

## 1. Company details

Name of entity:	Pureprofile Ltd
ABN:	37 167 522 901
Reporting period:	For the half-year ended 31 December 2025
Previous period:	For the half-year ended 31 December 2024

## 2. Results for announcement to the market

			\$
Revenues from ordinary activities	up	14.2% to	33,360,368
EBITDA (excluding significant items)	up	14.0% to	3,813,402
Profit from ordinary activities after tax attributable to the owners of Pureprofile Ltd	up	21.6% to	1,936,376
Profit for the half-year attributable to the owners of Pureprofile Ltd	up	21.6% to	1,936,376

### Dividends

There were no dividends paid, recommended or declared during the current financial period.

### Comments

The profit for the group after providing for income tax amounted to \$1,936,376 (31 December 2024: \$1,592,450). Profit after income tax exceeded profit before income tax due to the recognition of previously unrecognised deferred tax assets of \$543,950, resulting in a net income tax benefit of \$212,321. The recognition of these deferred tax assets reflects improved confidence in their recoverability following two consecutive years of taxable profits, which were offset against carried-forward tax losses, and the group's expectation of generating taxable profits in FY26.

Profit before income tax increased to \$1,724,055, marking a 14% increase compared to pcp (31 December 2024: \$1,513,662).

Earnings before interest, tax, depreciation, amortisation and significant items ('EBITDA excluding significant items') for the financial half-year amounted to a profit of \$3,813,402 (31 December 2024: profit of \$3,344,323).

EBITDA excluding significant items is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider EBITDA and operating profit before tax to be the two core earnings measures of the group.

The following table summarises key reconciling items between statutory profit after income tax and EBITDA excluding significant items:

	Consolidated	
	31 Dec 2025	31 Dec 2024
	\$	\$
<b>Profit after income tax</b>	1,936,376	1,592,450
<b>Less:</b>		
Interest	(11,591)	(374)
<b>Add back:</b>		
Finance costs	160,576	194,680
Income tax expense/(benefit)	(212,321)	(78,788)
Depreciation and amortisation expense	1,462,093	1,383,091
Restructuring and acquisition costs	253,239	40,539
Share-based payments expense	218,145	206,279
Professional fees and payroll tax on share-based payments	6,885	6,446
<b>EBITDA (excluding significant items)</b>	<b>3,813,402</b>	<b>3,344,323</b>

Refer to the Directors' report for further commentary on the group's results for the reporting period.

### 3. Net tangible assets

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	0.08	(0.11)

As at 31 December 2025, the net tangible assets per ordinary security presented above is exclusive of right-of-use assets and inclusive of lease liabilities.

### 4. Control gained over entities

Not applicable.

### 5. Loss of control over entities

Not applicable.

### 6. Dividend reinvestment plans

Not applicable.

### 7. Details of associates and joint venture entities

Not applicable.

### 8. Foreign entities

*Details of origin of accounting standards used in compiling the report:*

Not applicable.

## 9. Audit qualification or review

*Details of audit/review dispute or qualification (if any):*

The financial statements were subject to a review by the auditors and the review report is attached as part of the Interim Report.

---

## 10. Attachments

*Details of attachments (if any):*

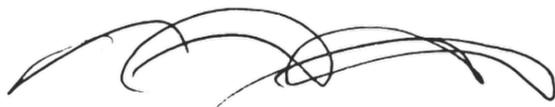
The Interim Report of Pureprofile Ltd for the half-year ended 31 December 2025 is attached.

---

## 11. Signed

As authorised by the Board of Directors

Signed \_\_\_\_\_



Date: 26 February 2026

Michael Anderson  
Non-Executive Chair  
Sydney

For personal use only

**Pureprofile Ltd**

**ABN 37 167 522 901**

**Interim Report - 31 December 2025**

For personal use only

**Pureprofile Ltd**  
**Contents**  
**31 December 2025**

Directors' report	2
Auditor's independence declaration	6
Statement of profit or loss and other comprehensive income	7
Statement of financial position	8
Statement of changes in equity	9
Statement of cash flows	10
Notes to the financial statements	11
Directors' declaration	20
Independent auditor's review report to the members of Pureprofile Ltd	21

For personal use only

The directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'group') consisting of Pureprofile Ltd (referred to hereafter as the 'company' or 'parent entity') and the entities it controlled at the end of, or during, the half-year ended 31 December 2025.

### Directors

The following persons were directors of Pureprofile Ltd during the whole of the financial half-year and up to the date of this report, unless otherwise stated:

Michael Anderson - Non-Executive Director and Chair  
Martin Filz - Chief Executive Officer and Managing Director  
Elizabeth Smith - Non-Executive Director  
Mark Heeley - Non-Executive Director  
Adrian Gonzalez - Non-Executive Director

### Principal activities

During the financial period the principal continuing activities of the group consisted of the provision of profile marketing and insights technology services.

### Dividends

There were no dividends paid, recommended or declared during the current or previous financial half-year.

### Review of operations

The profit for the group after providing for income tax amounted to \$1,936,376 (31 December 2024: \$1,592,450).

