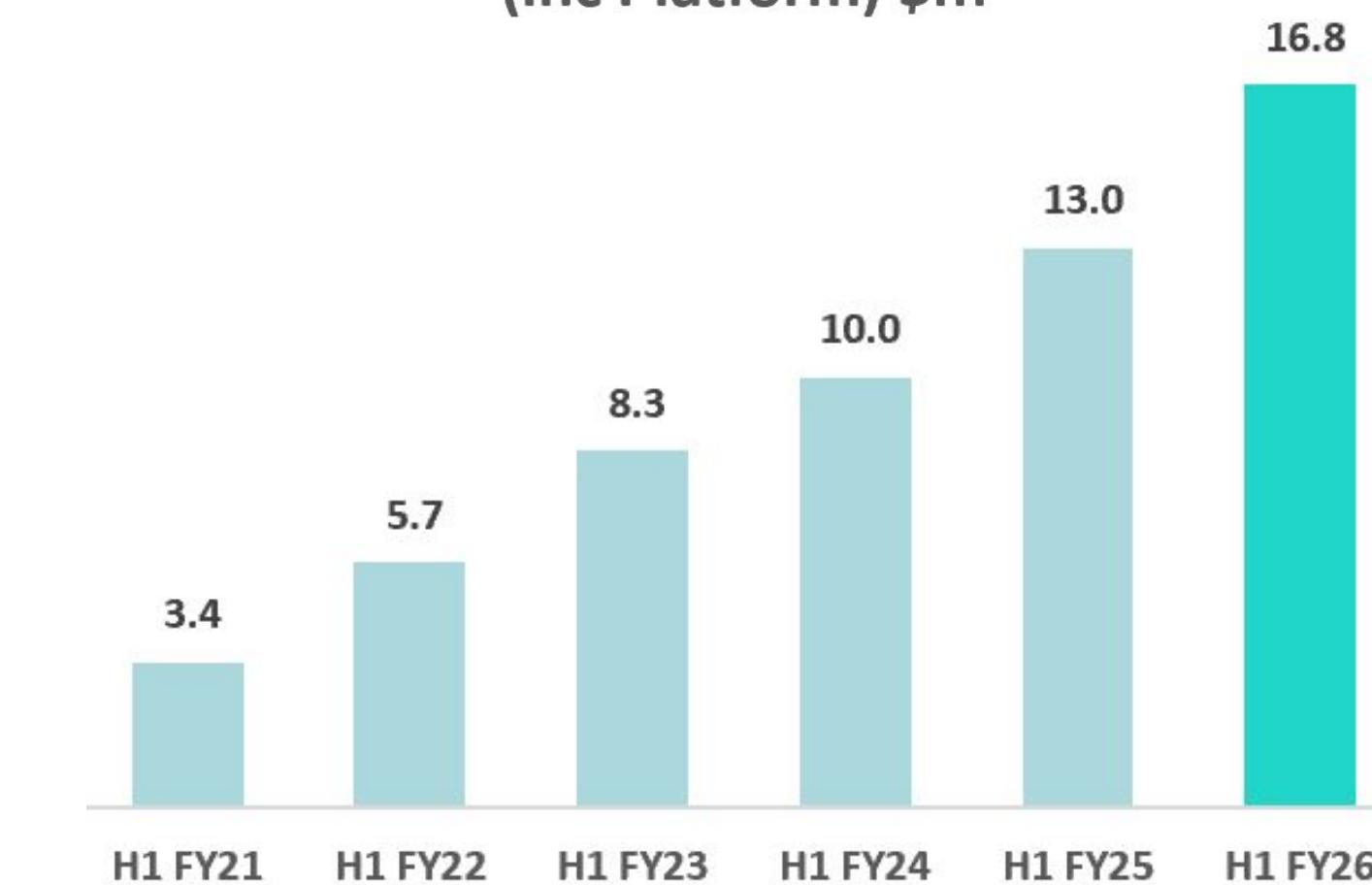
# → H1 FY26 Financial metrics trends

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ANZ Revenue (inc Platform) \$m

