ASX Announcement

29 October 2025

FY25 AGM Chairman's Address

Dear Shareholders,

My name is Michael Anderson, Non-Executive Chairman of Pureprofile, and it is my pleasure, on behalf of the Board, to welcome you to the Company's 2025 Annual General Meeting.

FY25 has been another year of meaningful growth and progress for Pureprofile – a year that has seen the Company strengthen its position as a leading global provider of data and insights solutions. We have continued to execute against our strategic priorities, delivering record financial performance, expanding our technology capabilities, and deepening relationships with our clients and partners around the world. This has been achieved despite a challenging and evolving market environment.

Looking at our financial performance, it gives me great satisfaction to report that Pureprofile achieved its fifth consecutive year of double-digit revenue growth and our second year of positive and growing net profit after tax. Reflecting both the emerging scalability of our business model and the disciplined approach we continue to apply to cost management and capital investment.

While investing in i-Link Research Solutions (i-Link) and meeting debt obligations, we still grew our cash balance to $5.7 million, reinforcing the Company's solid financial position – one that provides the foundation to support future growth initiatives.

Geographically, Pureprofile's international business continued to gain momentum, solely through organic initiatives, with revenue from the Rest of World operations now representing 46% of total Group revenue. This was driven by excellent growth in the UK and US, supported by targeted investments in sales capability and client engagement. Meanwhile, our ANZ business also delivered growth, benefiting from the integration of i-Link, which has strengthened our domestic offering and extended our reach into new client segments.

In addition, platform revenue increased solidly, reflecting rising demand for our tech-enabled insight solutions, underscoring the success of our diversification strategy and continued expansion of our client base.

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Continued innovation remains at the core of our success. In FY25, our focus was on making research faster, smarter, and more accessible. Guided by client feedback, we prioritised the development of end-to-end solutions that deliver greater speed, cost efficiency, and deeper insights. This led to the introduction of a suite of technology-led products that enhance value, reduce friction, and strengthen Pureprofile's market leadership, while unlocking new opportunities for growth and revenue. Niamh Fitzpatrick, our Chief Product Officer will touch on these in more detail shortly.

As we move into FY26, our focus on quality, speed, and integrity remains unwavering. Our product vision is clear - to make insight generation simpler, smarter, and more impactful for clients everywhere. In Q1 FY26, we introduced three new AI-driven solutions to enhance insights generation. These initiatives reflect our ongoing commitment to harnessing technology and artificial intelligence to enhance client outcomes, and drive sustainable profitability. Again, Niamh will speak to these new initiatives.

At Pureprofile, our people and culture remain central to our success. In FY25, we prioritised strengthening capability, fostering connection, and supporting wellbeing across our global teams. Through structured AI upskilling and new collaboration initiatives, we strengthened our ability to innovate and adapt in a rapidly changing environment. These efforts have fostered a resilient, high-performing culture, reflected in strong engagement results, with more than 90% of employees expressing confidence in leadership and pride in working at Pureprofile. As we look ahead, our commitment to growth, inclusion, and empowerment will continue to shape a future-ready workforce.

Our priorities for FY26 are clear. We will focus on deepening relationships with existing clients to grow share of wallet; leveraging our new products and AI-enabled solutions to expand our reach; and strengthening our teams, particularly in the UK and US, to accelerate growth in those high-potential markets. We also remain focused on improving profitability through greater automation, efficiency gains, and an ongoing shift towards higher-margin, tech-enabled services.

These initiatives are designed to build a more scalable, profitable, and resilient business - one that can continue to grow both organically and through strategic investments where there is clear strategic alignment and value creation potential.

On behalf of the Board, I would like to express my sincere appreciation to our Board and management, clients, partners, shareholders, and the entire Pureprofile team for their continued trust and support. It is the dedication, innovation, and passion of our people that have driven another successful year.

With a clear strategy, strong balance sheet, and an expanding suite of technology-led solutions, Pureprofile enters FY26 with confidence and momentum. The Company is well

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positioned to continue delivering growth and value for all stakeholders, and I look forward to what promises to be another exciting year ahead.

Thank you.

Michael Anderson
Chairman

This announcement has been authorised for release to the ASX by the Chairman.

- ENDS -

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 industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

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 750 clients.