During the financial half-year, Earnings before interest, tax, depreciation, amortisation and significant items ('EBITDA excluding significant items') resulted in a profit of \$3,813,402 (31 December 2024: profit of \$3,344,323).

EBITDA excluding significant items is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items. The following table summarises key reconciling items between statutory profit/(loss) after income tax and EBITDA excluding significant items:

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
Profit after income tax	1,936,376	1,592,450
<b>Less:</b>		
Interest	(11,591)	(374)
<b>Add back:</b>		
Finance costs	160,576	194,680
Income tax (benefit)/expense	(212,321)	(78,788)
Depreciation and amortisation expense	1,462,093	1,383,091
Restructuring and acquisition costs	253,239	40,539
Share-based payments expense	218,145	206,279
Professional fees and payroll tax on share-based payments	6,885	6,446
<b>EBITDA (excluding significant items)</b>	<b>3,813,402</b>	<b>3,344,323</b>

The profit for the group after providing for income tax amounted to \$1,936,376 (31 December 2024: \$1,592,450). Profit after income tax exceeded profit before income tax due to the recognition of previously unrecognised deferred tax assets of \$543,950, resulting in a net income tax benefit of \$212,321. The recognition of these deferred tax assets reflects improved confidence in their recoverability following two consecutive years of taxable profits, which were offset against carried-forward tax losses, and the group's expectation of generating taxable profits in FY26.

**Profit before income tax** increased to \$1,724,055, marking a 14% increase compared to pcp (31 December 2024: \$1,513,662).

**Revenue from ordinary activities** amounted to \$33,348,777, marking a 14% increase compared to the pcp (31 December 2024: \$29,201,491). This increase in revenue result reflects strong momentum and growth across all regions, driven by the successful execution of our corporate strategy.

**EBITDA** increased to \$3,813,402, marking a 14% increase compared to the pcp (31 December 2024: \$3,344,323), with EBITDA margin remaining consistent at 11% (31 December 2024: 11%). 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% Compound Annual Growth Rate ('CAGR'), reflecting strong revenue expansion across international markets, supported by disciplined cost management.

During the financial half-year, the company continued to implement Stage 3 of its corporate strategy focusing on driving growth in key markets while improving margins through clear goals and an aligned action plan. The key priorities for the first half of the financial year included:

- Focus on driving revenue growth through global client expansion, increased share of wallet and monetisation of new products and solutions
- Targeted investment in the UK and US to support growth in the Group's largest addressable markets
- Continued emphasis on margin improvement through a shift toward platform-based and automated solutions and improved operating leverage
- Increased use of AI and automation to enhance internal efficiency, streamline operations and support scalable growth
- Ongoing investment in technology and data capabilities, including expanding adoption of the Datarubico self-service platform
- Strengthening the global business model through commercial investment, partnerships and selective acquisition opportunities

During the first half of the financial year, the company delivered several key initiatives consistent with its corporate strategy. A summary of the key highlights and initiatives included:

- **Rest of World (ROW)\*:** Revenue delivered a 30% uplift in revenue on pcp to \$16,842,055 (31 December 2024: \$13,004,615), surpassing ANZ revenue for the first time during the half and signalling Pureprofile's evolution into a truly global business and reflecting 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.
- **Australia and New Zealand (ANZ)\*:** Revenue increased by 2% on pcp to \$16,506,722 (31 December 2024: \$16,196,877), supported by contributions from the FY25 i-Link acquisition, continuing to provide a stable and profitable base.
- **Platform:** Revenue grew 54% on pcp to \$9,370,767 (31 December 2024: \$6,077,807), 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.
- **New product innovations:** Launched during the first half of the financial year included:
  - o 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.
  - o 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.
  - o 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.
  - o 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.
- **Recognition:** 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.
- **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.

\* Revenue is attributed to regions based on the location of the sales team managing the customer relationship.

### Significant changes in the state of affairs

There were no significant changes in the state of affairs of the group during the financial half-year.

### Matters subsequent to the end of the financial half-year

Subsequent to 31 December 2025, Pureprofile Limited announced that it had entered into a binding Asset Purchase Agreement to acquire the business and assets of Bastion Stable Research Pty Ltd (trading as CRNRSTONE), an Australian qualitative market research business.

Under the terms of the agreement, the assets will be acquired by Pureprofile Australia Pty Ltd, a wholly owned subsidiary of Pureprofile Ltd, for total consideration of \$700,000, payable in cash upon completion. The transaction is expected to complete on 1 March 2026 and is not subject to any material conditions precedent.

The acquisition has not been recognised in the half-year financial statements as at 31 December 2025, as completion will occur after the reporting date. The transaction will be accounted for as a business combination in the Group's financial statements for the period ending 30 June 2026.

