

Pureprofile 

H1 & Q2 FY26

Investor Presentation

Presented by : **Martin Filz** - CEO
Melinda Sheppard - CFO



Disclaimer

This presentation has been prepared by Pureprofile Limited (Pureprofile) and comprises summary informations and materials/slides concerning Pureprofile. This is not a prospectus, disclosure document or offering document. By attending an investor presentation or briefing, or accepting, accessing or reviewing this presentation, you acknowledge and agree to the terms set out below.

This presentation is for information purposes only and is a summary only. It should be read in conjunction with Pureprofile's most recent financial report and other periodic and continuous disclosure information lodged with the Australian Securities Exchange (ASX). This presentation does not constitute or form part of any offer or invitation to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision.

Future performance and forward-looking statements

This presentation includes forward looking statements, which can generally be identified by the use of words such as "may", "will", "expect", "intend", "plan", "estimate", "anticipate", "project", "believe", "forecast" and "guidance" or other similar words. These forward looking statements speak only as at the date of this presentation. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements. No representation, warranty or assurance (express or implied) is given or made by Pureprofile that the forward looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, each of Pureprofile, its related companies and their respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom. Subject to any continuing obligation under applicable law or any relevant listing rules of the ASX, Pureprofile disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in these materials to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of Pureprofile since the date of this presentation.

Industry data and third party information

Industry data and third party information used in this presentation may have been obtained from research, surveys, reports or studies conducted by third parties, including industry or general publications. Neither Pureprofile nor its representatives have independently verified any such market or industry data.

Non-IFRS Performance measures

This results presentation uses non-IFRS performance measures which have not been audited or reviewed. The Company believes that, in addition to the conventional measures reported under IFRS, the Company and investors use this information to evaluate the Company's performance. Non-IFRS performance measures include EBITDA. EBITDA is defined as Earnings Before Interest, Taxes, Depreciation, and Amortisation and excludes significant items including share based payments.

For personal use only

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



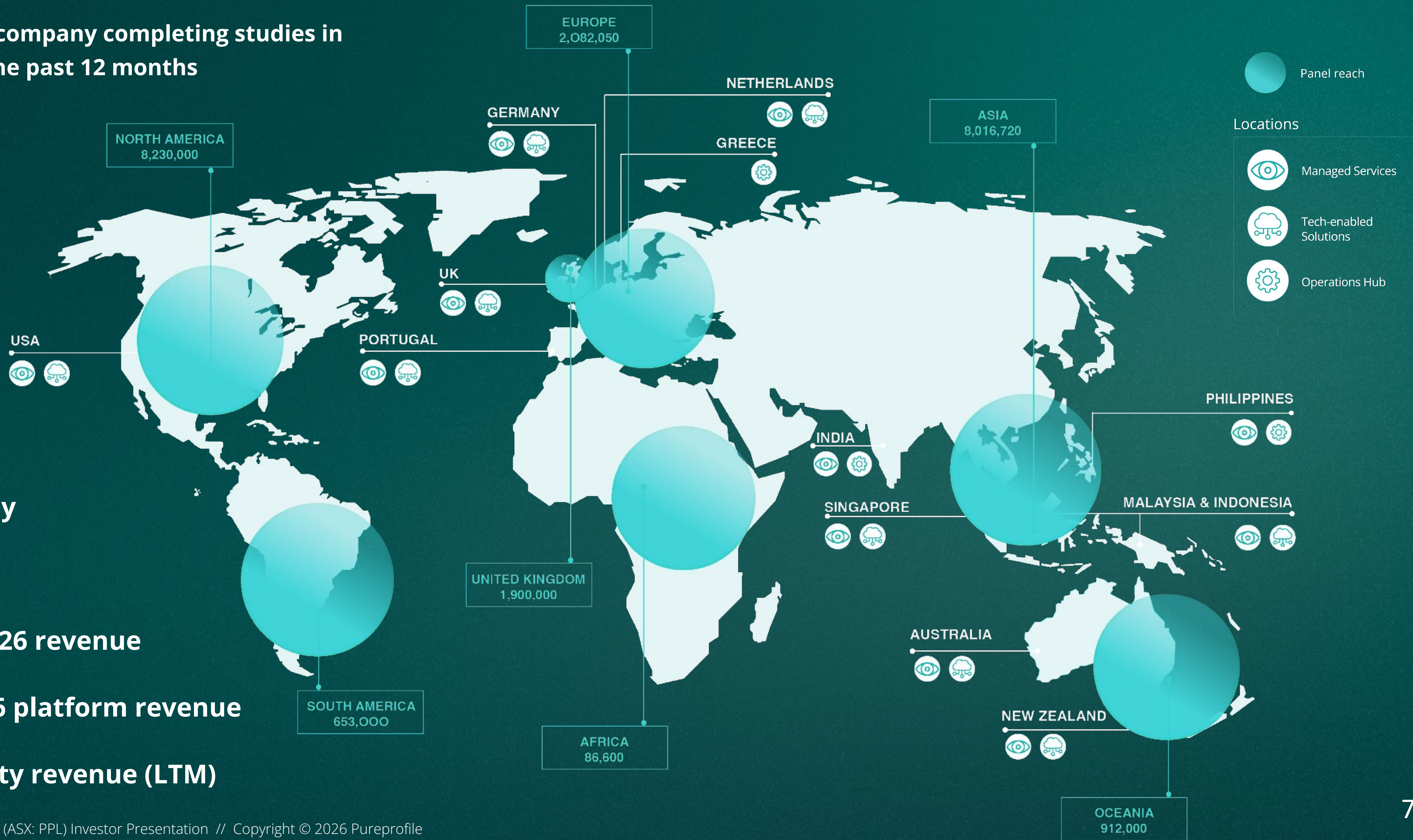
Why we do it

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)



