

ASX Announcement

9 September 2021

Morning Meeting with Coffee Microcaps

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to advise that Martin Filz, the CEO of Pureprofile, will speak at the Coffee Microcaps Morning Meeting on September 9th at 9am (AEST). On September 10th, 2021, a video of the presentation will be available on the Pureprofile [Investor Centre](#).

It is also noted that the Coffee Microcaps presentation includes a reference to guidance for Q1 FY22 revenue in the Financial Highlights section.

This announcement has been authorised for release to the ASX by the Board of Directors.

- ENDS -

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers. The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.

Pureprofile 

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September 2021

Pureprofile 

FY21

Coffee Microcaps Investor Presentation

Presented by Martin Filz, CEO



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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 which is defined in the presentation

SECTION ONE:

Pureprofile Today

68%

of American males
buy Valentine's
Day gifts



Pureprofile at a glance

Our Aspiration

Pureprofile insights are used by every company in their decision making

Our Vision

Pureprofile's vision is to deliver more value from the world's information

Our Mission

To reward people for sharing their thoughts, opinions and behaviours and provide valuable, actionable insights to businesses for better decision making



Our Values



Discovery

We invite our people to continually ask questions and be open to new ideas. To be inquisitive and to understand that we are on a journey together, learning from one another at every step.



Ownership

We encourage our people to take responsibility for everything they do and say, to be bold and fearless and to lead with passion. We encourage our team to challenge themselves daily.



Trust

We foster a culture of trust at Pureprofile. We trust ourselves, colleagues and clients. We also trust the process - things don't always go to plan but hard work and integrity always yield the best results.



Team

We know that we are one team and appreciate how much strength there is in that. We always treat others with respect and compassion. We show kindness to everyone.



Our advantage

Humans aren't one dimensional, they're complex. We hold the key to understanding the depth of human behaviour, empowering brands to truly know their audience.

34 years old
Single, no dependants
CMO at a Tier 1 Not-for-profit
Lives in **Byron Bay**
Earns **\$145k**



Preferences

Likes **high-end products**, eco-products
Reads **Frankie** magazine
Gets her news from **The New Yorker**



Drives a **Lexus Hybrid**
Is a **vegetarian**

Beliefs

Volunteers at a **wildlife conservation centre**
Donates 10% of her salary to **charity**



Habits

Drinks 4 **almond lattes** a day
Walks her dog **every day**



VOLVO

Prime candidate for high-end hybrid cars

medibank

Interested in ethical health insurance products



Climate change is the biggest issue that influences her vote



Ideal target for Christmas donor acquisition activity



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Clear corporate growth strategy

Focus on building a stronger and more diverse **global panel** and add **complementary data sources** through strategic partnerships

Accelerate our SaaS **self-service solutions**

Leverage Pureprofile's **proprietary data**
- Data & Insights
- Media Advertising



Our business



Why

clients work with us

Our client value proposition

Global reach

Direct access to millions of deeply profiled consumers

Trusted

20 years of experience in the field of internet market research

Service

Quick response, personal service and dedicated teams

What

services we offer our clients

Our divisions

Data & Insights

Enabling organisations to understand their audiences and to make better business decisions

Self-service platform

Access insights and campaigns through our proprietary technology platform

Pure.amplify media

Through first-party data our advertising campaigns reach the right people at the right time

How

our business grows

Our corporate strategy

Global panel

Focus on expanding and diversifying our global panel, and adding complementary data sources through strategic partnerships



More data, more insights

Leverage Pureprofile proprietary data

Self-service

Innovate and enhance our SaaS solutions






-  Data & Insights
-  Pure.amplify
-  Platform
-  Operations Hub

USA




UK

2021 2021

Mainland Europe





2021 2021

India




Singapore





2021

Australia





New Zealand



Where we are located

Offices in 7 countries

700 clients globally

155 staff globally

91% repeat clients

20% in recurring revenue



Our people & culture



Benefits

- Higher client satisfaction
- Higher employee retention
- Higher profitability
- Increased motivation & productivity
- Improved employee health and wellbeing



Gender Diversity:

52% Male
 46% Female
 1% Gender fluid
 1% Non-binary



Nationality & Ethnicity:

20 nationalities
 across the group

 35 ethnic backgrounds
 across the group



Age Diversity:

23% Under 30 years
 57% 30 – 40 years
 20% Over 40 years



Employee Satisfaction:

86% up 14% on prior year



Employee Equity Plan:

Implemented
 in March 2021



A great place to work



Employee Satisfaction

In FY21 our employee satisfaction was 86%, up 14% on prior year. The best companies are defined as having a score above 78%

95%
of employees know how their work contributes to the **goals** of Pureprofile

98%
of employees would recommend Pureprofile as a **great place to work**

97%
of employees are **proud** to work for Pureprofile

96%
of employees feel Pureprofile is in a position to really **succeed** in the next 3 years

91%
of employees feel they are part of a **team**

93%
of employees have confidence in the **leaders** at Pureprofile



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SECTION TWO:

Financial Highlights

70%
of Kiwis think their Government implements lockdowns at the right time



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A strong start to FY22

\$3.1m revenue in July FY22 which was 50% up on pcp due to strong growth across all divisions

207% growth in SaaS platform revenue bolstered by the Flybuys partnership

Q1 revenue is expected to remain in line with July revenue growth at 50% up on pcp

Results	Jul FY22	vs Jul FY21
Revenue	\$3.1m	50% ▲

Business Unit Revenues	Jul FY22	vs Jul FY21
Data & Insights APAC	\$1.6m	41% ▲
Data & Insights UK/EU	\$0.7m	27% ▲
SaaS Platform	\$0.2m	207% ▲

All numbers in this slide are preliminary and unaudited



Full year FY21 EBITDA guidance exceeded

\$3.1m EBITDA which was 124% up on pcp due to strong revenue growth

\$30m revenue which was 24% up on pcp

119% growth in SaaS platform revenue

Full year positive net operating cash flow of \$2.4m up from \$1.4m for FY20

Results	FY21	vs FY20
Revenue	\$30.0m	24% ▲
EBITDA	\$3.1m	124% ▲
Operating Cash Flow	\$2.4m	65% ▲

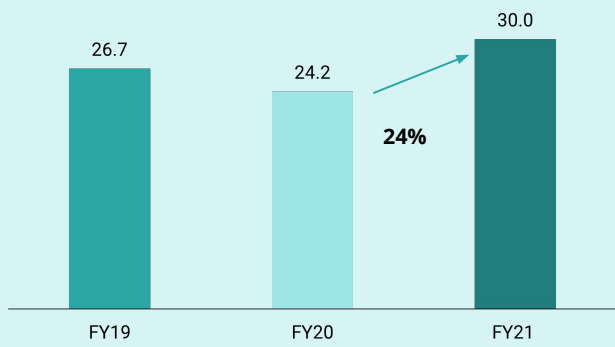
Business Unit Revenues	FY21	vs FY20
Data & Insights APAC	\$17.1m	34% ▲
Data & Insights UK/EU	\$7.5m	34% ▲
SaaS Platform	\$1.1m	119% ▲