No other matter or circumstance has arisen since 31 December 2025 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

### Likely developments and expected results of operations

In the second half of FY26, the company will continue to implement its corporate strategy, focused on driving growth in key markets while improving margins through clear goals and an aligned action plan. Looking ahead to FY27, Pureprofile has set aspirational objectives to further solidify its market leadership and financial performance. Key focus areas include:

- Focus on accelerating international revenue growth, with the objective of international markets becoming the Group's largest revenue contributor over the medium term, supported by continued expansion in the UK and US.
- Continued product and platform expansion, including increasing adoption of client-facing solutions, scaling platform revenue and strengthening the Group's position as a provider of data solutions supporting AI-driven applications.
- Continued assessment of merger and acquisition opportunities beyond the recently announced asset acquisition, to further accelerate growth and expand capability in priority markets.
- Targeted initiatives to improve margins through scale, including tighter alignment of operating costs with revenue growth and improved cost efficiency across the workforce.
- Reduced reliance on third-party suppliers through expansion of proprietary panels, selective launch of new panels in growth markets and exploration of alternative data solutions where appropriate.
- Continued investment in process improvement and technology, enabling a more scalable, efficient and technology-led operating model.

### Environmental regulation

The group is not currently subject to any significant environmental regulation under Australian Commonwealth or State law. However, the following disclosure standard will soon become effective.

AASB S2 'Climate-related Disclosures' sets out specific climate related disclosures. It applies to entities required to prepare and lodge a financial report with ASIC under Chapter 2M and is effective for different entities based on certain criteria. This mandatory sustainability reporting may be applicable for Pureprofile Ltd for the first time for the year ending 30 June 2028.

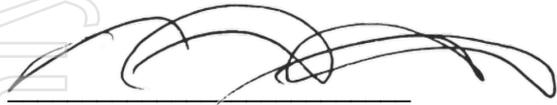
### Auditor's independence declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

**Pureprofile Ltd**  
**Directors' report**  
**31 December 2025**

This report is made in accordance with a resolution of directors, pursuant to section 306(3)(a) of the Corporations Act 2001.

On behalf of the directors



Michael Anderson  
Non-Executive Chair

26 February 2026  
Sydney

For personal use

## DECLARATION OF INDEPENDENCE BY DRIES MARTENS TO THE DIRECTORS OF PUREPROFILE LIMITED

As lead auditor for the review of Pureprofile Limited for the half-year ended 31 December 2025, I declare that, to the best of my knowledge and belief, there have been:

1. No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the review; and
2. No contraventions of any applicable code of professional conduct in relation to the review.

This declaration is in respect of Pureprofile Limited and the entities it controlled during the period.



Dries Martens  
Director

**BDO Audit Pty Ltd**

Sydney, 26 February 2026

For personal use only

**Pureprofile Ltd**  
**Statement of profit or loss and other comprehensive income**  
**For the half-year ended 31 December 2025**

		<b>Consolidated</b>	
	<b>Note</b>	<b>31 Dec 2025</b>	<b>31 Dec 2024</b>
		<b>\$</b>	<b>\$</b>
<b>Revenue</b>	4	33,348,777	29,201,491
Other income	5	29,157	462,179
Interest income		11,591	374
<b>Expenses</b>			
Direct cost of sales		(15,473,987)	(13,100,041)
Panel expenses		(242,386)	(240,679)
Employee benefits expense		(11,254,793)	(10,215,975)
Net foreign exchange loss		(84,466)	-
Depreciation and amortisation expense		(1,462,093)	(1,383,091)
Technology, engineering and licence fees		(1,270,302)	(1,270,917)
Share-based payments expense	15	(218,145)	(206,279)
Professional fees		(6,885)	(6,446)
Restructuring and acquisition costs		(253,239)	(40,539)
Occupancy costs		(221,988)	(191,001)
Other expenses		(1,016,610)	(1,300,734)
Finance costs		(160,576)	(194,680)
<b>Profit before income tax benefit</b>		<b>1,724,055</b>	<b>1,513,662</b>
Income tax benefit	6	212,321	78,788
<b>Profit after income tax benefit for the half-year attributable to the owners of Pureprofile Ltd</b>		<b>1,936,376</b>	<b>1,592,450</b>
<b>Other comprehensive loss</b>			
<i>Items that may be reclassified subsequently to profit or loss</i>			
Foreign currency translation		(99,172)	(197,242)
Other comprehensive loss for the half-year, net of tax		(99,172)	(197,242)
<b>Total comprehensive income for the half-year attributable to the owners of Pureprofile Ltd</b>		<b>1,837,204</b>	<b>1,395,208</b>
		<b>31 Dec 2025</b>	<b>31 Dec 2024</b>
		<b>Cents</b>	<b>Cents</b>
Basic earnings per share	14	0.1656	0.1374
Diluted earnings per share	14	0.1527	0.1311