For personal use only

Corporate Growth Strategy

For personal use only

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**

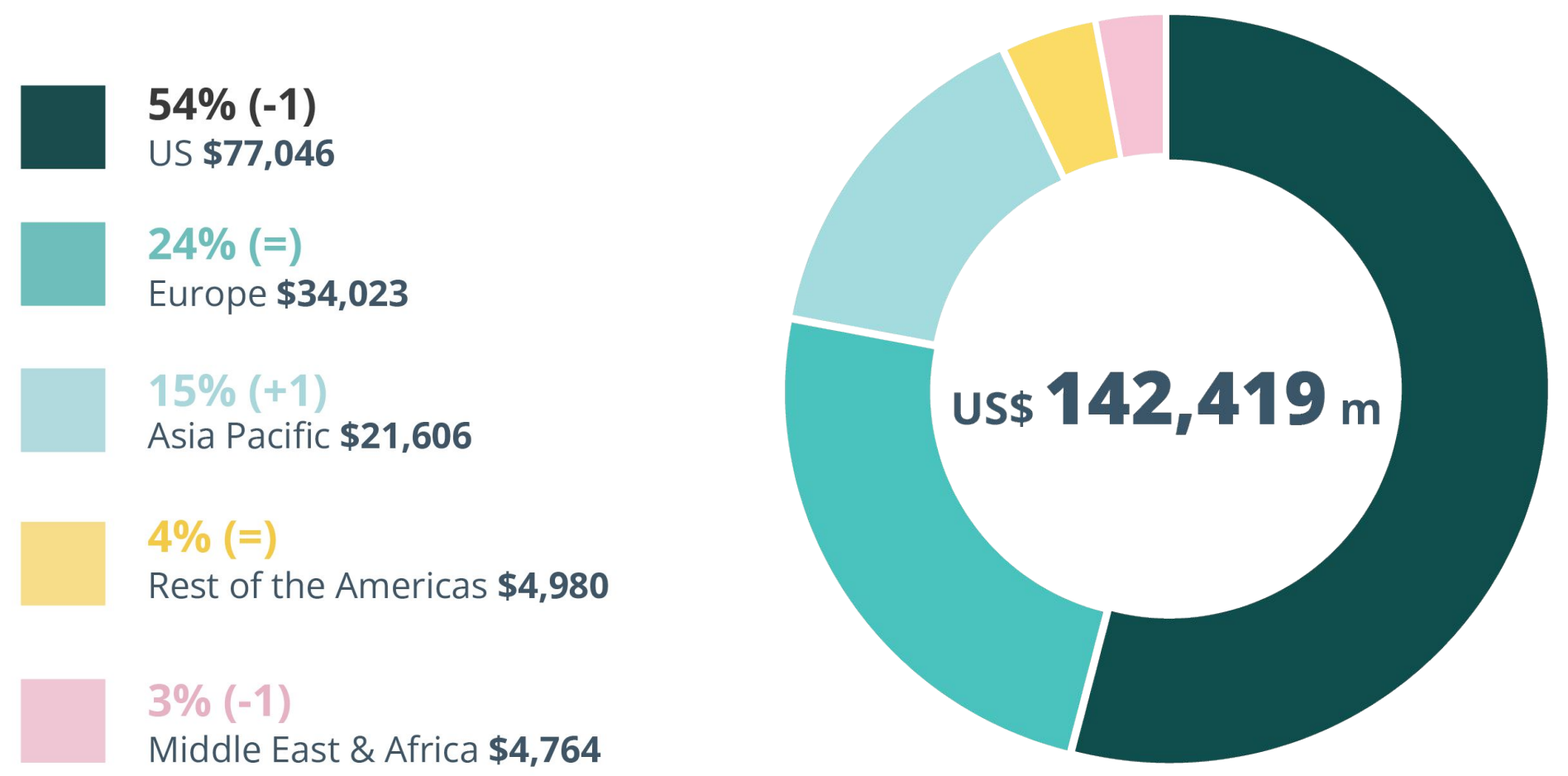
- Datarubico
- Synthetic responses
- Social Insights tools
- Internal efficiency
- Platform



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:

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 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 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



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

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



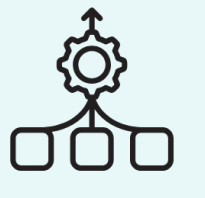
International Revenue Overtakes ANZ

- 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



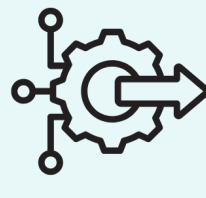
Economies of Scale

- 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

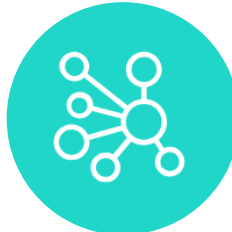
- AI Translations Tool
- AI Probing Tool
- AI Coding Tool
- AI Data Quality Tool



