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Pureprofile 

# Q3 FY26

## Investor Presentation

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# Business Overview

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

# Pureprofile's Achievements in Q3 FY26

## Delivered strong Q3 FY26 performance with 17% revenue growth and 67% EBITDA growth on pcp, delivering margin improvement

- Group revenue of **\$14.8m**, up **17%** on pcp, reflecting strong client demand across both ANZ and international markets
- ROW delivered a **17%** uplift in revenue on pcp to **\$7.2m**. On a constant currency basis, ROW revenue growth was up approximately **23%** on pcp
- ANZ revenue increased **16%** on pcp to **\$7.6m**, driven by the Group's top 10 clients in the region
- Client demand for scalable, technology-enabled offerings resulted in Platform revenue growth of **100%** on the pcp
- EBITDA increased **67%** on pcp to **\$1.0m**, generating a **7%** EBITDA margin, an improvement of **2ppts** on pcp
- Acquired Australian based, qualitative research business, **CRNRSTONE** on 1 March 2026, which contributed approximately **\$0.2m** of revenue in Q3 FY26.
- Reiterate FY26 revenue guidance of **\$64m-\$65m** and EBITDA margin guidance of **10-11%**
- Pureprofile recognised as a **top data quality** company by Quirk's Magazine, a leading global publication for the market research industry

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# Pureprofile at a glance

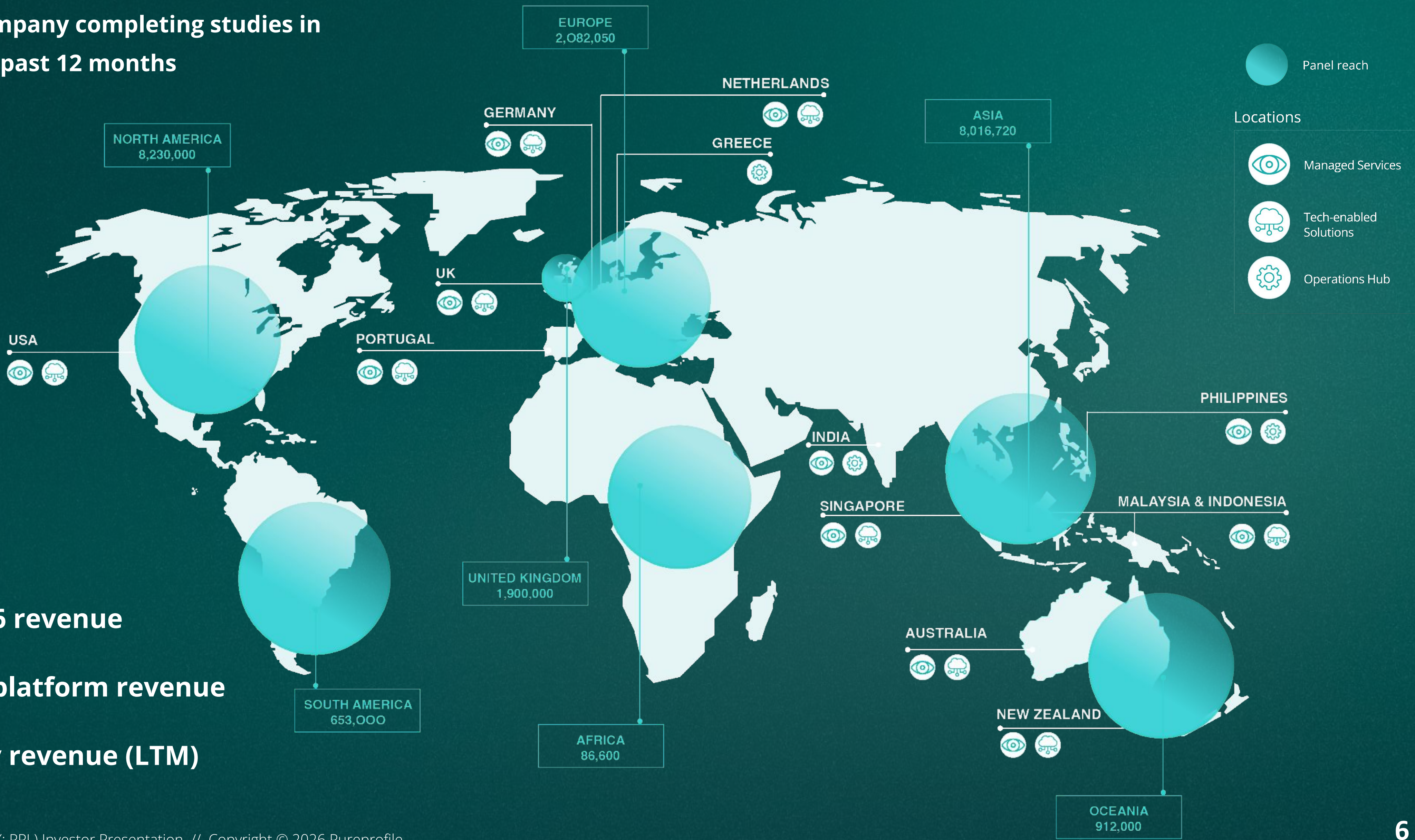
We are a global data and insights company, connecting high-quality audiences, data and clients to drive better decisions



*In an AI-driven world, high-quality, first-party data is the foundation. There is no AI without data, and we provide it at scale.*

# 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

**966** clients globally

**275** staff globally

**\$14.8m** in Q3 FY26 revenue

**\$4.4m** in Q3 FY26 platform revenue

**\$15.9m** in annuity revenue (LTM)

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# Q3 FY26 Financial Results

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## Strong Q3 performance with continued revenue growth and improving margins

Strong Q3 FY26 revenue of **\$14.8m**, up **17%** on pcp, reflecting continued client demand across global markets and building on the momentum delivered in the first half. Platform revenue grew **100%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