*The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes*

**Pureprofile Ltd**  
**Statement of financial position**  
**As at 31 December 2025**

		<b>Consolidated</b>	
	<b>Note</b>	<b>31 Dec 2025</b>	<b>30 Jun 2025</b>
		\$	\$
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents		5,903,757	5,722,836
Trade and other receivables		14,792,886	12,703,577
Contract assets		2,633,595	1,917,510
Deposits		229,384	244,908
Prepayments		772,722	1,145,926
<b>Total current assets</b>		<u>24,332,344</u>	<u>21,734,757</u>
<b>Non-current assets</b>			
Property, plant and equipment		246,104	210,402
Right-of-use assets		1,031,881	1,229,268
Intangibles	7	7,419,790	7,376,307
Deferred tax	6	543,950	-
<b>Total non-current assets</b>		<u>9,241,725</u>	<u>8,815,977</u>
<b>Total assets</b>		<u>33,574,069</u>	<u>30,550,734</u>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables	8	14,214,258	13,642,337
Contract liabilities		2,619,666	2,226,336
Borrowings	9	2,617,529	219,174
Lease liabilities		411,786	368,448
Income tax payable	6	546,652	217,042
Provisions		2,416,399	2,553,589
<b>Total current liabilities</b>		<u>22,826,290</u>	<u>19,226,926</u>
<b>Non-current liabilities</b>			
Borrowings	9	-	2,500,000
Lease liabilities		808,405	1,007,834
Deferred tax	6	-	15,857
Provisions		531,509	447,601
<b>Total non-current liabilities</b>		<u>1,339,914</u>	<u>3,971,292</u>
<b>Total liabilities</b>		<u>24,166,204</u>	<u>23,198,218</u>
<b>Net assets</b>		<u>9,407,865</u>	<u>7,352,516</u>
<b>Equity</b>			
Issued capital	10	63,276,385	63,252,385
Reserves	11	2,919,879	3,054,832
Accumulated losses		(56,788,399)	(58,954,701)
<b>Total equity</b>		<u>9,407,865</u>	<u>7,352,516</u>

*The above statement of financial position should be read in conjunction with the accompanying notes*

Pureprofile Ltd  
Statement of changes in equity  
For the half-year ended 31 December 2025

Consolidated

	Issued capital \$	Reserves \$	Accumulated losses \$	Total equity \$
Balance at 1 July 2024	62,846,929	3,243,499	(60,550,741)	5,539,687
Profit after income tax benefit for the half-year	-	-	1,592,450	1,592,450
Other comprehensive loss for the half-year, net of tax	-	(197,242)	-	(197,242)
Total comprehensive (loss)/income for the half-year	-	(197,242)	1,592,450	1,395,208
<i>Transactions with owners in their capacity as owners:</i>				
Share-based payments (note 15)	12,000	194,278	-	206,278
Balance at 31 December 2024	<u>62,858,929</u>	<u>3,240,535</u>	<u>(58,958,291)</u>	<u>7,141,173</u>

Consolidated

	Issued capital \$	Reserves \$	Accumulated losses \$	Total equity \$
Balance at 1 July 2025	63,252,385	3,054,832	(58,954,701)	7,352,516
Profit after income tax benefit for the half-year	-	-	1,936,376	1,936,376
Other comprehensive loss for the half-year, net of tax	-	(99,172)	-	(99,172)
Total comprehensive (loss)/income for the half-year	-	(99,172)	1,936,376	1,837,204
<i>Transactions with owners in their capacity as owners:</i>				
Share-based payments (notes 11 and 15)	24,000	194,145	-	218,145
Transfer from share-based payments reserve to accumulated losses (note 11)	-	(229,926)	229,926	-
Balance at 31 December 2025	<u>63,276,385</u>	<u>2,919,879</u>	<u>(56,788,399)</u>	<u>9,407,865</u>

The above statement of changes in equity should be read in conjunction with the accompanying notes

**Pureprofile Ltd**  
**Statement of cash flows**  
**For the half-year ended 31 December 2025**

	<b>Consolidated</b>	
<b>Note</b>	<b>31 Dec 2025</b>	<b>31 Dec 2024</b>
	<b>\$</b>	<b>\$</b>
<b>Cash flows from operating activities</b>		
Receipts from customers (inclusive of GST)	32,519,988	26,847,458
Payments to suppliers and employees (inclusive of GST)	<u>(30,501,209)</u>	<u>(24,537,796)</u>
	2,018,779	2,309,662
Interest received	11,591	374
Interest and other finance costs paid	(108,525)	(127,763)
Income taxes paid	<u>(17,869)</u>	<u>(24,816)</u>
Net cash from operating activities	<u>1,903,976</u>	<u>2,157,457</u>
<b>Cash flows from investing activities</b>		
Payment for purchase of business	-	(625,000)
Payment for expenses relating to acquisitions	(10,218)	-
Payments for property, plant and equipment	(104,253)	(45,961)
Payments for intangibles	7 (1,234,900)	(1,013,947)
Proceeds from disposal of property, plant and equipment	<u>5,437</u>	<u>3,721</u>
Net cash used in investing activities	<u>(1,343,934)</u>	<u>(1,681,187)</u>
<b>Cash flows from financing activities</b>		
Repayment of borrowings	(100,000)	(100,000)
Repayment of lease liabilities	<u>(232,602)</u>	<u>(280,259)</u>
Net cash used in financing activities	<u>(332,602)</u>	<u>(380,259)</u>
Net increase in cash and cash equivalents	227,440	96,011
Cash and cash equivalents at the beginning of the financial half-year	5,722,836	5,237,973
Effects of exchange rate changes on cash and cash equivalents	<u>(46,519)</u>	<u>(195,963)</u>
Cash and cash equivalents at the end of the financial half-year	<u><u>5,903,757</u></u>	<u><u>5,138,021</u></u>

*The above statement of cash flows should be read in conjunction with the accompanying notes*

### Note 1. General information

The financial statements cover Pureprofile Ltd as a group consisting of Pureprofile Ltd and the entities it controlled at the end of, or during, the half-year. The financial statements are presented in Australian dollars, which is Pureprofile Ltd's functional and presentation currency.