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

For personal use only

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

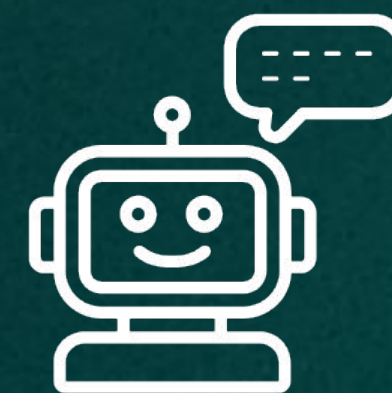


Support margin expansion

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**

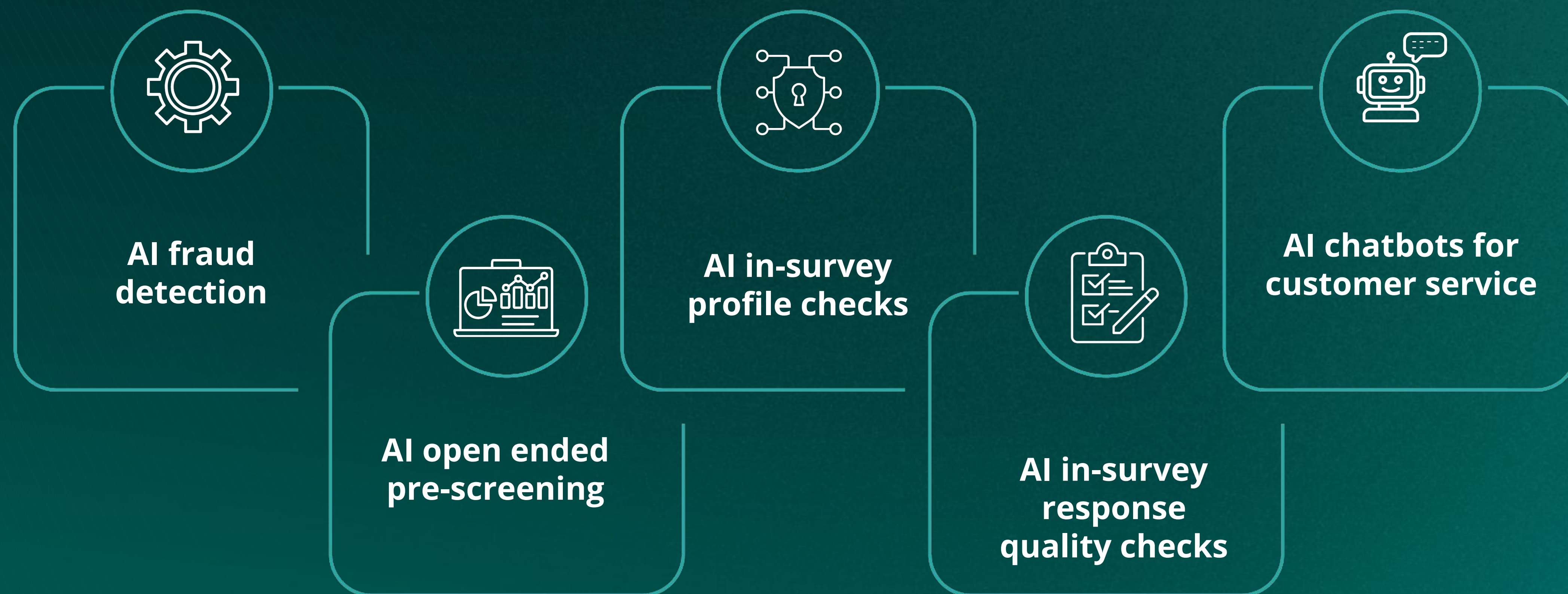


**Product Innovation
Team**



Thought Leadership

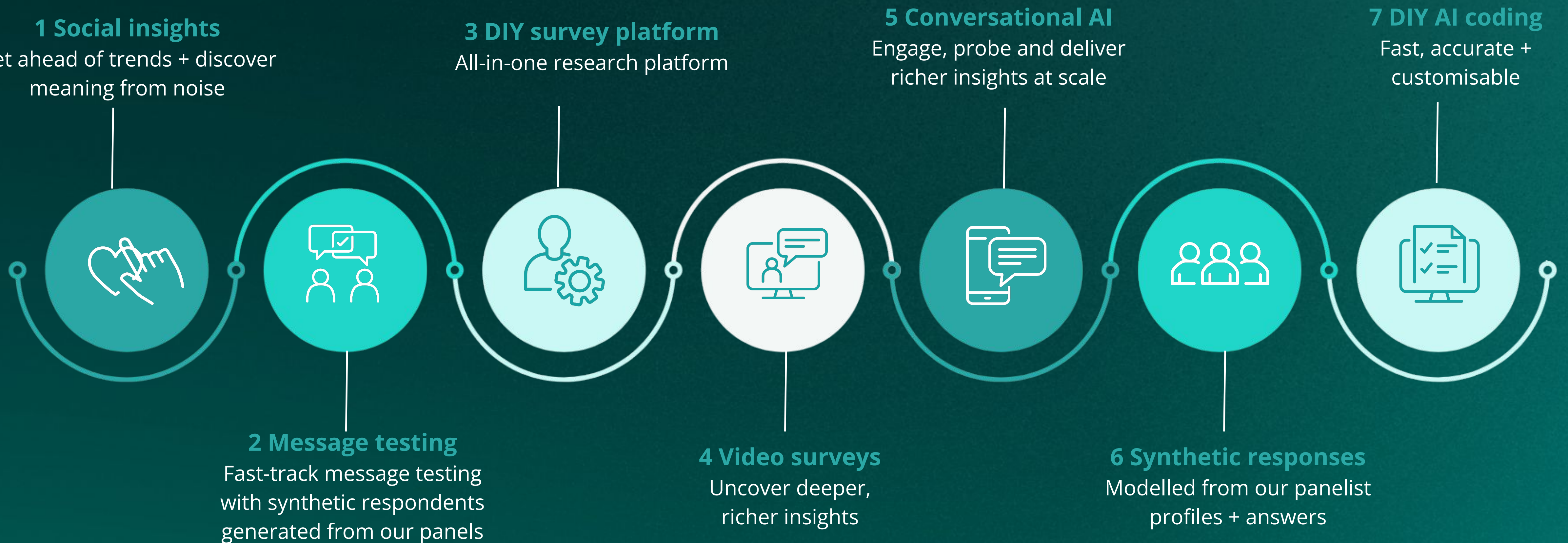
We use AI for faster, higher quality insights and more efficient delivery for clients