ANZ revenue grew **16%** on pcp to **\$7.6m**, driven by strong key client activity and higher project volumes, while ROW revenue increased **17%** to **\$7.2m** (~**23%** constant currency), supported by robust demand in the UK and US, with FX negatively impacting reported growth in AUD

EBITDA growth of **67%** on pcp to **\$1.0m**, supported by top-line growth and disciplined cost management. EBITDA margin improved to **7%** up **2 ppts**, demonstrating operating leverage supported by disciplined cost management

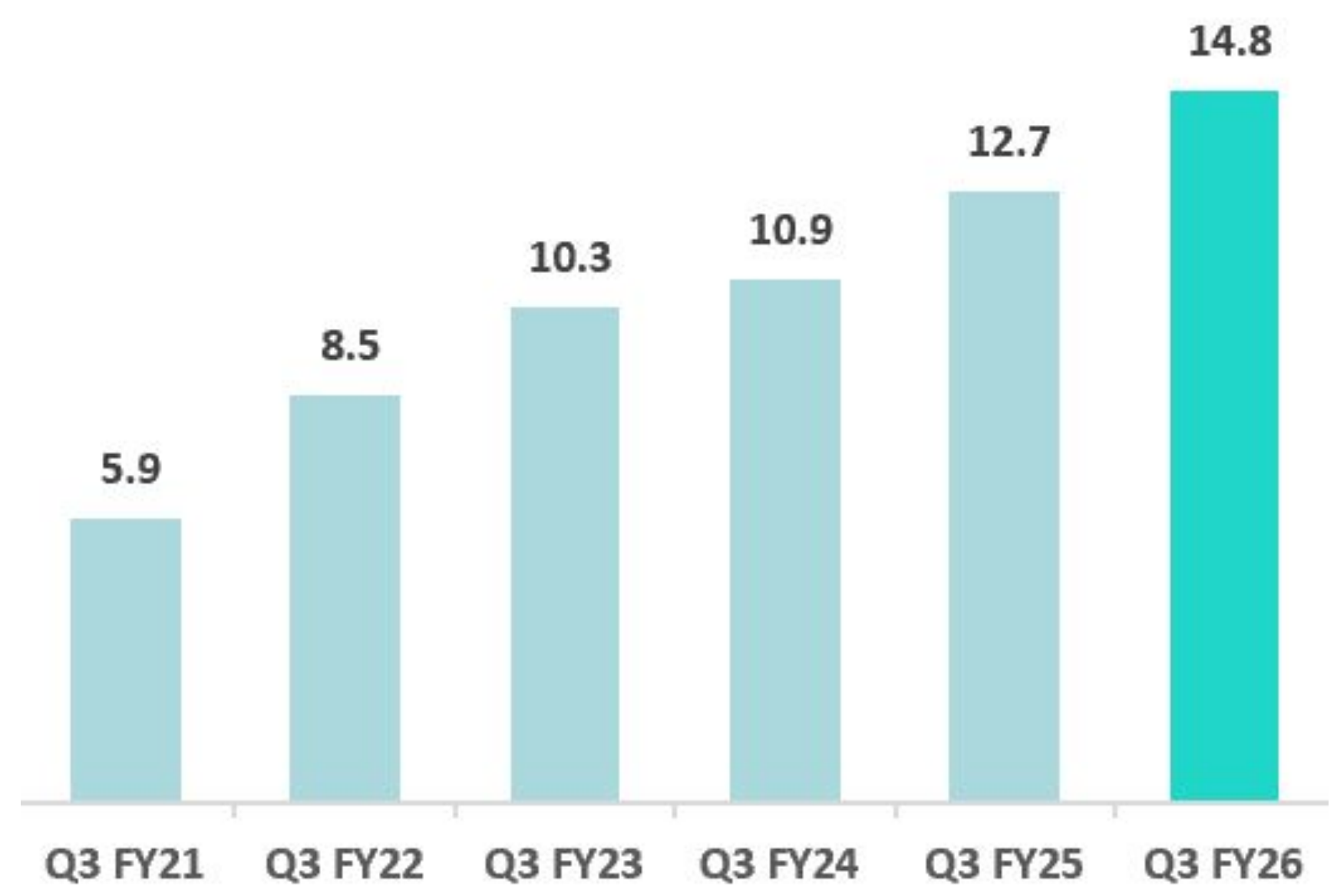
Business Results	Q3 FY26	vs Q3 FY25
Revenue	\$14.8m	17% 
EBITDA	\$1.0m	67% 
EBITDA Margin %	7%	2 ppts% 

Business Unit Revenues	Q3 FY26	vs Q3 FY25
ANZ (incl. Platform)	\$7.6m	16% 
Rest of World (incl. Platform)	\$7.2m	17% 
Platform	\$4.4m	100% 

