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 <u>Investor Centre</u>.

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.

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For further information, please contact:

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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.

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Coffee Microcaps Investor Presentation

Presented by Martin Filz, CEO

Disclaimer

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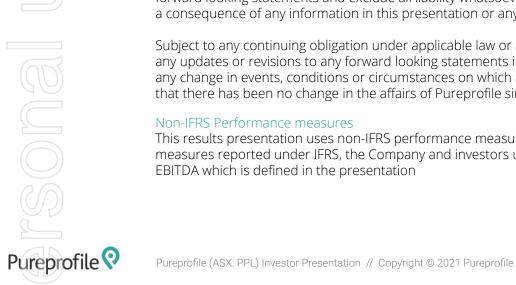
Certain statements in this presentation are forward looking statements. You can identify these statements by the fact that they use words such as "anticipate", "estimate", "expect", "project", "intend", "plan", "believe", "target", "may", "assume" and words of similar import. These forward looking statements 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.

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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



onal use only SECTION ONE: Pureprofile Today



of American males buy Valentine's Day gifts

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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

Values Our



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.



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.



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.



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.

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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**

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Pureprofile 🕅

Preferences

Likes **high-end products**, eco-products

Reads **Frankie** magazine

The New Yorker



Beliefs

Drives a Lexus Hybrid

ls a **vegetarian**

Volunteers at a **wildlife** conservation centre

Donates 10% of her salary to charity

almond lattes a day **Habits**

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



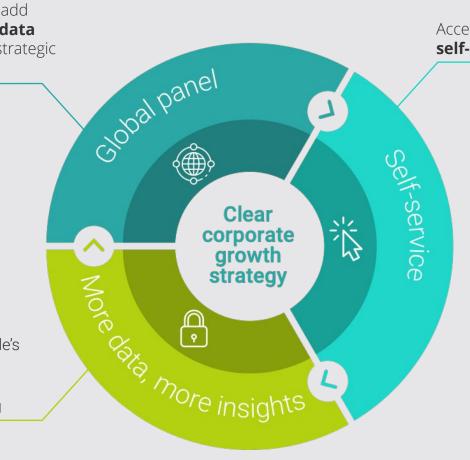
Ideal target for Christmas donor acquisition activity

Clear corporate growth strategy

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

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

- Media Advertising



PUREPROFILE TODAY

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





Mainland Europe





New Zealand

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India (Co) Singapore (Co) CO 2021 Australia



Where we are located

Offices in 7 countries 700 clients globally 155 staff globally 91% repeat clients 20% in recurring revenue

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Delivering global insights

We are a global company who completed studies in 91 countries in FY21

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Our people & culture

Benefits

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

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Gender Diversity:

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

Age Diversity:

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



Nationality & Ethnicity:

20 nationalities across the group

35 ethnic backgrounds across the group



Employee Satisfaction: 86% up 14% on prior year Employee Equity Plan: Implemented

in March 2021

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A great place to work

Employee Satisfaction

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

Pureprofile **P**urep

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 tea	m 93% of employees have confidence in the leaders at Pureprofile	



of Kiwis think their

Government implements lockdowns at the right time

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

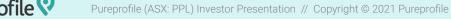
119% growth in SaaS platform revenue

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



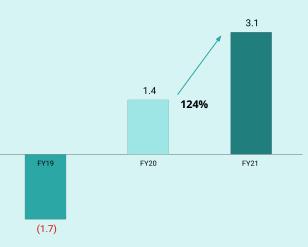
Financial Trends

Revenue \$M





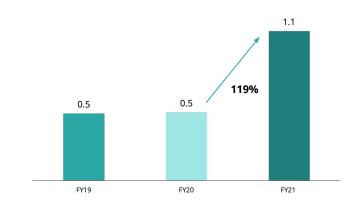
EBITDA \$M



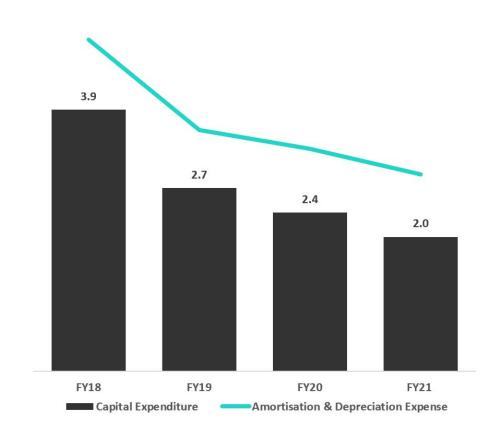
Data & Insights Revenue \$M



SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments



Capital Expenditure \$M

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

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

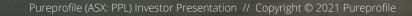
Capitalisation and amortisation is independently audited along with our financial statements





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



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// OPERATING HIGHLIGHTS

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 volun	ne	91% of revenue coming from repeat clients
4 years average tenure of clients	15% YOY increase in active clients	20% of Data a	nd 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

coles 💠 appen afterpay 🖓 estpac WAITROSE xero & PARTNERS iag News Corp Mccash **JBHIFI** LSE Uber Commonwealth M^cColl's **Eats** Bank UNIVERSITY OF medibank BOQ QANTAS RGA Universiteit Leiden National University of Singapore

<text>

79% of Brits say their life priorities have changed since <u>Covid</u>-19 began



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



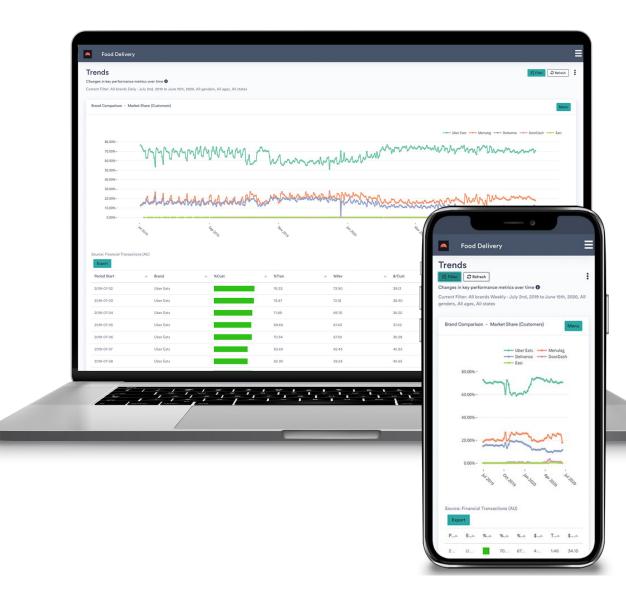
Audience Intelligence

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





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

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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



Flybuys FY21 Update



Flybuys members rewards

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



A Flybuys community launched

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



New opportunities for our clients

95,000 surveys completed by Pureprofile Perks panellists since launch



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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 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



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 3

Launch to Flybuys members



Build Pureprofile Perks community environment PHASE 2

Build link with Flybuys backend

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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

300% increase in

ncrease in new donations

throughout the entirety of the campaign

9.2m+

ad impressions

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

Conduct regular optimisations to ensure maximum performance

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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

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 ASX by the Board of Directors.



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