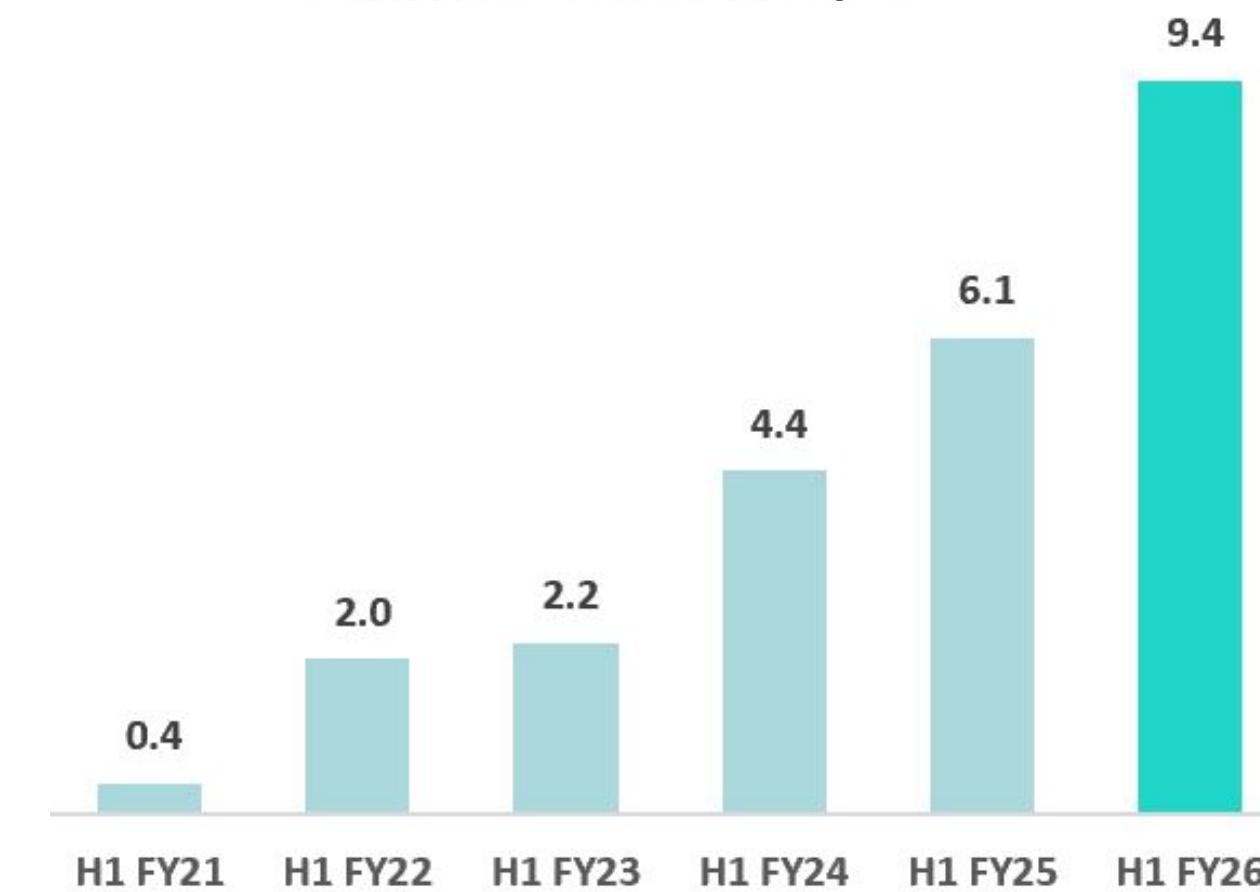


Rest of World Revenue (inc Platform) \$m



+38% 5-year CAGR

Platform Revenue \$m



EBITDA \$m



+24% 5-year CAGR

# Strong continued growth for Q2 FY26

Q2 FY26 delivered record quarterly revenue of **\$17.3m**, up **13%** on pcp, reflecting strong expansion in the UK and US and the continued delivery of our growth strategy. Platform revenue grew **62%** on pcp

ANZ revenue increased **3%** on pcp to **\$8.6m**, with stronger growth in Q2 compared to Q1, and continues to provide a stable and profitable platform for the Group

ROW revenue increased **25%** on pcp to **\$8.7m**, reflecting sustained international demand, continued client acquisition and expansion, and the growing contribution from scalable solutions across the UK and US markets