# → Q3 FY26 Financial metrics trends

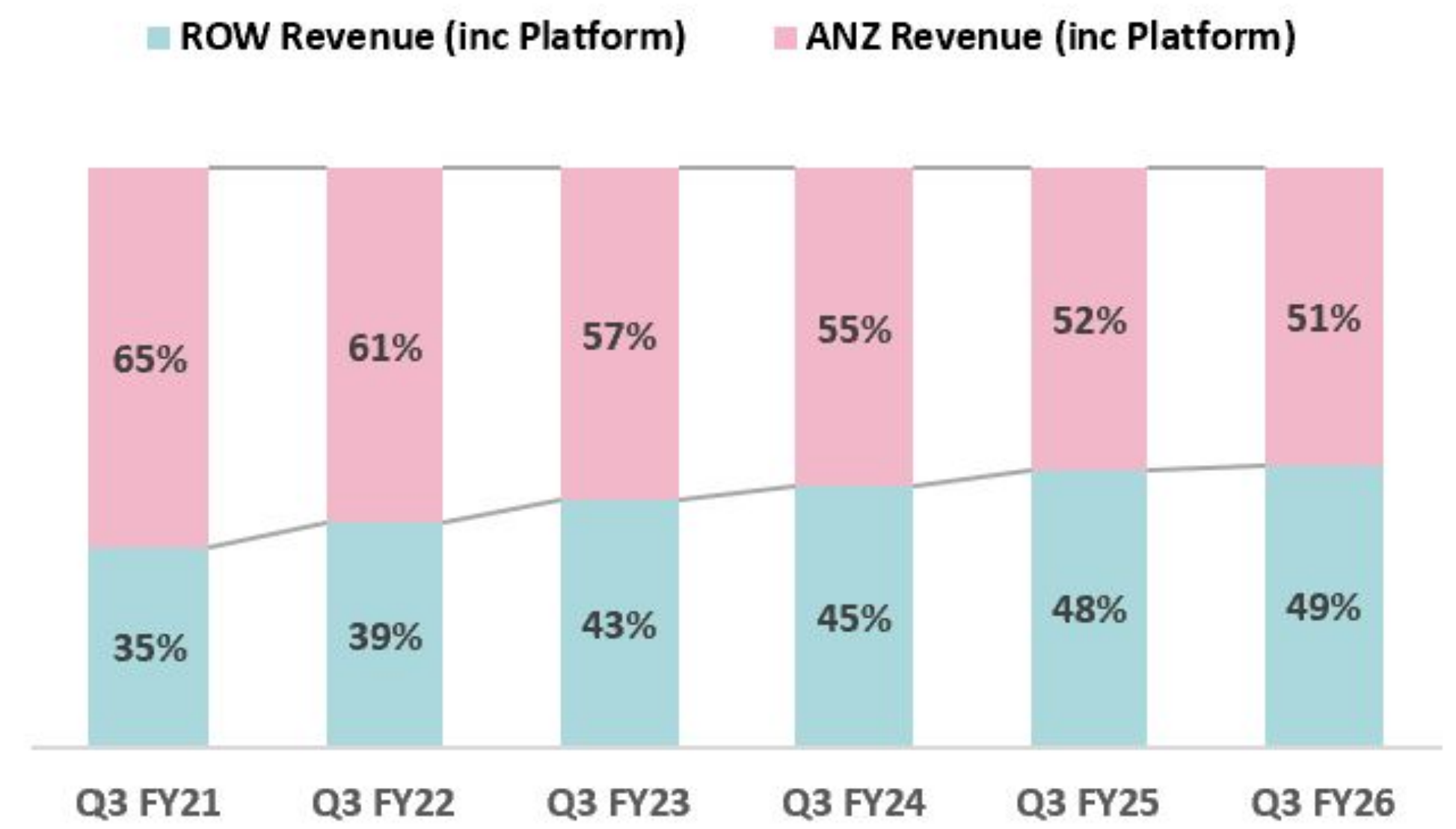
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## Total Revenue \$m



+20% 5-year CAGR

## Revenue by region \$m



Over the past 5 years, ROW revenue has increased from 35% to 49% of total revenue in Q3, reflecting the successful execution of Pureprofile’s global growth strategy. The Group now benefits from a more balanced geographic revenue mix, with Q3 FY26 reflecting strong contributions from both ANZ and international markets.

# → Q3 FY26 Financial metrics trends

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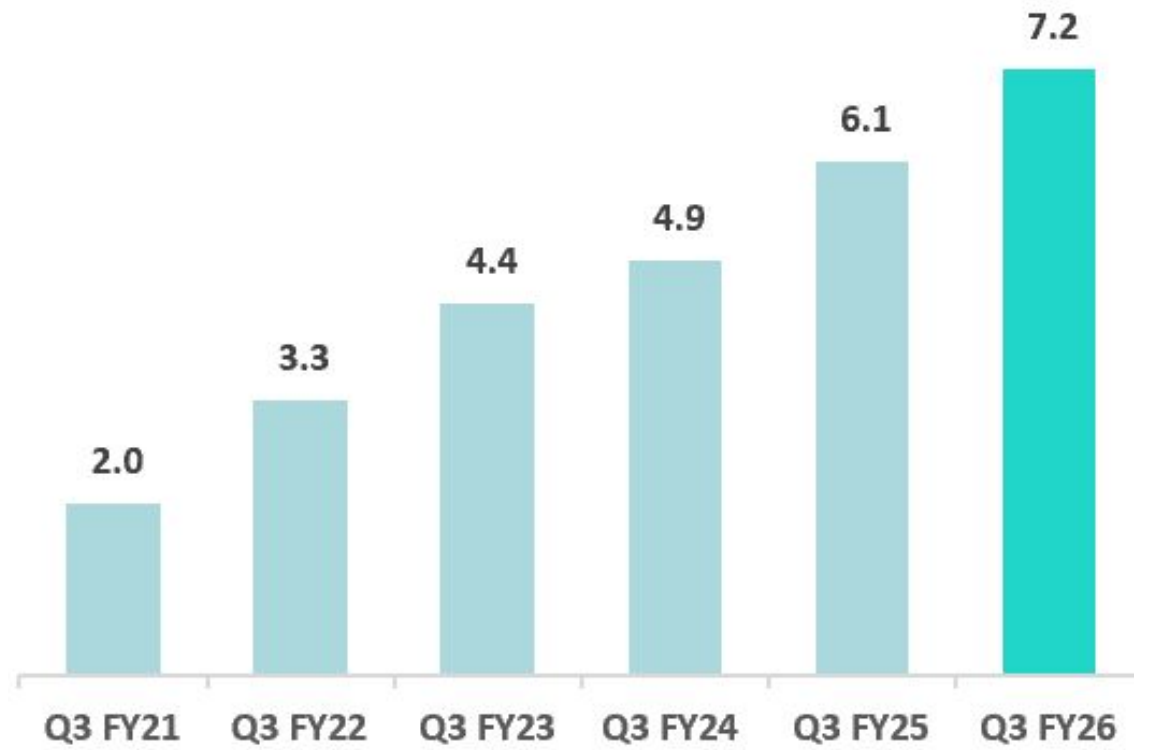
### ANZ Revenue (inc Platform) \$m