NB: EBITDA excludes significant items including share based payments

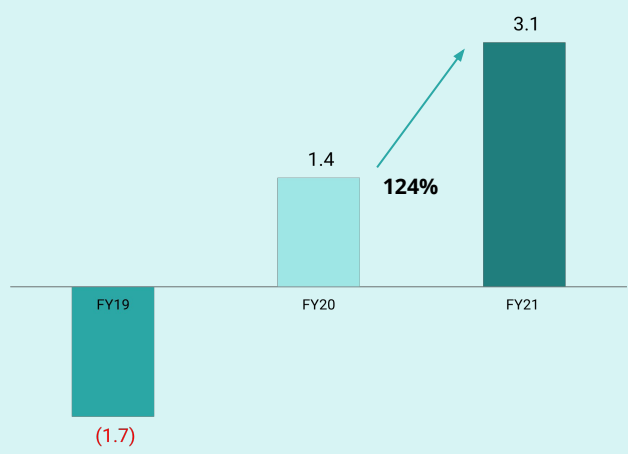


Financial Trends

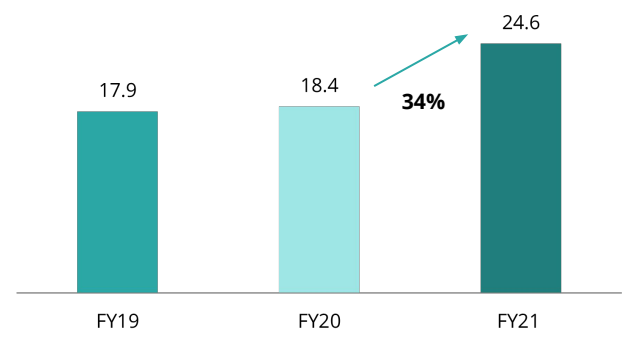
Revenue \$M



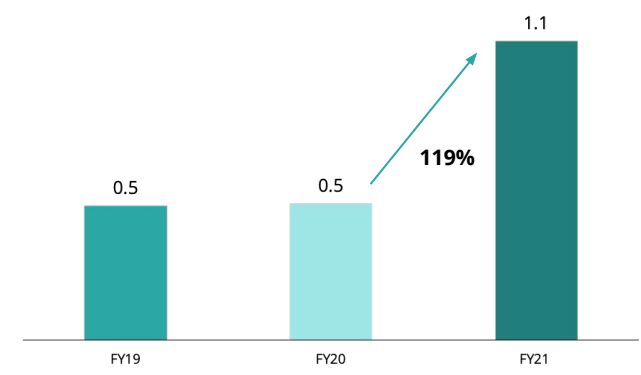
EBITDA \$M



Data & Insights Revenue \$M



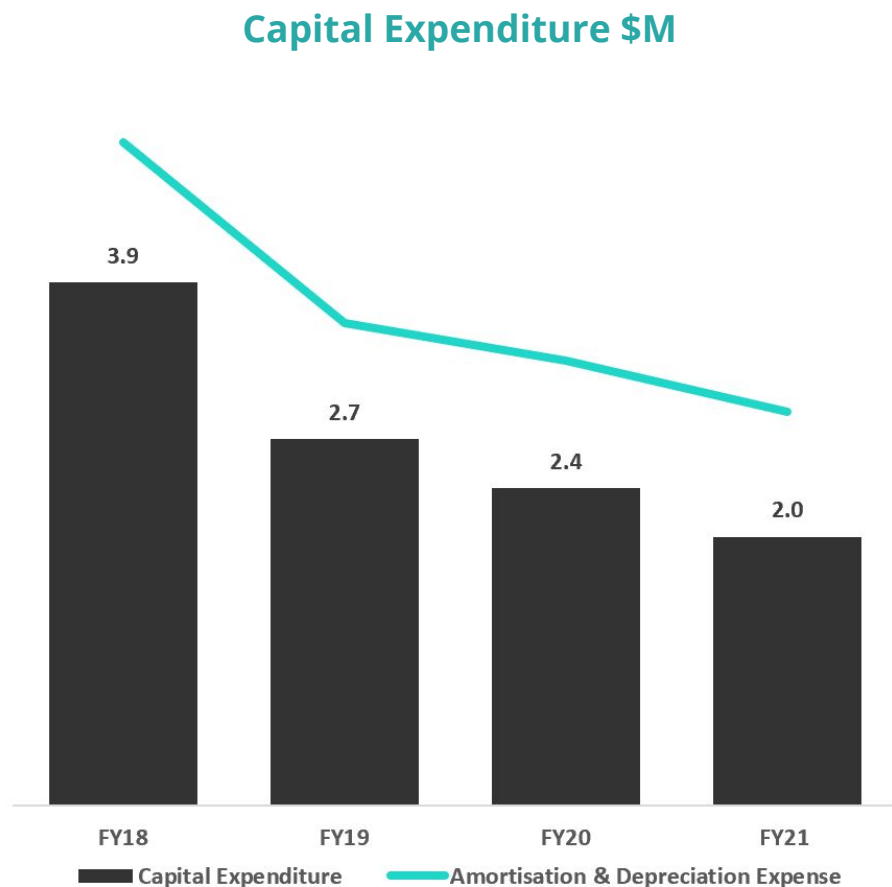
SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments

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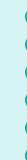
NB: Excluding right of use assets and depreciation of leases