An evolving client journey

New products and solutions aligning to market demands and client needs

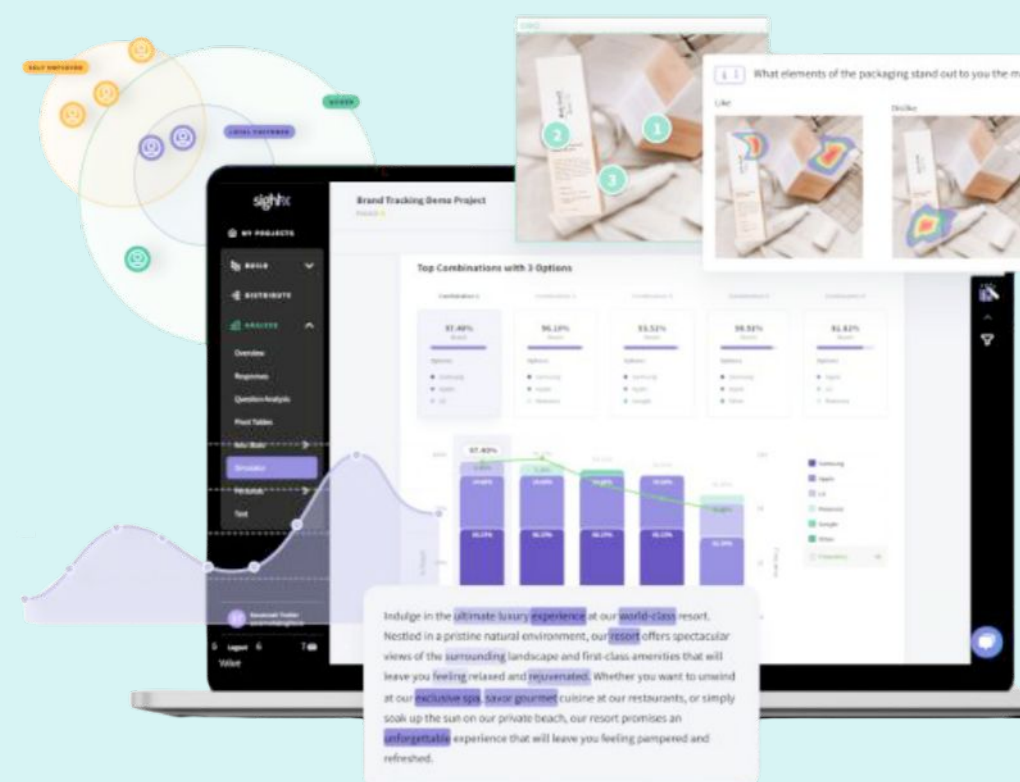
For personal use only





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

For personal use only

H1 & Q2 FY26 Financial Results

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



For personal use only




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

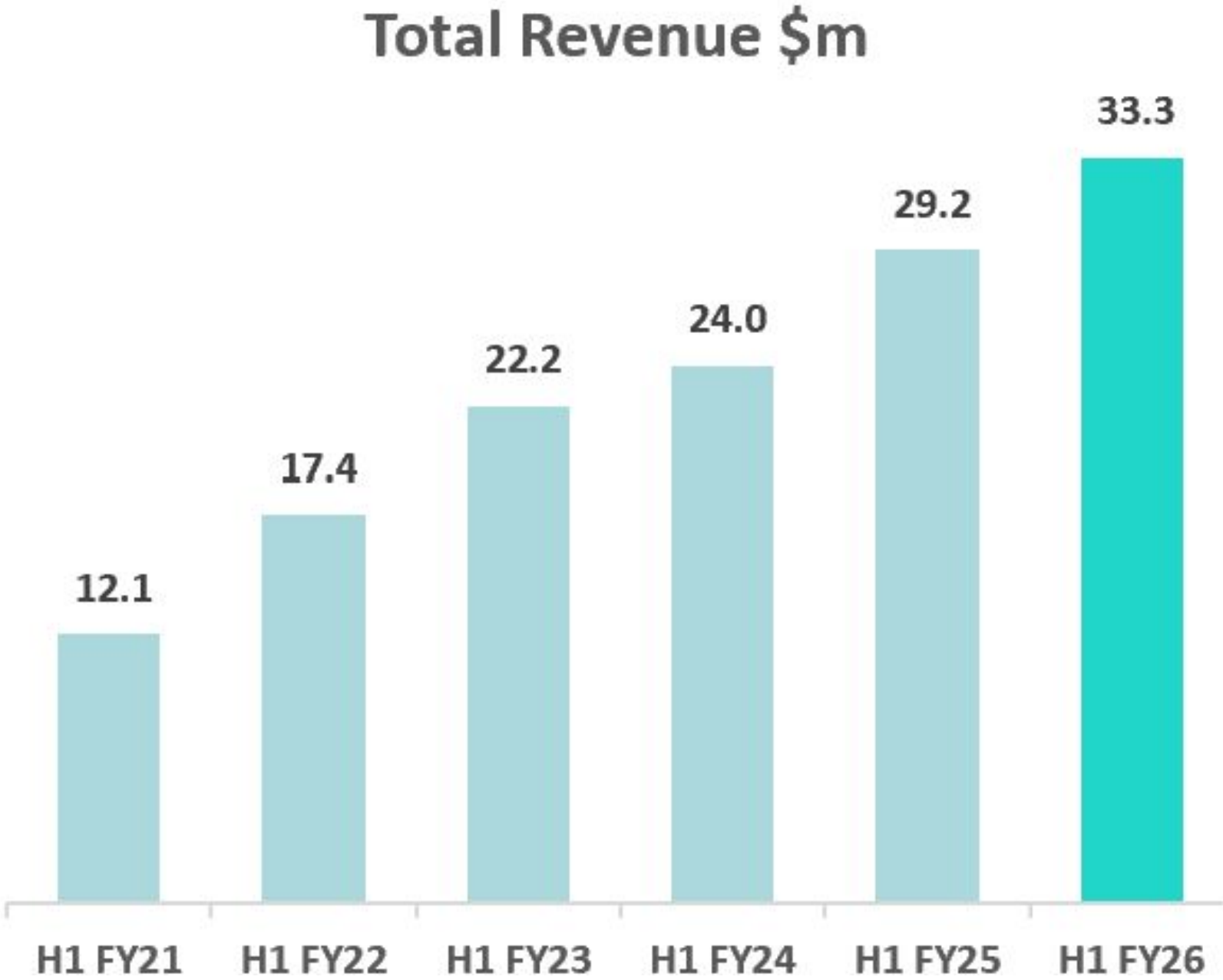
ROW delivered a **30%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets. ANZ revenue was up **2%** on pcp, assisted by a strong performance by the team, in a competitive market where we already hold significant share.

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

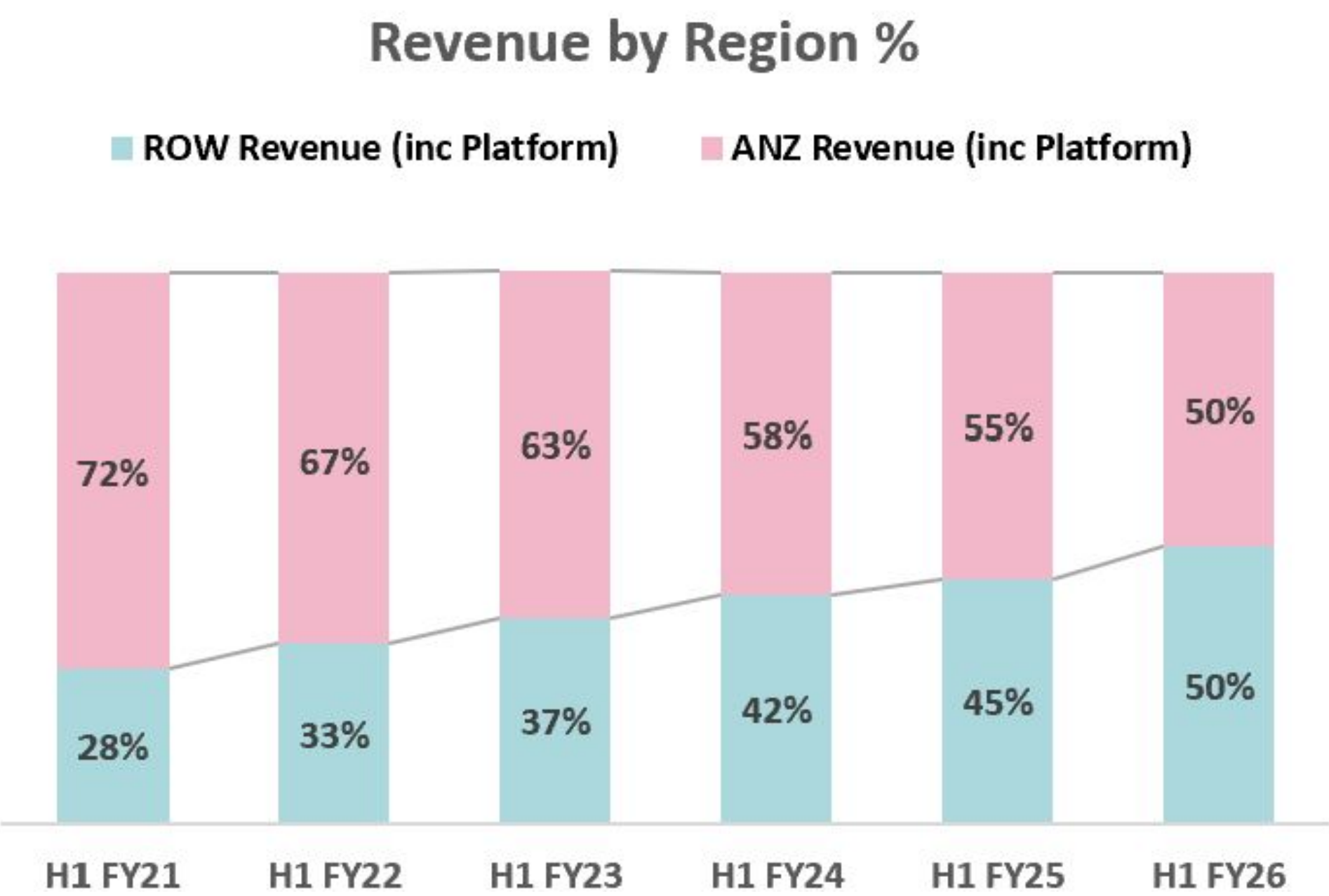
Business Results	H1 FY26	vs H1 FY25
Revenue	\$33.3m	14% 
EBITDA	\$3.8m	14% 
EBITDA Margin %	11%	0 ppts%