+14% 5-year CAGR



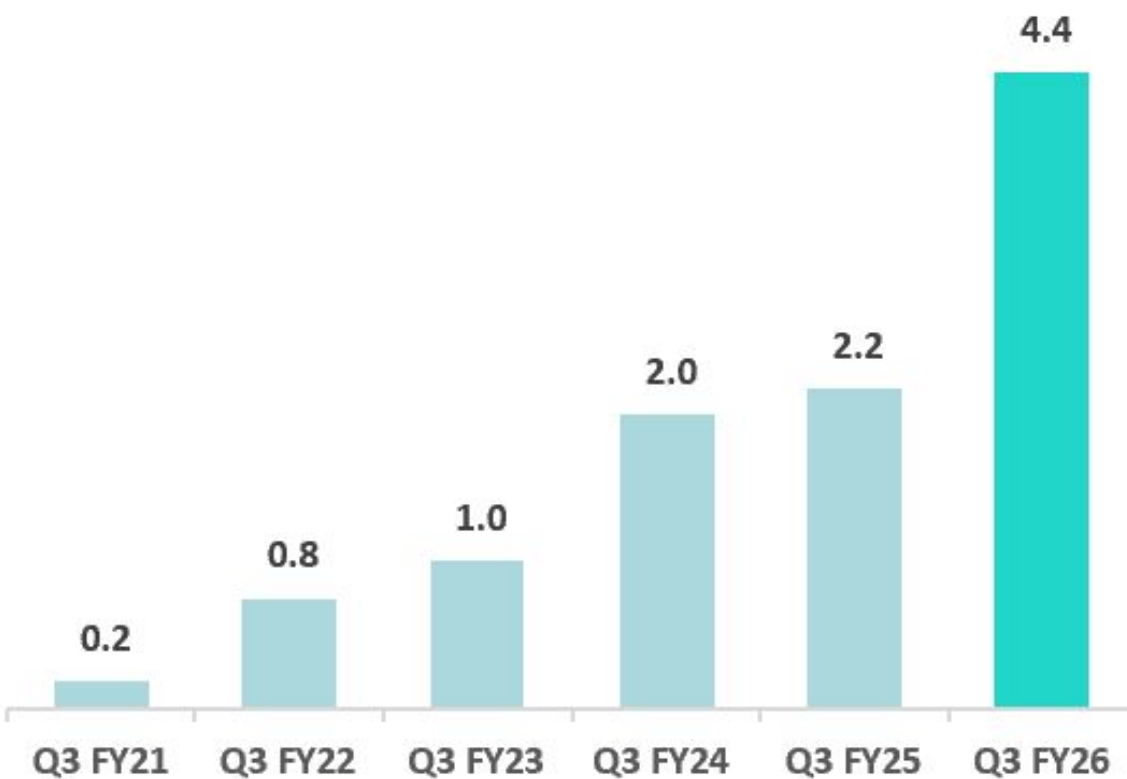
### Rest of World Revenue (inc Platform) \$m

+30% 5-year CAGR



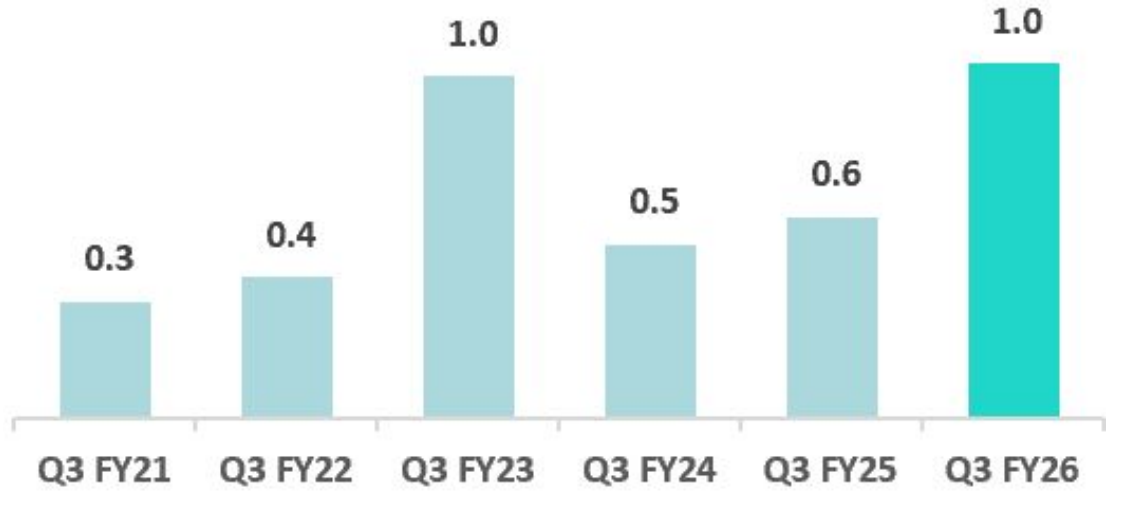
### Platform Revenue \$m

+90% 5-year CAGR



### EBITDA \$m

+27% 5-year CAGR



# ➔ March YTD FY26 Financial metrics trends

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### ANZ Revenue (inc Platform) \$m