Pureprofile Ltd is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

263 Riley Street  
Surry Hills NSW 2010  
Australia

A description of the nature of the group's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 26 February 2026.

### Note 2. Material accounting policy information

These general purpose financial statements for the interim half-year reporting period ended 31 December 2025 have been prepared in accordance with Australian Accounting Standard AASB 134 'Interim Financial Reporting' and the Corporations Act 2001, as appropriate for for-profit oriented entities. Compliance with AASB 134 ensures compliance with International Financial Reporting Standard IAS 34 'Interim Financial Reporting'.

These general purpose financial statements do not include all the notes of the type normally included in annual financial statements. Accordingly, these financial statements are to be read in conjunction with the annual report for the year ended 30 June 2025 and any public announcements made by the company during the interim reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001.

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, unless otherwise stated.

#### New or amended Accounting Standards and Interpretations adopted

The group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the group during the financial half-year ended 31 December 2025 and are not expected to have a significant impact for the full financial year ending 30 June 2026.

Any new, revised or amending Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

### Note 3. Operating segments

#### Identification of reportable operating segments

The group is organised into one reportable operating segment in the current period:

- Data & Insights

This operating segment is based on the internal reports that are reviewed and used by the Board of Directors (who are identified as the Chief Operating Decision Makers ('CODM')) in assessing performance and in determining the allocation of resources. There is no aggregation of operating segments.

The CODM reviews adjusted EBITDA (earnings before interest, tax, depreciation and amortisation, adjusted for non-cash and significant items). The accounting policies adopted for internal reporting to the CODM are consistent with those adopted in the financial statements.

### Note 3. Operating segments (continued)

A reconciliation of the statutory result after income tax to EBITDA is as follows:

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
<b>Profit after income tax</b>	1,936,376	1,592,450
<b>Less:</b>		
Interest	(11,591)	(374)
<b>Add back:</b>		
Finance costs	160,576	194,680
Income tax expense/(benefit)	(212,321)	(78,788)
Depreciation and amortisation expense	1,462,093	1,383,091
Restructuring and acquisition costs	253,239	40,539
Share-based payments expense	218,145	206,279
Professional fees and payroll tax on share-based payments	6,885	6,446
	<u>3,813,402</u>	<u>3,344,323</u>
<b>EBITDA</b>		

#### Types of products and services

The principal products and services are as follows:

Data & Insights	Conducting market research and accessing insights and campaigns through our proprietary self-service platform
-----------------	---

All assets and liabilities, including taxes are not allocated to the operating segments as they are managed on an overall group basis.

#### Revenue by geographical area

The group has operations in 7 countries working with clients based in 3 (31 December 2024: 3) regions. The sales revenue based on each client region is as follows:

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
Australasia	18,503,005	17,866,319
Europe	7,209,061	5,326,629
United States	7,636,711	6,008,543
	<u>33,348,777</u>	<u>29,201,491</u>

### Note 4. Revenue

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
Data & Insights	23,978,010	23,123,684
Data & Insights - Platform	9,370,767	6,077,807
Revenue	<u>33,348,777</u>	<u>29,201,491</u>

#### Disaggregation of revenue

Refer to note 2 'Operating segments' for analysis of revenue by major product line and geographical region.

During the financial half-years ended 31 December 2025 and 31 December 2024, all revenue was recognised based on services transferred over time.

Note 5. Other income

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
Net foreign exchange gain	-	458,454
Net gain on disposal of property, plant and equipment	5,437	3,721
Miscellaneous	23,720	4
	<u>29,157</u>	<u>462,179</u>
Other income	<u>29,157</u>	<u>462,179</u>

Note 6. Income tax

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
<i>Income tax benefit</i>		
Current tax	332,655	72,073
Deferred tax - origination and reversal of temporary differences	(559,807)	(170,121)
Adjustment recognised for prior periods	14,831	19,260
	<u>(212,321)</u>	<u>(78,788)</u>
Aggregate income tax benefit	<u>(212,321)</u>	<u>(78,788)</u>
<i>Numerical reconciliation of income tax benefit and tax at the statutory rate</i>		
Profit before income tax benefit	1,724,055	1,513,662
Tax at the statutory tax rate of 30%	517,217	454,099
Tax effect amounts which are not deductible/(taxable) in calculating taxable income:		
Entertainment expenses	17,893	16,643
Share-based payments	65,443	61,884
Merger and acquisition expenditure	3,065	14,096
Sundry items	5,570	10,441
	609,188	557,163
Adjustment recognised for prior periods	14,831	19,260
Current half-year tax losses not recognised	25,952	-
Prior half-year tax losses not recognised now recouped	(27,233)	(592,972)
Difference in overseas tax rates	(19,110)	(24,454)
Recognition of previously unrecognised deferred tax assets	(815,949)	(42,182)
Current half-year temporary differences not recognised	-	4,397
	<u>(212,321)</u>	<u>(78,788)</u>
Income tax benefit	<u>(212,321)</u>	<u>(78,788)</u>