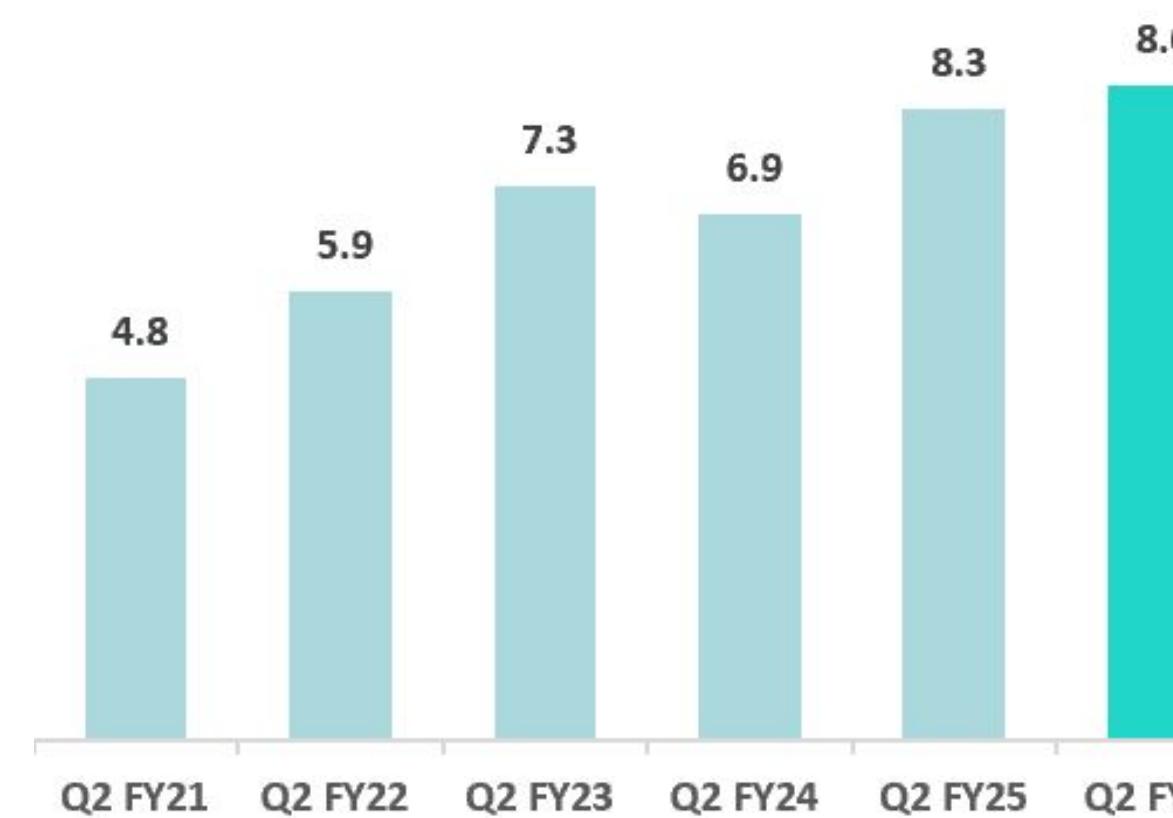
EBITDA was **\$1.9m**, up **13%** on pcp, with the EBITDA margin maintained at **11%**, demonstrating continued operating leverage

Business Results	Q2 FY26	vs Q2 FY25
Revenue	\$17.3m	13% 
EBITDA	\$1.9m	13% 
EBITDA Margin %	11%	0 ppt%

Business Unit Revenues	Q2 FY26	vs Q2 FY25
ANZ (incl. Platform)	\$8.6m	3% 
Rest of World (incl. Platform)	\$8.7m	25% 
Platform	\$5.1m	62% 