+14% 5-year CAGR



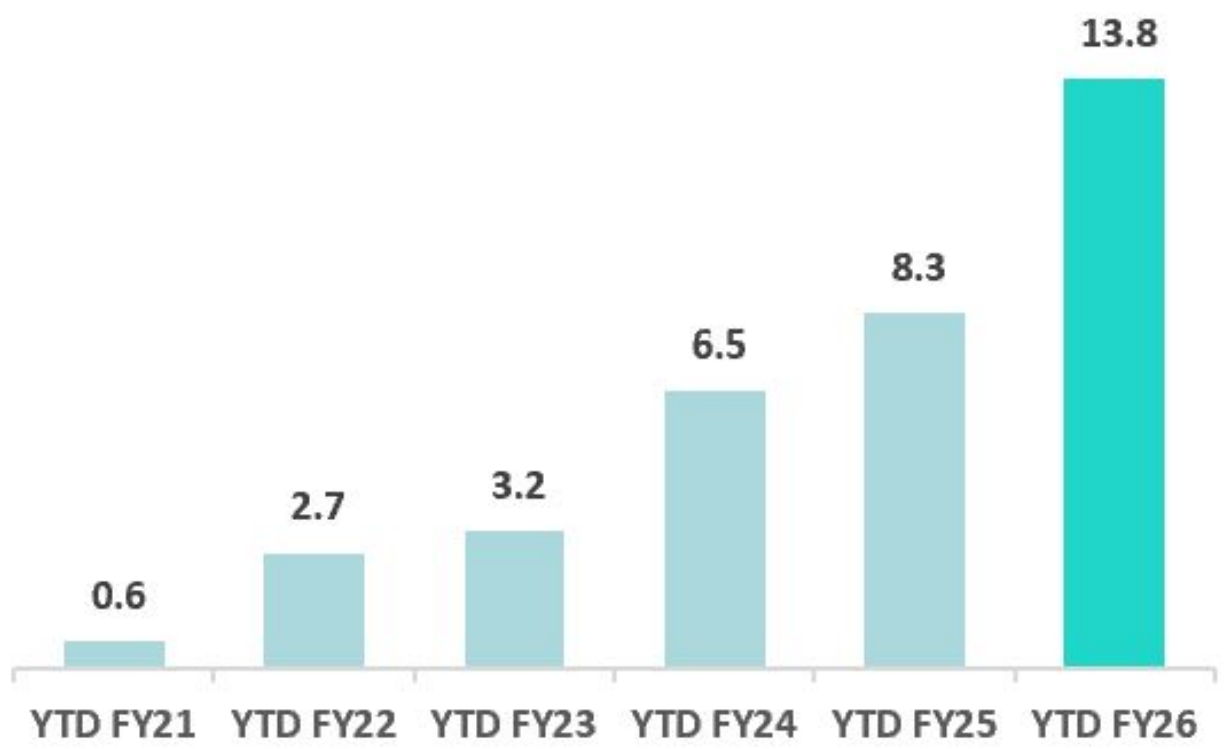
### Rest of World Revenue (inc Platform) \$m

+35% 5-year CAGR



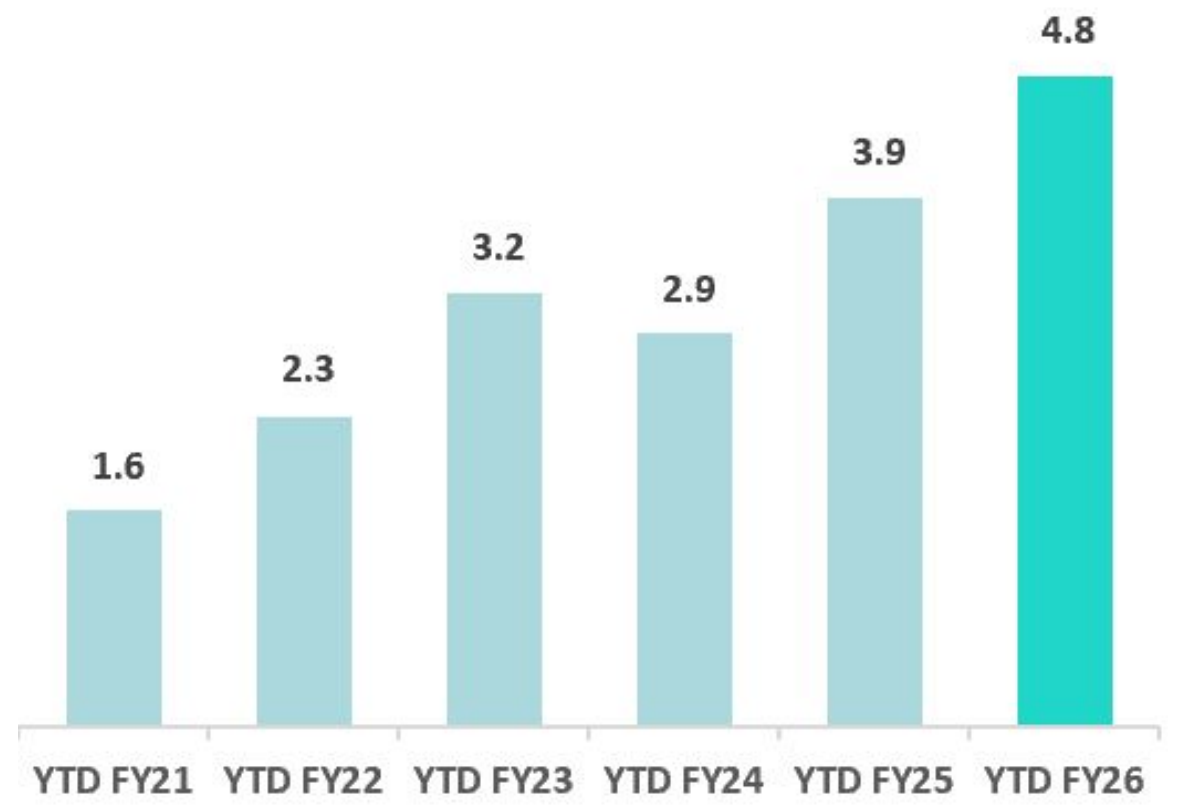
### Platform Revenue \$m

+85% 5-year CAGR



### EBITDA \$m

+24% 5-year CAGR



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# ➔ Reiterate FY26 Financial Guidance



Revenue

**\$64m to \$65m**



EBITDA Margin %

**10% to 11%**



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

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# Corporate Growth Strategy

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# 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