Note 6. Income tax (continued)

**Consolidated**  
**31 Dec 2025**    **30 Jun 2025**  
\$                            \$

*Deferred tax asset/(liability)*

Deferred tax asset/(liability) comprises temporary differences attributable to:

Amounts recognised in profit or loss:

Tax losses	-	49,453
Employee benefits	385,232	339,206
Accrued expenses and other payables	451,532	582,356
Provision for reward redemptions	377,036	419,371
Business related capital expenditure	61,031	87,694
Unrealised foreign exchange loss	(87,637)	(45,920)
Allowance for expected credit losses	97,726	99,218
Prepayments	(5,103)	(5,620)
Capitalised expenditure	434,451	470,202
Intangible assets recognised on acquisition	(133,650)	(159,200)
Unrecognised deferred tax assets	(1,036,668)	(1,852,617)

Deferred tax asset/(liability)

543,950                    (15,857)

Movements:

Opening balance	(15,857)	-
Credited to profit or loss	15,857	194,443
Additions from i-Link acquisition	-	(210,300)
Recognition of previously unrecognised deferred tax assets	543,950	-

Closing balance

543,950                    (15,857)

**Consolidated**  
**31 Dec 2025**    **30 Jun 2025**  
\$                            \$

*Provision for income tax*

Provision for income tax

546,652                    217,042

Note 7. Intangibles

**Consolidated**  
**31 Dec 2025**    **30 Jun 2025**  
\$                            \$

*Non-current assets*

Goodwill - at cost	16,623,585	16,623,585
Less: Impairment	(15,503,285)	(15,503,285)
	<u>1,120,300</u>	<u>1,120,300</u>
Software - at cost	36,722,367	35,487,467
Less: Accumulated amortisation	(26,269,653)	(25,163,403)
Less: Impairment	(4,598,724)	(4,598,724)
	<u>5,853,990</u>	<u>5,725,340</u>
Customer contracts and partner network arrangement - at cost	4,039,000	4,039,000
Less: Accumulated amortisation	(1,294,090)	(1,252,390)
Less: Impairment	(2,453,010)	(2,453,010)
	<u>291,900</u>	<u>333,600</u>

Note 7. Intangibles (continued)

	Consolidated 31 Dec 2025	30 Jun 2025
	\$	\$
Membership base - at cost	2,694,410	2,694,410
Less: Accumulated amortisation	<u>(2,694,410)</u>	<u>(2,694,410)</u>
	-	-
Brand names - at cost	58,000	58,000
Less: Accumulated amortisation	<u>(17,400)</u>	<u>(11,600)</u>
	40,600	46,400
Panel - at cost	226,000	226,000
Less: Accumulated amortisation	<u>(113,000)</u>	<u>(75,333)</u>
	113,000	150,667
	<u>7,419,790</u>	<u>7,376,307</u>

Reconciliations

Reconciliations of the written down values at the beginning and end of the current financial half-year are set out below:

Consolidated	Goodwill \$	Software \$	Customer contracts and partner network arrangement \$	Brand names \$	Panel \$	Total \$
Balance at 1 July 2025	1,120,300	5,725,340	333,600	46,400	150,667	7,376,307
Additions	-	1,234,900	-	-	-	1,234,900
Amortisation expense	-	<u>(1,106,250)</u>	<u>(41,700)</u>	<u>(5,800)</u>	<u>(37,667)</u>	<u>(1,191,417)</u>
Balance at 31 December 2025	<u>1,120,300</u>	<u>5,853,990</u>	<u>291,900</u>	<u>40,600</u>	<u>113,000</u>	<u>7,419,790</u>

Note 8. Trade and other payables

	Consolidated 31 Dec 2025	30 Jun 2025
	\$	\$
<i>Current liabilities</i>		
Trade payables	6,800,535	7,038,520
Accrued expenses	6,737,585	5,830,453
Other payables	<u>676,138</u>	<u>773,364</u>
	<u>14,214,258</u>	<u>13,642,337</u>

**Note 9. Borrowings**

	<b>Consolidated</b>	
	<b>31 Dec 2025</b>	<b>30 Jun 2025</b>
	\$	\$
<i>Current liabilities</i>		
Loans	2,600,000	200,000
Interest accrued on loans	17,529	19,174
	<u>2,617,529</u>	<u>219,174</u>
<i>Non-current liabilities</i>		
Loans	-	2,500,000
	<u>-</u>	<u>2,500,000</u>

The company's \$3,000,000 loan with Commonwealth Bank of Australia commenced in November 2023. The facility's pricing structure encompasses a line fee of 4.20% per annum, calculated on the facility limit and payable in arrears on the first day of each calendar quarter. Additionally, interest on the loan balance is computed on the last calendar day of each month, based on a variable rate tied to the BBSY rate and payable the next day, utilising a 365-day year. The facility is scheduled to be repaid on the maturity date of 30 November 2026. As part of the facility terms, a principal repayment of \$50,000 is required on the last day of each calendar quarter. As of 31 December 2025, \$400,000 in principal has been repaid.