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



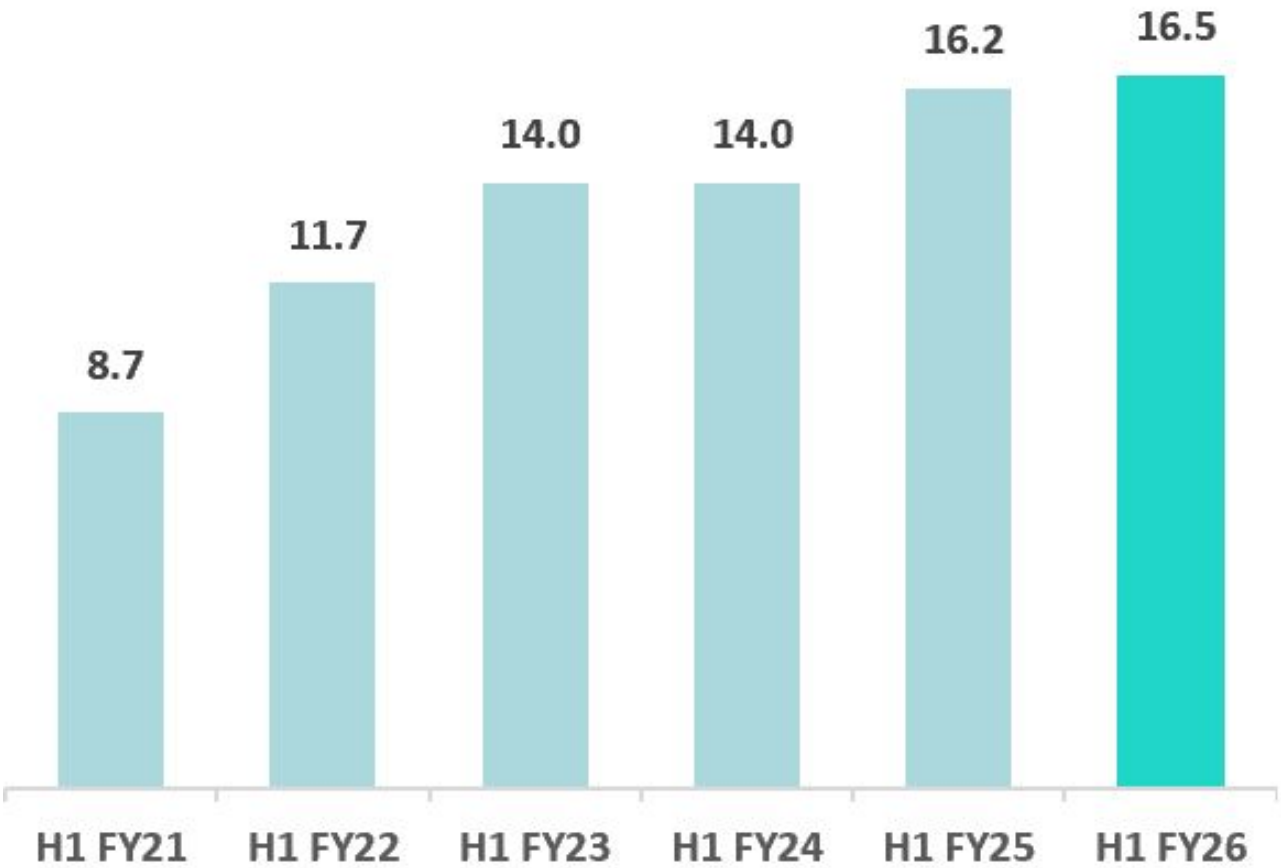
ROW revenue has grown from 28% to 50% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