A disciplined approach to investment in Capital Expenditure

Investment focus for FY21 aligned to accelerating our SaaS platform solutions such as Audience Intelligence

Clear focused corporate strategy resulting in a disciplined approach to product development

Capitalisation and amortisation is independently audited along with our financial statements



SECTION THREE:

Operating Highlights

48%

of Aussies are excited about Brisbane being announced as the host of the 2032 Summer Olympics



Operational Key Performance Indicators - FY21

40%
of new clients from **new markets**

58%
growth in number of **SaaS clients**

71%
YOY increase in **completed surveys**
= **more revenue**

45%
YOY increase in project **volume**

91%
of revenue coming from **repeat clients**

4 years
average tenure of clients

15%
YOY increase
in **active clients**

20%
of Data and Insights revenue is **recurring**

219 million
Ads delivered by **Pure.Amplify**
= **more revenue**

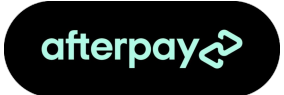
90%
Growth in **panel acquisition**

\$5.9m
incentives earned by Pureprofile panellists
in FY21= **more revenue**



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Some blue chip organisations that use our insights



SECTION FOUR:

Solutions Highlights

79%
of Brits say their life
priorities have
changed since
Covid-19 began



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**We solve today's
insights challenges
with our unique data
and analytics tools**



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Audience Intelligence

SaaS access to unrivalled market intelligence and consumer trends

Exclusive functionality and insights – unavailable via any other data company

Our datasets are aggregated from millions of verified transactions from consumers across various markets and retail categories

Allowing us to attract new clients and offer existing clients new products



Audience Intelligence FY21 Update



Unique SaaS solution

Our unique solution has been shortlisted for the SaaS Innovation Award from the Australian Business Awards 2021. Patent applications for this solution are pending



Increasing interest from clients

UberEats signed in Q4 FY21 with a number of trials running of the Food Delivery vertical



Finalising new SaaS insights

Food delivery pilot launched in Q4 FY21. Fast Food and Retail in development and due to launch in Q1 FY22



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Pureprofile has announced a new partnership with Flybuys, creating "Pureprofile Perks"



Pureprofile Perks

Flybuys members can earn points in return for giving their opinions



Pureprofile SaaS Platform

A unique co-branded environment for Flybuys members who wish to help brands with their insights



A game changer

The insights industry needs new consumers and this program delivers



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Flybuys FY21 Update



A Flybuys community launched

A Flybuys member has joined Pureprofile Perks every 300 seconds since launch on the 26th April 2021



Flybuys members rewards

27m Flybuys points earned since launch. A Pureprofile Perks panellist is earning 300 Flybuys points every 60 seconds



New opportunities for our clients

95,000 surveys completed by Pureprofile Perks panellists since launch



SECTION FIVE:

Client Case Studies

25%
of Aussies are not interested in watching the Olympics



**BUSINESS
AUSTRALIA**

Pureprofile 
**Data & Insights
Case Study**

The challenge

Increase member retention rates

Business Australia have been supporting Australian businesses for over 195 years. They wanted to increase their member retention rates. In order to cement their position in market, they needed to re-focus their value proposition and update the brand. Business Australia were in need of an agile market research partner that could connect them directly to niche B2B audiences.

Key results

The results showed key awareness needed to be increased

190%
increase in new members

1,011%
increase in **website page views**

28pts
increase in **Net Promoter Score**

The solution

A three-phased strategy connecting Business Australia to real market perceptions. A bi-weekly brand tracker study was launched, empowering Business Australia to regularly connect to their audience

PHASE 1

Leverage deep profile information to identify the right audience

PHASE 2

Develop a fully automated & interactive brand tracking study



PHASE 3

Provide a seamless stream of data to a secure online environment



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Flybuys

Pureprofile Community Builder Case Study

The challenge

An exclusive survey platform for Flybuys members

The Pureprofile Perks platform allows Flybuys members to earn points answering surveys via their Flybuys accounts, allowing them to collect Flybuys points that can be redeemed for over 1,000 reward options.