## 02. Technology & AI

Accelerate our **Technology & AI solutions**

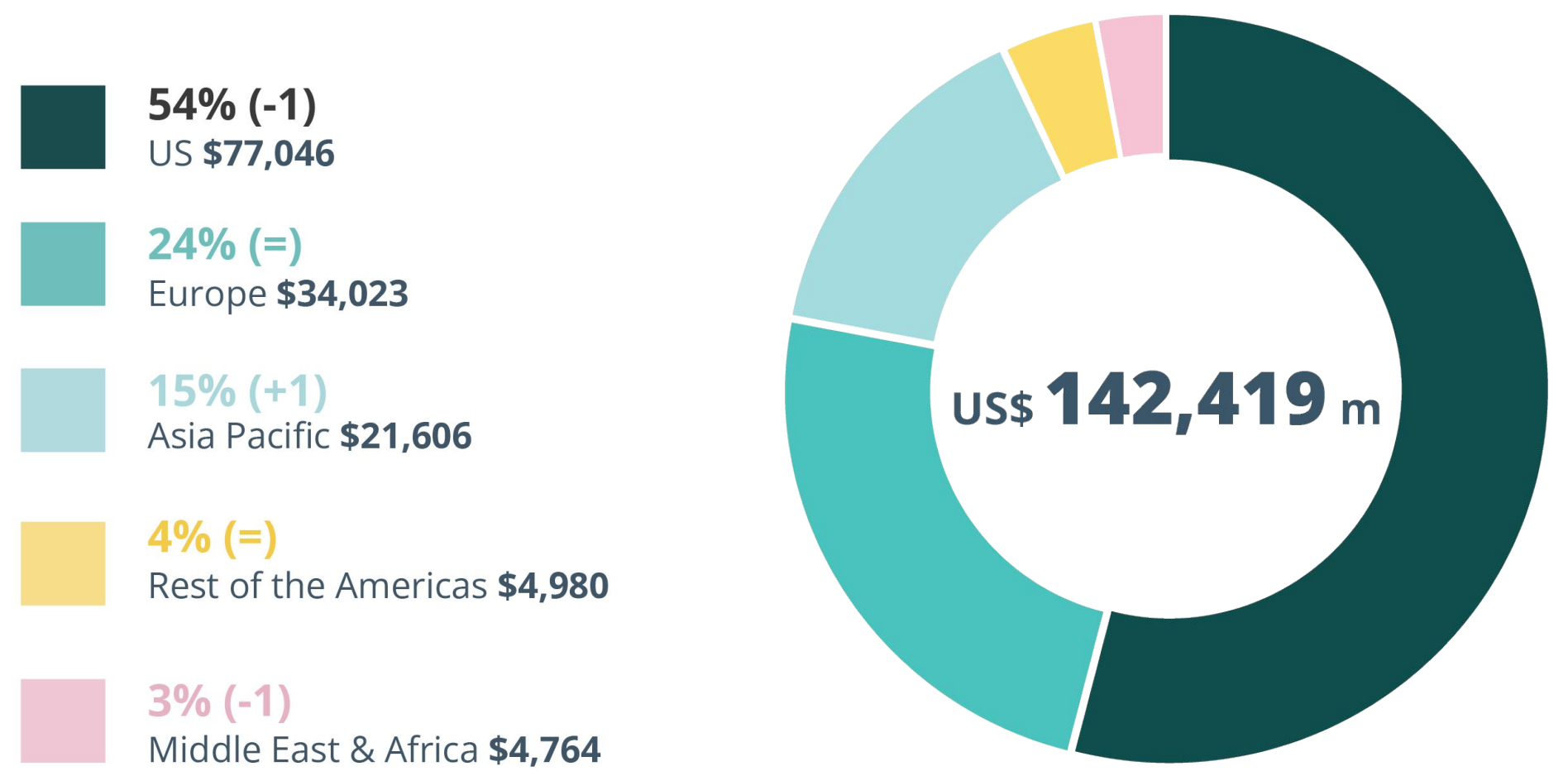
- Datarubico
- Synthetic responses
- Social Insights tools
- Internal efficiency
- Platform

# The Opportunity

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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, 2024



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 profits 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

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 profits** 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

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# Aspirational Objectives for FY26 & FY27

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## Drive Growth



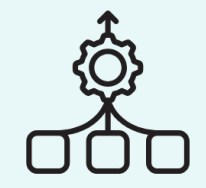
### International Revenue Overtakes ANZ

**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



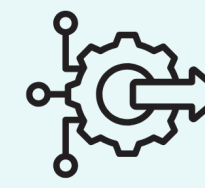
### Economies of Scale

Continually **reducing costs to revenue metrics**  
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

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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