➔ H1 FY26 Financial metrics trends

For personal use only

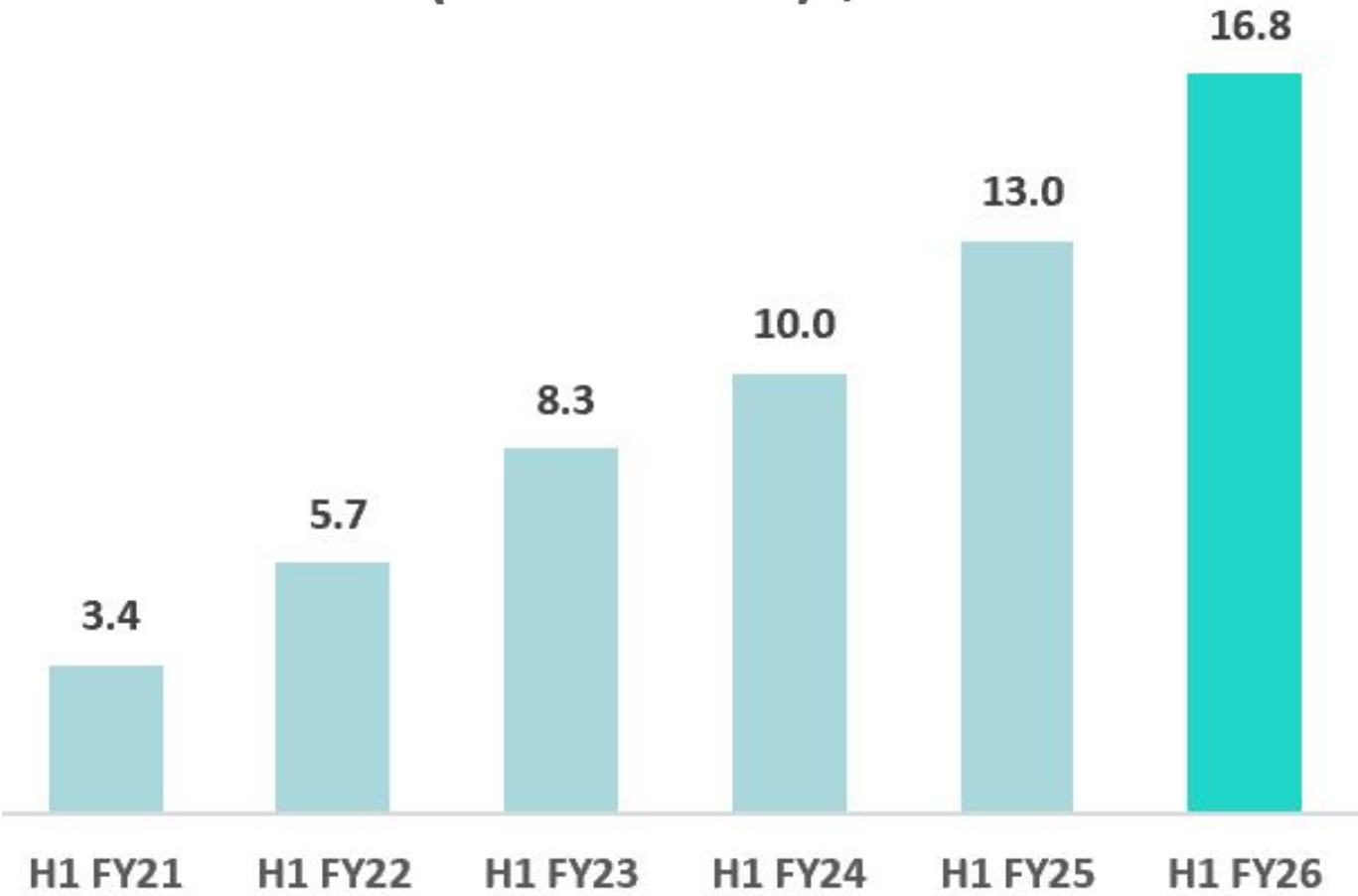
ANZ Revenue (inc Platform) \$m

+14% 5-year CAGR



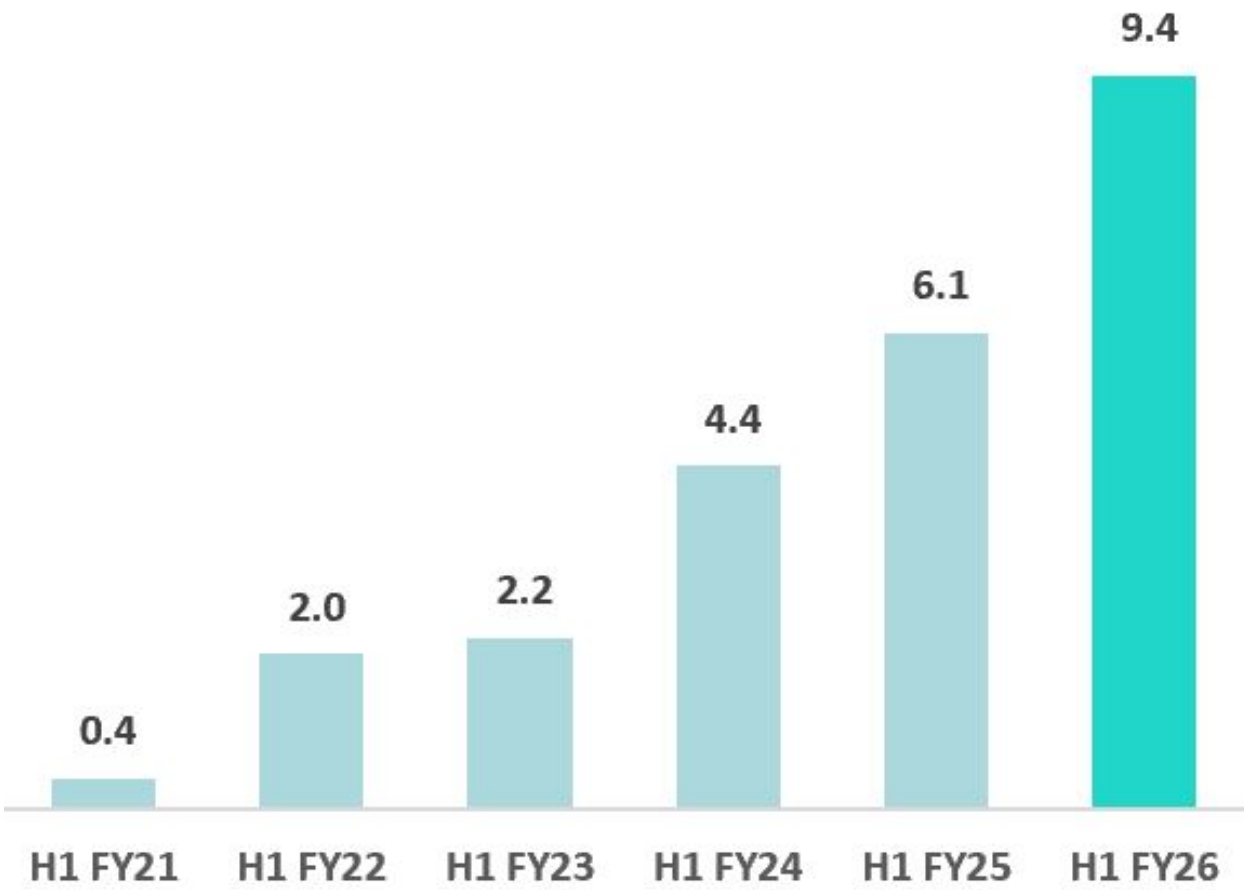
Rest of World Revenue (inc Platform) \$m