Key results

Pureprofile Perks
launched 26th
April 2021

27m

Flybuys points
earned since
launch

95,000+

surveys completed
by Pureprofile
Perks panellists
since launch

**A Flybuys member has joined
Pureprofile Perks every 300
seconds** since launch

The solution

Pureprofile  Perks

A three-phased strategy to utilise Pureprofile's SaaS technology to create a community for Flybuys members

PHASE 1

Build Pureprofile Perks community environment

PHASE 2

Build link with Flybuys backend



PHASE 3

Launch to Flybuys members



Pure.amplify

Media Case Study

The challenge

Increase donorship. Support families.

The primary goal of the campaign was to shift in-market positioning, resulting in increased knowledge and awareness among a broader audience.

Our client's secondary goal was to increase donations during strategic times of the year.

Key results

Increased brand awareness, high engagement & donations made

300%
increase in new donations

9.2m+
ad impressions throughout the entirety of the campaign

12% increase in **brand awareness**, with an additional **6%** uplift in **likelihood to recommend** Barnardos to their friends and family

The solution

A three-phased strategy enabled instant optimisation of the highest-performing campaign elements

PHASE 1

Build & refine bespoke audiences based on a unique mix of proprietary data sources

PHASE 2

Execute the programmatic strategy



PHASE 3

Conduct regular optimisations to ensure maximum performance



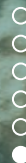
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SECTION SIX:

Corporate Strategy

50%

of Brits believe their country is not doing enough to address climate change



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Our progress on our corporate strategy

Strategic Pillar	Strategy	FY21 Progress
Global Panel	Focus on building a stronger and more diverse global panel and add complementary data sources through strategic partnerships	Doubled the size of the AU & UK panels Refer-a-friend program implemented driving panel acquisition Further quality and fraud prevention initiatives implemented
More data, more insights	Leverage Pureprofile proprietary data - Data & Insights - Media Advertising	Launched Flybuys partnership Launched SGAG community in Singapore
Self-service	Accelerate our SaaS self-service solutions - Audience Intelligence - Insights Builder	Pilot launched Audience Intelligence SaaS solution in Food Delivery vertical Signed marquee client and further client trials



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Key initiatives H1 FY22



Developing new partnerships

Growing partnerships in Asia, Europe and US means we can increase our capacity without upfront expenditure

Objective: Increase existing global audiences, allows for more insights to be generated for more clients and drives revenue and profitability



Launch new verticals for Audience Intelligence

This is an exciting, world first, SaaS solution delivering insights and media planning from a single screen. Allowing Pureprofile to attract new clients and build recurring revenues

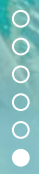
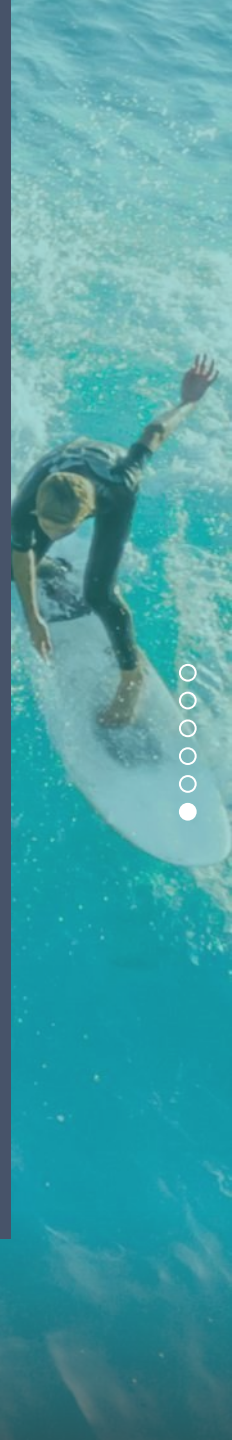
Objective: Launch Fast Food and Retail verticals of our SaaS solution. Food Delivery trial clients converted to paid clients



New Global Panels

Launch of new panels in mainland Europe and Singapore supporting our growing businesses in these regions

Objective: Launch new global panels in Q1 FY22, attracting new clients and revenue in these regions, improved operational efficiencies and driving both revenue and profitability



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Summary



Strong growth



Cash flow positive



Highly engaged employees



Exciting solutions



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This presentation has been
authorised for release to the
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