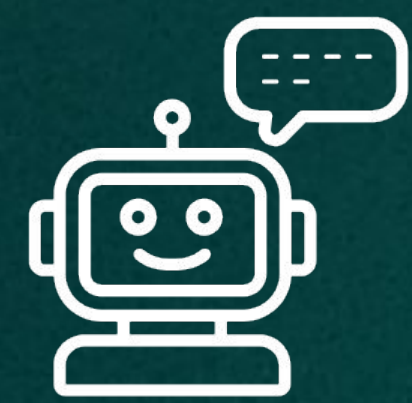


## Support margin expansion

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**

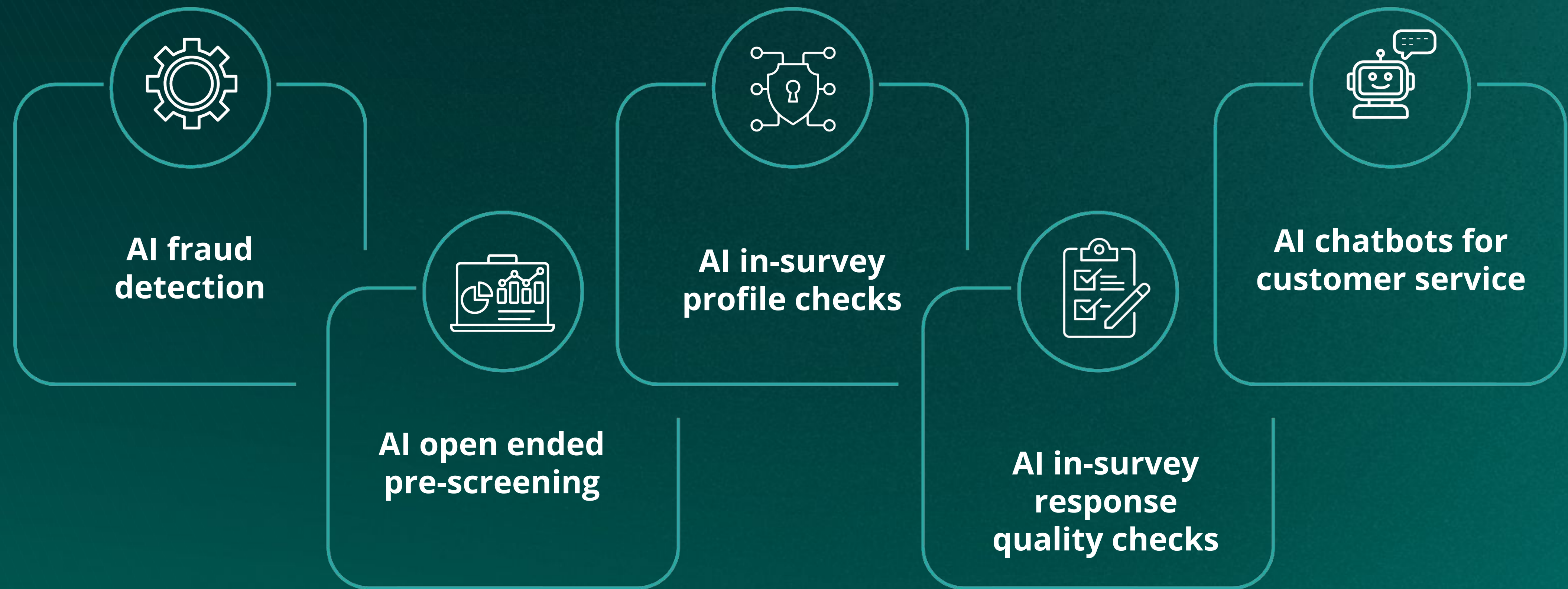


**Product Innovation Team**



**Thought Leadership**

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



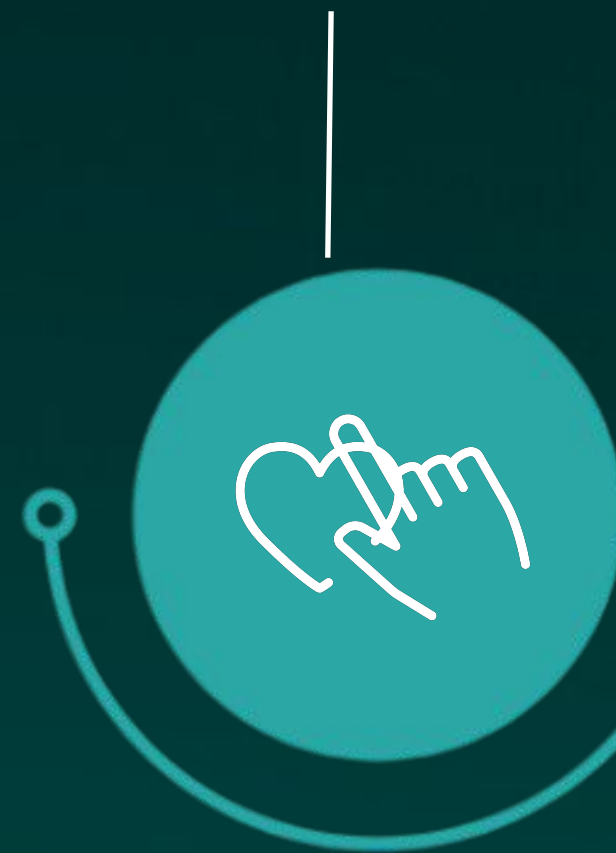
# An evolving client journey

*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



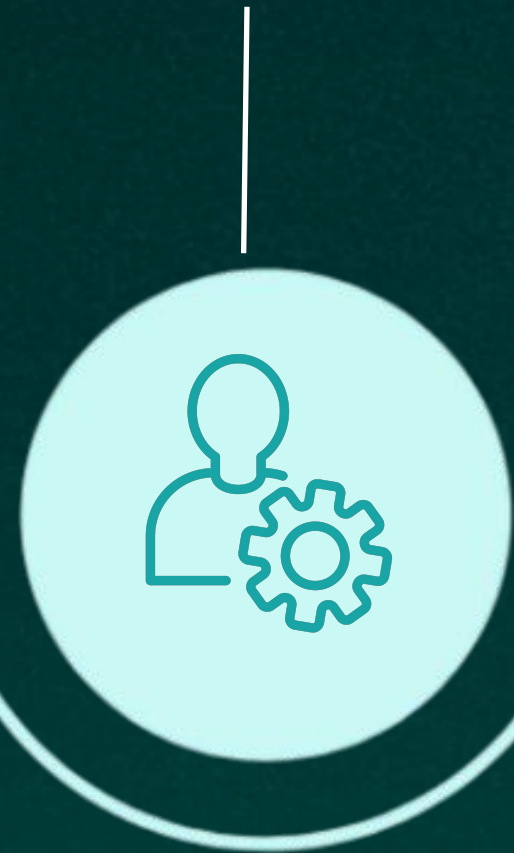
## 2 Message testing

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



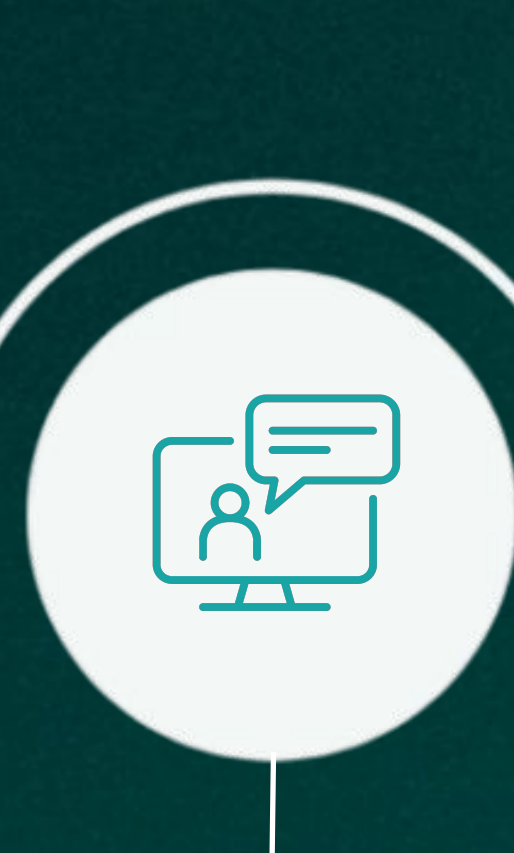
## 3 DIY survey platform

All-in-one research platform



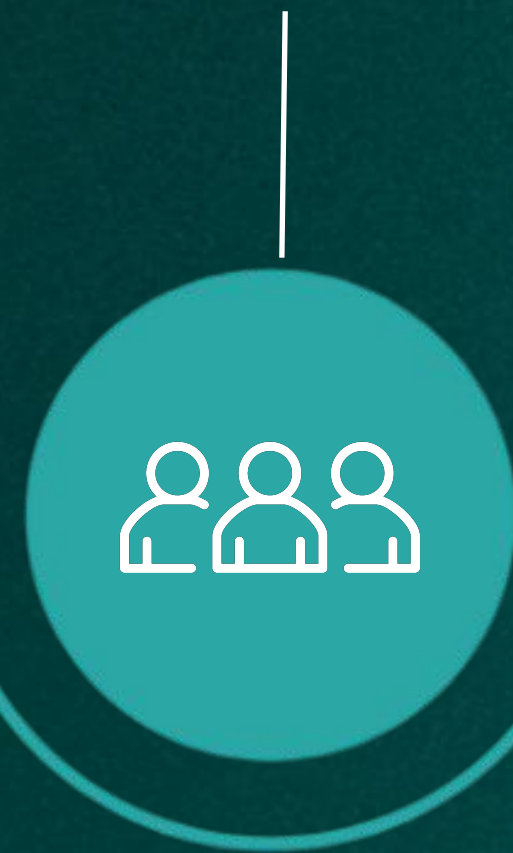
## 4 Video surveys

Uncover deeper, richer insights



## 5 Synthetic responses

Modelled from our panelist profiles + answers



## 6 DIY AI coding

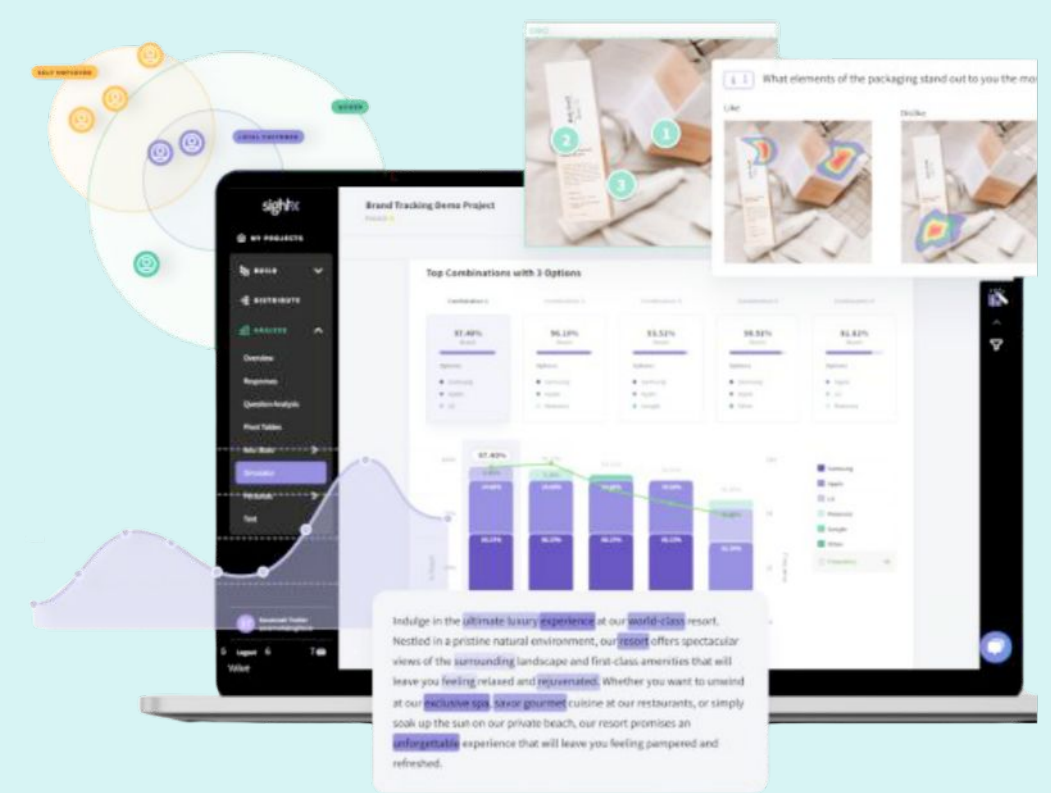
Fast, accurate + customisable



# Datarubico

## 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

# Summary



Strong Q3 FY26 results underpin FY26 revenue and EBITDA guidance



EBITDA growth for Q3 FY26 of **67%** on pcp was driven by continued revenue momentum, focused investment and diligent cost control



ANZ delivered a strong quarter, driven by key client growth and increased project volumes, alongside the acquisition of **CRNRSTONE** expanding our qualitative capabilities



Platform revenue grew **100%** on pcp, as more clients leverage our solutions to deliver insights and drive outcomes that support revenue growth



Recognised for industry leadership, including Quirks Magazine "**Top Data Quality**" and Research Partner of the Year at The Research Society Awards

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