+38% 5-year CAGR



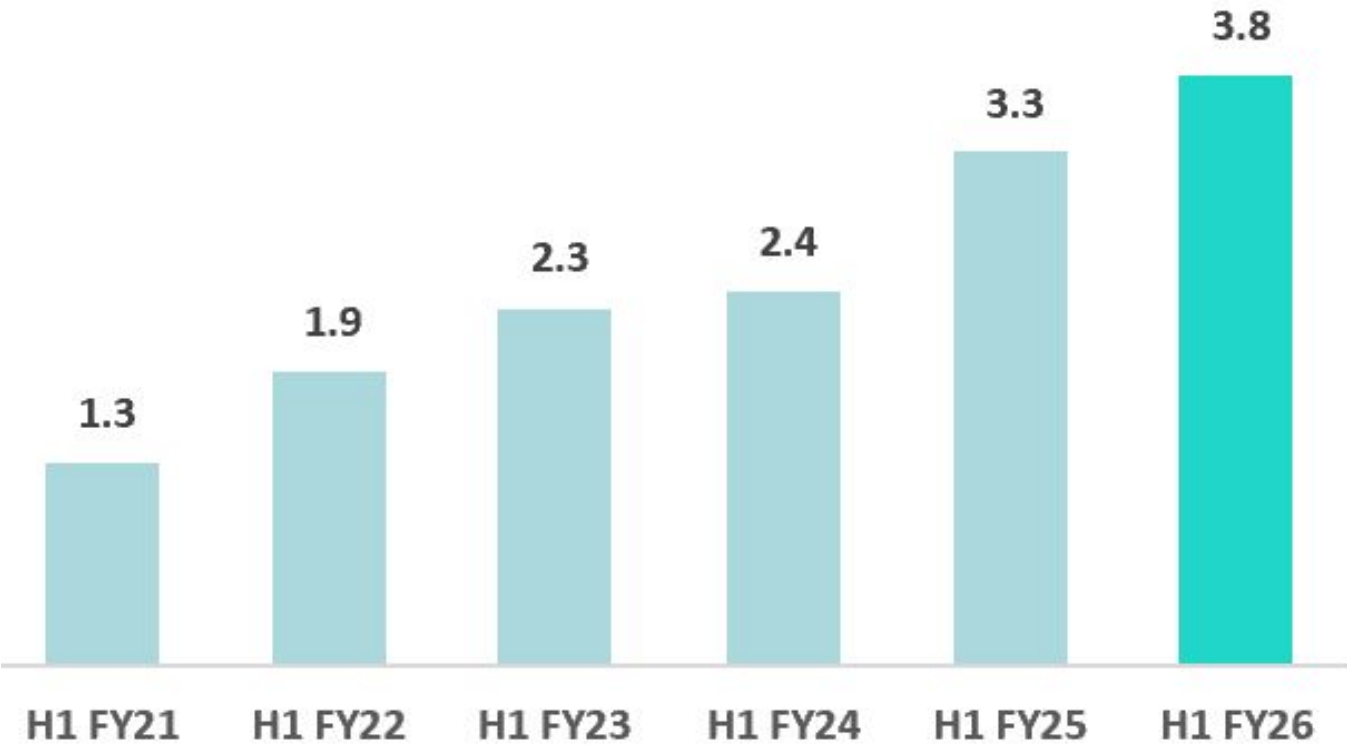
Platform Revenue \$m

+84% 5-year CAGR



EBITDA \$m

+24% 5-year CAGR



For personal use only



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%

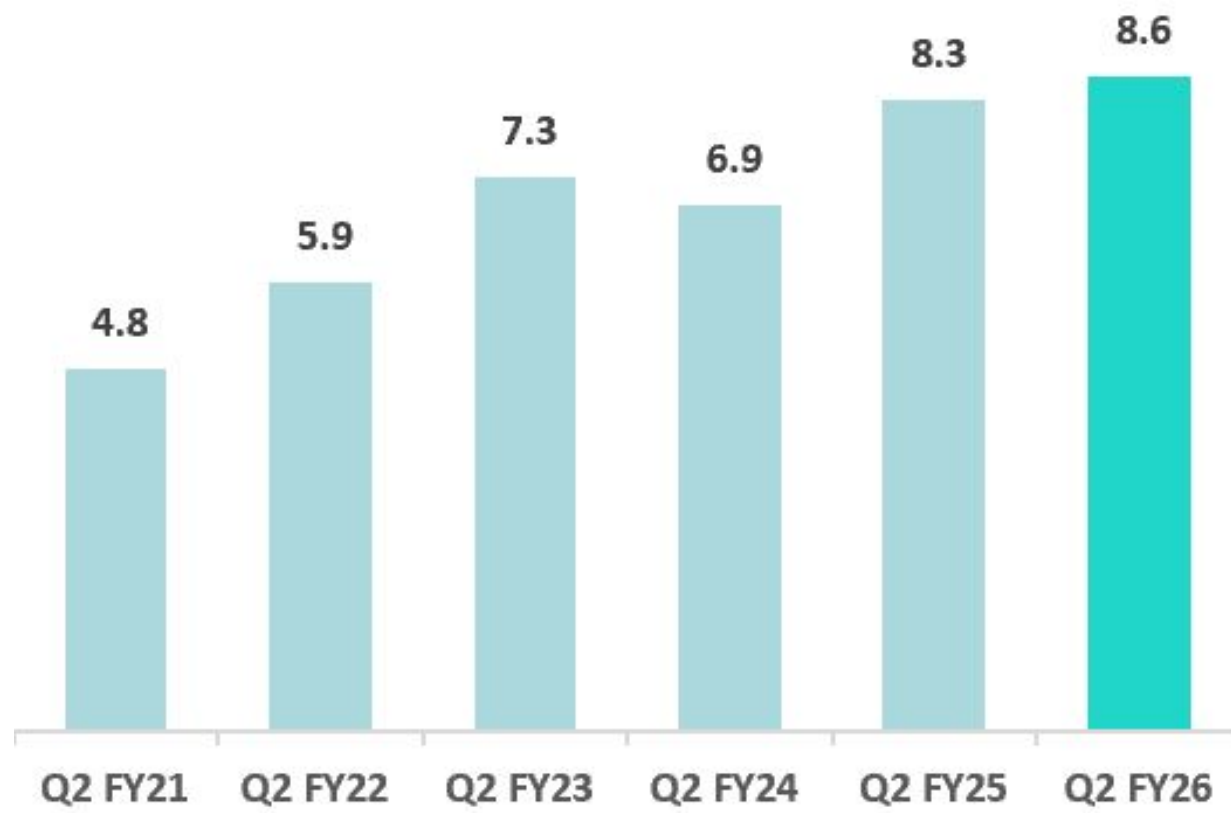
Business Unit Revenues	Q2 FY26	vs Q2 FY25
ANZ (incl. Platform)	\$8.6m	3% 
Rest of World (incl. Platform)	\$8.7m	25% 
Platform	\$5.1m	62% 