*Total secured liabilities*

The total secured liabilities (current and non-current) are as follows:

	<b>Consolidated</b>	
	<b>31 Dec 2025</b>	<b>30 Jun 2025</b>
	\$	\$
Loans	<u>2,617,529</u>	<u>2,719,174</u>

*Assets pledged as security*

The loans are secured by the assets of the Australian entities in the group.

*Financing arrangements*

Unrestricted access was available at the reporting date to the following lines of credit:

	<b>Consolidated</b>	
	<b>31 Dec 2025</b>	<b>30 Jun 2025</b>
	\$	\$
Total facilities		
Loans	<u>3,000,000</u>	<u>3,000,000</u>
Used at the reporting date		
Loans	<u>2,600,000</u>	<u>2,700,000</u>
Unused at the reporting date		
Loans	<u>400,000</u>	<u>300,000</u>

**Note 10. Issued capital**

	<b>Consolidated</b>			
	<b>31 Dec 2025</b>	<b>30 Jun 2025</b>	<b>31 Dec 2025</b>	<b>30 Jun 2025</b>
	Shares	Shares	\$	\$
Ordinary shares - fully paid	<u>1,169,796,802</u>	<u>1,169,196,802</u>	<u>63,276,385</u>	<u>63,252,385</u>

### Note 10. Issued capital (continued)

#### Movements in ordinary share capital

Details	Date	Shares	Issue price	\$
Balance	1 July 2025	1,169,196,802		63,252,385
Shares issued on exercise of performance rights*	2 September 2025	600,000	\$0.040	24,000
Balance	31 December 2025	<u>1,169,796,802</u>		<u>63,276,385</u>

\* The exercise price is a notional amount that is not paid in cash.

### Note 11. Reserves

	Consolidated	
	31 Dec 2025	30 Jun 2025
	\$	\$
Foreign currency reserve	(387,162)	(287,990)
Share-based payments reserve	3,307,041	3,342,822
	<u>2,919,879</u>	<u>3,054,832</u>

#### Foreign currency reserve

The reserve is used to recognise exchange differences arising from the translation of the financial statements of foreign operations to Australian dollars. It is also used to recognise gains and losses on hedges of the net investments in foreign operations.

#### Share-based payments reserve

The reserve is used to recognise the value of equity benefits provided to employees and directors as part of their remuneration, and other parties as part of their compensation for services.

#### Movements in reserves

Movements in each class of reserve during the current financial half-year are set out below:

Consolidated	Foreign currency \$	Share-based payments \$	Total \$
Balance at 1 July 2025	(287,990)	3,342,822	3,054,832
Foreign currency translation	(99,172)	-	(99,172)
Share-based payments	-	218,145	218,145
Transfer from share-based payments reserve to accumulated losses	-	(229,926)	(229,926)
Share options and rights exercised	-	(24,000)	(24,000)
Balance at 31 December 2025	<u>(387,162)</u>	<u>3,307,041</u>	<u>2,919,879</u>

### Note 12. Dividends

There were no dividends paid, recommended or declared during the current or previous financial half-year.

### Note 13. Contingent liabilities

The group had no contingent liabilities as at 31 December 2025 (30 June 2025: none).

Note 14. Earnings per share

	Consolidated 31 Dec 2025	31 Dec 2024
	\$	\$
Profit after income tax attributable to the owners of Pureprofile Ltd	1,936,376	1,592,450
	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	1,169,588,106	1,159,403,972
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	32,416,019	2,506,550
Performance rights over ordinary shares	66,256,407	53,132,063
Weighted average number of ordinary shares used in calculating diluted earnings per share	1,268,260,532	1,215,042,585
	31 Dec 2025 Cents	31 Dec 2024 Cents
Basic earnings per share	0.1656	0.1374
Diluted earnings per share	0.1527	0.1311

Note 15. Share-based payments

Share-based payments expense for the financial half-year was \$218,145 (31 December 2024: \$206,279).

Share options

Set out below are summaries of options granted by the company:

31 Dec 2025

Grant date	Expiry date	Exercise price	Balance at the start of the half-year	Granted	Exercised	Expired/forfeited/other	Balance at the end of the half-year
29/01/2021	01/04/2026	\$0.000	10,955,903	-	-	-	10,955,903
01/04/2021	01/04/2026	\$0.000	4,208,907	-	-	-	4,208,907
01/04/2021	01/04/2026	\$0.000	13,863,537	-	-	-	13,863,537
16/09/2021	16/09/2026	\$0.000	13,138,866	-	-	-	13,138,866
17/09/2021	17/09/2026	\$0.000	24,018,796	-	-	-	24,018,796
16/02/2023	16/02/2026	\$0.000	2,000,000	-	-	-	2,000,000
27/11/2023	15/01/2029	\$0.000	5,000,000	-	-	-	5,000,000
			73,186,009	-	-	-	73,186,009

The weighted average remaining contractual life of share options outstanding at the end of the financial half-year was 0.66 years (2024: 1.59 years).