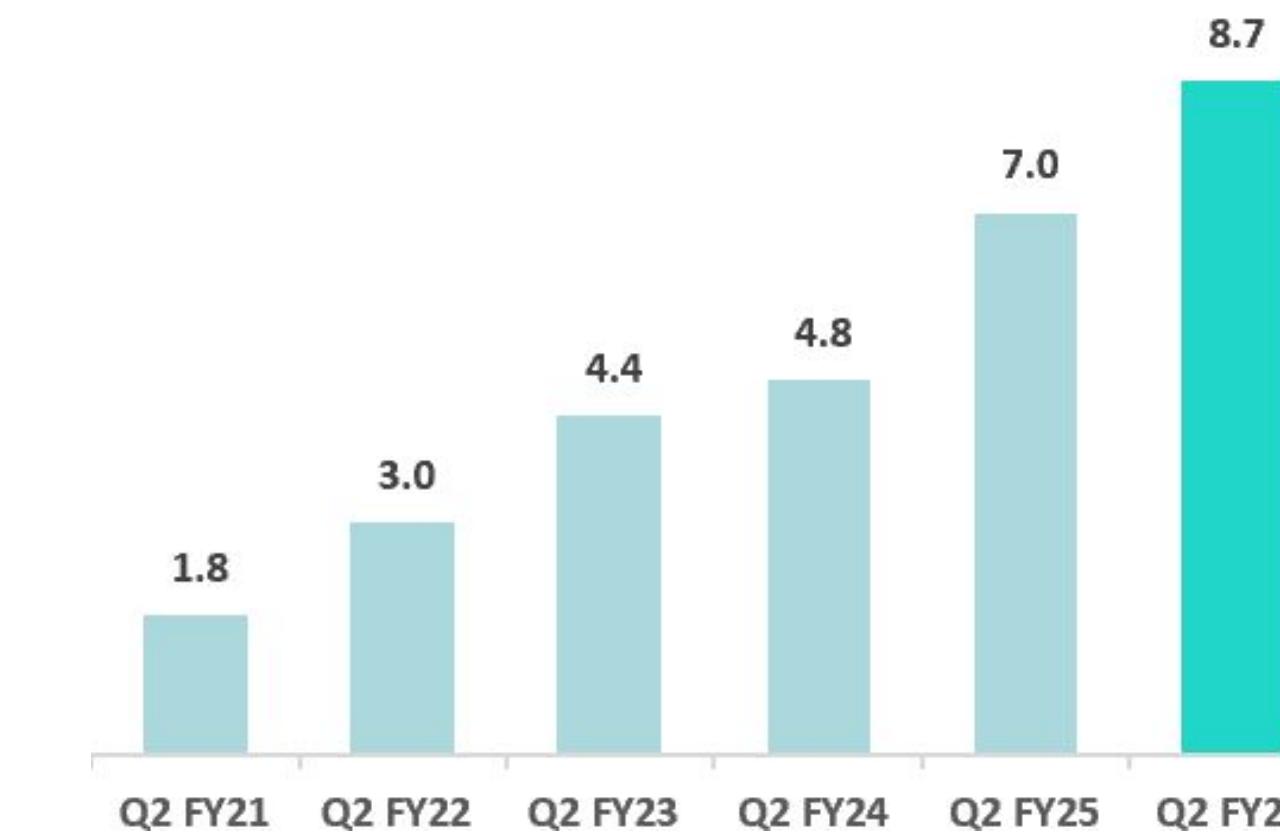
# → Q2 FY26 Financial metrics trends

ANZ Revenue (inc Platform) \$m



+12% 5-year CAGR

Rest of World Revenue (inc Platform) \$m



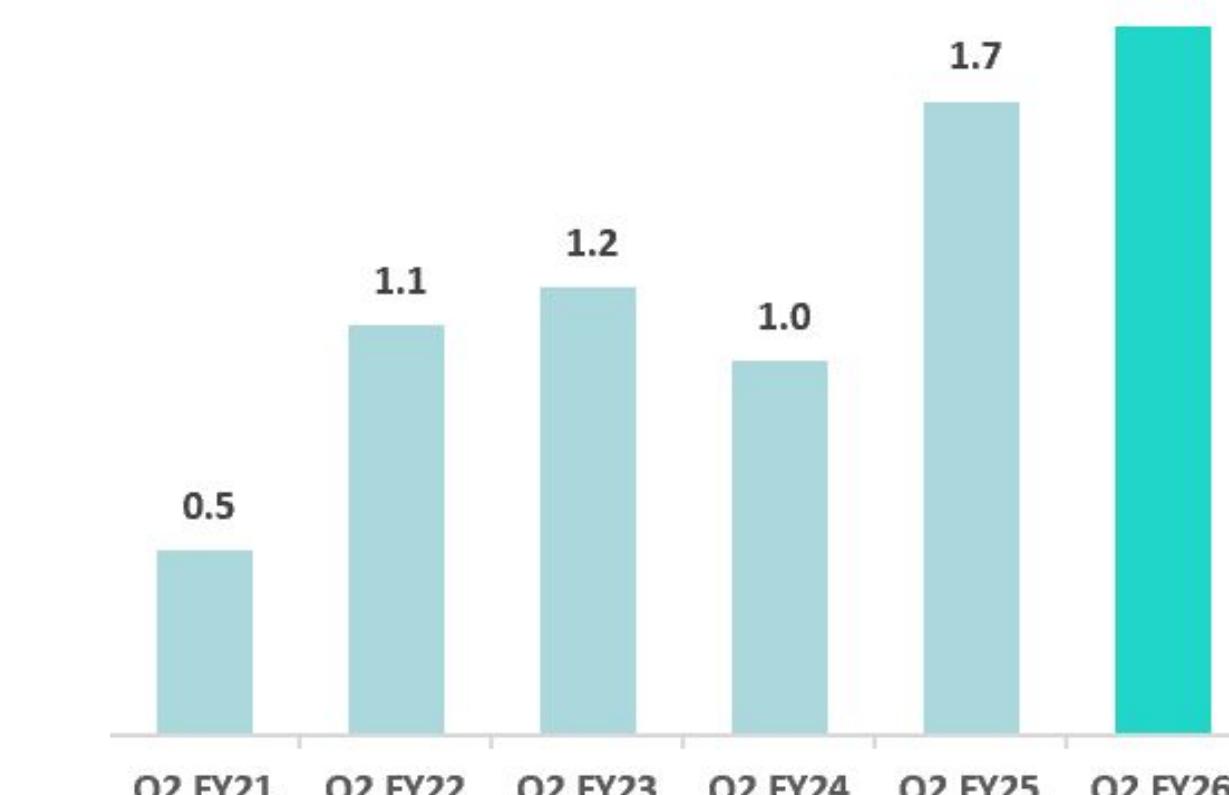
+37% 5-year CAGR

Platform Revenue \$m



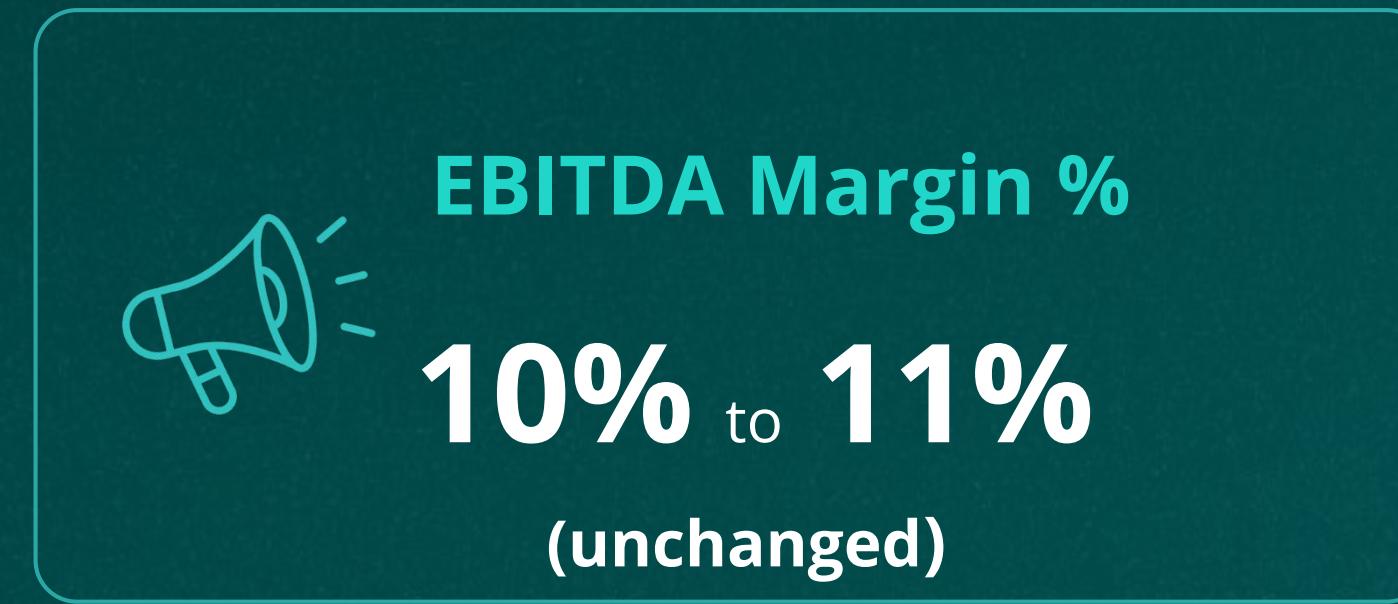
+88% 5-year CAGR

EBITDA \$m



+33% 5-year CAGR

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**Our strategy to achieve these targets is aligned to our key priorities for FY26:**

- **Innovative Client-facing Solutions:** Increasing the number of innovative products and services to expand our new client base and existing client share of wallet
- **Leveraging AI for Growth and Efficiency:** Integrating AI technologies to enhance our data insights and automation capabilities
- **Accelerated Execution of FY26 Corporate Strategy:** Continued focus on executing our existing global growth strategy .

# Summary



Record H1 FY26 results and sustained Q2 momentum underpin upgrade to FY26 revenue guidance



EBITDA growth for H1 FY26 of **14%** on pcp was driven by continued revenue momentum, focused investment and diligent cost control



ROW delivered a **30%** uplift in revenue on pcp and surpassing ANZ contribution, highlighting sustained progress in our global growth strategy



Platform revenue grew **54%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue



Recognised for industry leadership, including Research Partner of the Year at The Research Society Awards

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