➔ Q2 FY26 Financial metrics trends

For personal use only

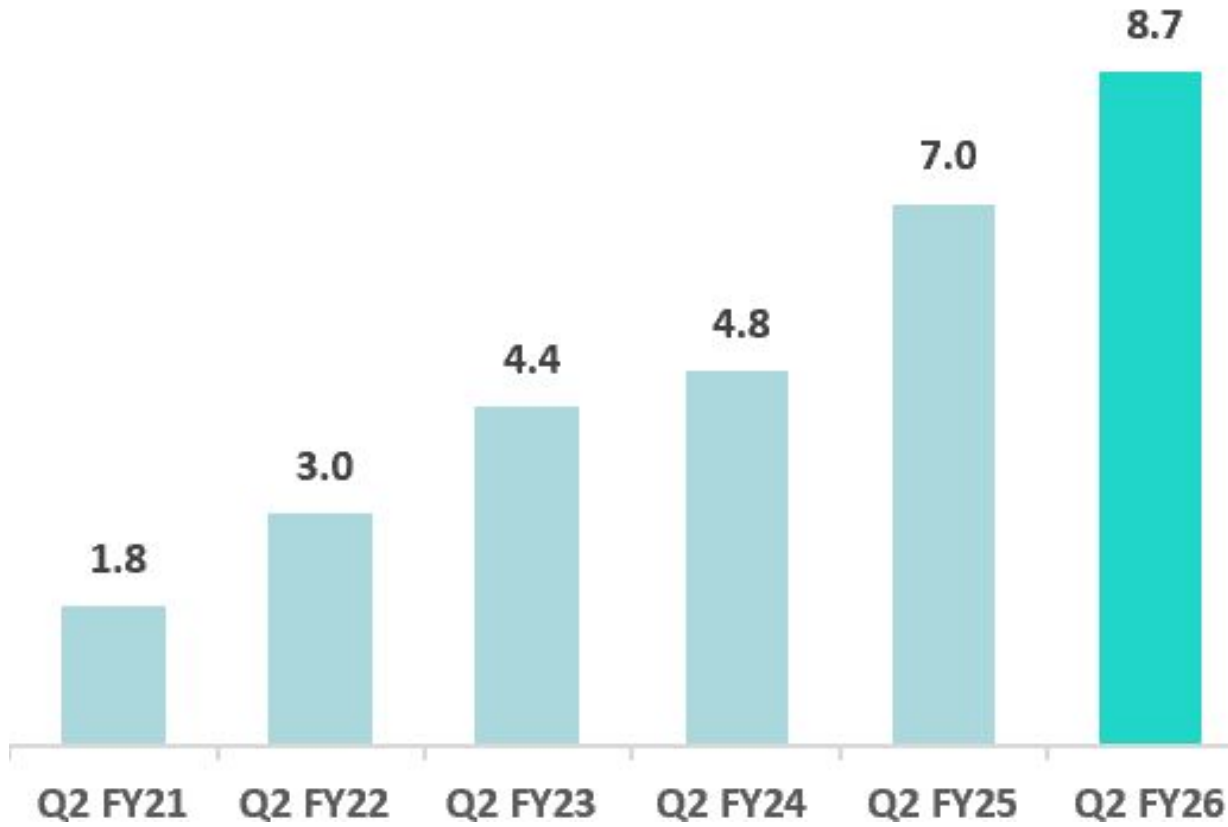
ANZ Revenue (inc Platform) \$m

+12% 5-year CAGR



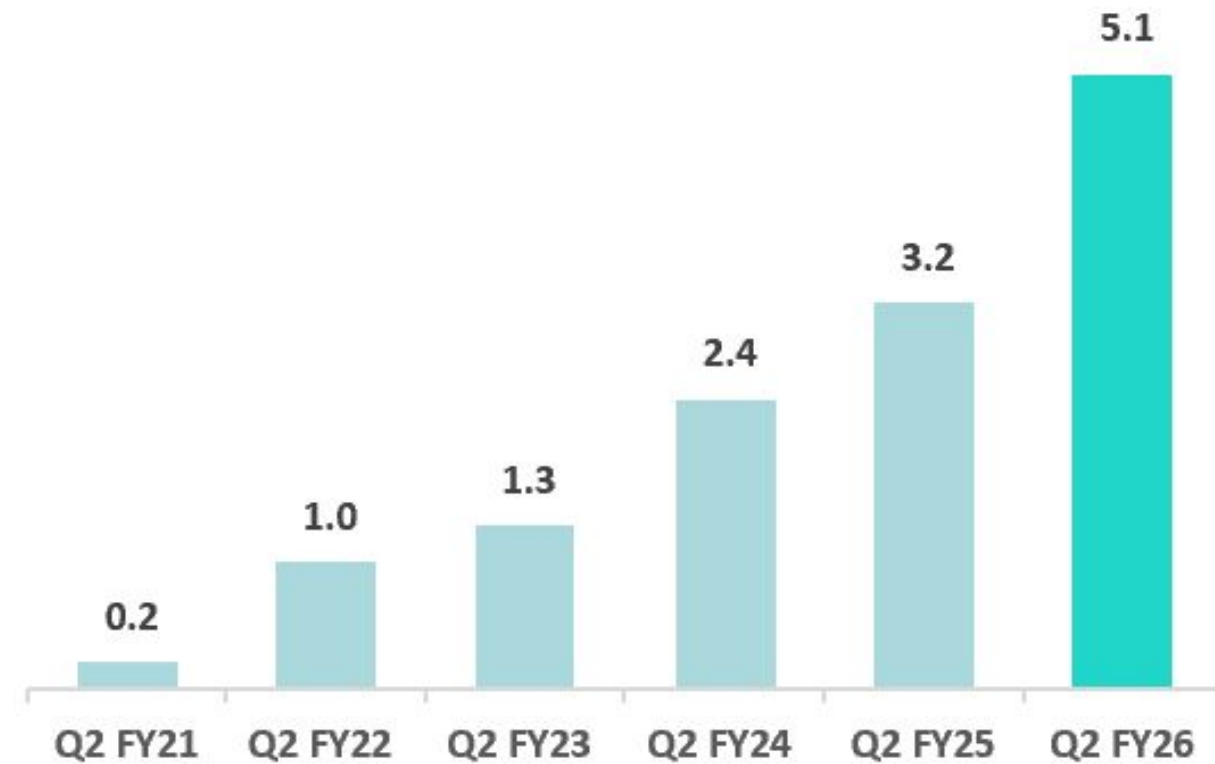
Rest of World Revenue (inc Platform) \$m

+37% 5-year CAGR



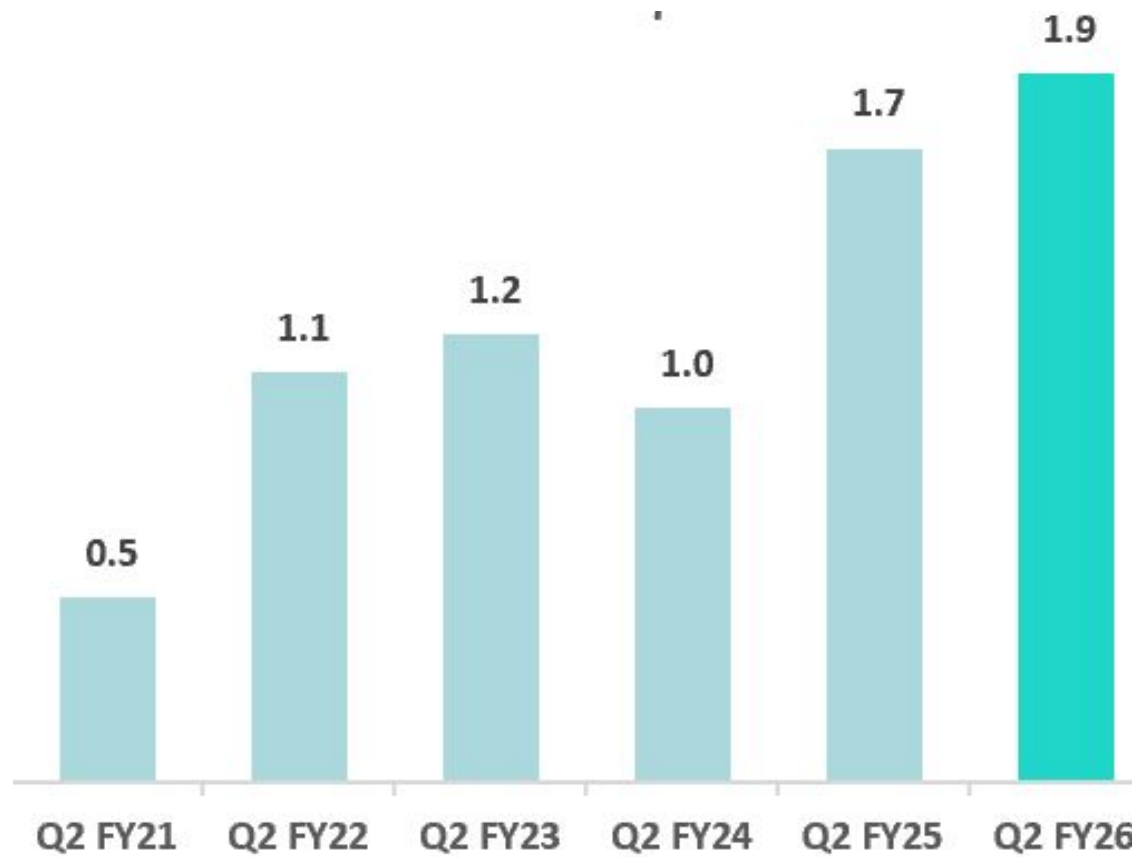
Platform Revenue \$m

+88% 5-year CAGR



EBITDA \$m

+33% 5-year CAGR



For personal use only

➔ Upgraded FY26 Financial Guidance



Revenue

\$64m to \$65m

(Previously \$63m to \$64m)



EBITDA Margin %

10% to 11%

(unchanged)

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 .



Based on current expectations and assuming a continuation of current global macroeconomic conditions

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

For personal use only

Contact

263 Riley Street
Surry Hills NSW 2010 Australia

+61 2 9333 9700
info@pureprofile.com

business.pureprofile.com

This presentation has been authorised for release to the
ASX by the Chair and the Managing Director.



Martin Filz
Chief Executive Officer
martin@pureprofile.com
0466 356 388



Melinda Sheppard
Chief Financial Officer
melinda@pureprofile.com
0414 821 331