Share rights

Set out below are summaries of share rights granted by the company:

31 Dec 2025

Grant date	Expiry date	Exercise price	Balance at the start of the half-year	Granted	Exercised	Expired/forfeited/other	Balance at the end of the half-year
29/01/2021	01/04/2026	\$0.000	14,000,000	-	-	-	14,000,000
17/02/2023	17/02/2028	\$0.000	17,272,936	-	-	-	17,272,936
			31,272,936	-	-	-	31,272,936

**Note 15. Share-based payments (continued)**

The weighted average remaining contractual life of share rights outstanding at the end of the financial half-year was 1.29 years (2024: 2.32 years).

*Performance rights*

Set out below are summaries of performance rights granted by the company:

31 Dec 2025

Grant date	Expiry date	Exercise price	Balance at the start of the half-year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the half-year
26/10/2021	26/10/2026	\$0.000	2,816,666	-	-	-	2,816,666
13/12/2022	13/12/2027	\$0.000	8,792,337	-	-	(4,608,512)	4,183,825
20/12/2022	20/12/2027	\$0.000	1,693,361	-	(600,000)	-	1,093,361
20/12/2022	20/12/2027	\$0.000	4,467,091	-	-	(2,358,943)	2,108,148
29/10/2025	29/10/2030	\$0.000	-	30,648,475	-	-	30,648,475
28/11/2025	28/11/2030	\$0.000	-	26,878,208	-	-	26,878,208
29/10/2025	29/10/2030	\$0.000	-	12,884,461	-	-	12,884,461
			<u>17,769,455</u>	<u>70,411,144</u>	<u>(600,000)</u>	<u>(6,967,455)</u>	<u>80,613,144</u>

The weighted average remaining contractual life of performance rights outstanding at the end of the financial half-year was 4.45 years (2024: 2.81 years).

**Note 16. Events after the reporting period**

Subsequent to 31 December 2025, Pureprofile Limited announced that it had entered into a binding Asset Purchase Agreement to acquire the business and assets of Bastion Stable Research Pty Ltd (trading as CRNRSTONE), an Australian qualitative market research business.

Under the terms of the agreement, the assets will be acquired by Pureprofile Australia Pty Ltd, a wholly owned subsidiary of Pureprofile Ltd, for total consideration of \$700,000, payable in cash upon completion. The transaction is expected to complete on 1 March 2026 and is not subject to any material conditions precedent.

The acquisition has not been recognised in the half-year financial statements as at 31 December 2025, as completion will occur after the reporting date. The transaction will be accounted for as a business combination in the Group's financial statements for the period ending 30 June 2026.

No other matter or circumstance has arisen since 31 December 2025 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

**Pureprofile Ltd**  
**Directors' declaration**  
**31 December 2025**

In the directors' opinion:

- the attached financial statements and notes comply with the Corporations Act 2001, Australian Accounting Standard AASB 134 'Interim Financial Reporting', the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the group's financial position as at 31 December 2025 and of its performance for the financial half-year ended on that date; and
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of directors made pursuant to section 303(5)(a) of the Corporations Act 2001.

On behalf of the directors



Michael Anderson  
Non-Executive Chair

26 February 2026  
Sydney

## INDEPENDENT AUDITOR'S REVIEW REPORT

To the members of Pureprofile Limited

### Report on the Half-Year Financial Report

#### Conclusion

We have reviewed the half-year financial report of Pureprofile Limited (the Company) and its subsidiaries (the Group), which comprises the consolidated statement of financial position as at 31 December 2025, the consolidated statement of profit or loss and other comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the half-year ended on that date, material accounting policy information and other explanatory information, and the directors' declaration.

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the accompanying half-year financial report of the Group does not comply with the *Corporations Act 2001* including:

- i. Giving a true and fair view of the Group's financial position as at 31 December 2025 and of its financial performance for the half-year ended on that date; and
- ii. Complying with Accounting Standard AASB 134 *Interim Financial Reporting and the Corporations Regulations 2001*.

#### Basis for conclusion

We conducted our review in accordance with ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*. Our responsibilities are further described in the *Auditor's Responsibilities for the Review of the Financial Report* section of our report. We are independent of the Group in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to the audit of the annual financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001* which has been given to the directors of the Company, would be the same terms if given to the directors as at the time of this auditor's review report.

### Responsibility of the directors for the financial report

The directors of the Company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

### Auditor's responsibility for the review of the financial report

Our responsibility is to express a conclusion on the half-year financial report based on our review. ASRE 2410 requires us to conclude whether we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including giving a true and fair view of the Group's financial position as at 31 December 2025 and its financial performance for the half-year ended on that date and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

**BDO Audit Pty Ltd**

BDO

*Dries Martens*

**Dries Martens  
Director**

Sydney, 26 February 2026