

Pureprofile 

H1 FY26

Investor Presentation

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Business Overview

EBITDA and EBITDA margin excludes significant items including share based payments



Pureprofile's Achievements in H1 FY26

Record H1 FY26 earnings and accelerating global growth support

- **Profit after tax increased to \$1.9m**, up **22%** on pcp, supported by continued earnings growth and recognition of deferred tax assets following two consecutive years of taxable profits
- **Basic EPS up 21%** to **0.1656 cps**, demonstrating improved shareholder returns
- Closing cash balance of **\$5.9m**, up from **\$5.7m** at 30 June 2025
- **Record H1 FY26 revenue of \$33.3m**, up **14%** on pcp, reflecting sustained double-digit growth and a five-year revenue CAGR of **22%**
- **Strong EBITDA** growth of **14%** on pcp to **\$3.8m**, with EBITDA margin sustained at **11%**, notwithstanding ongoing investment in growth initiatives
- **Rest of World (ROW)** revenue surpassed ANZ in H1 FY26, reflecting a significant milestone in geographic diversification and successful execution of the Group's international growth strategy
- **ROW** revenue grew **30%** on pcp to **\$16.8m**, driven by strong demand in the UK and US and delivering a five-year CAGR of **38%**
- **ANZ** revenue increased **2%** on pcp to **\$16.5m**, consistent with expectations following the FY25 i-Link acquisition, and continues to provide a stable and profitable base
- Continued acceleration in **platform** revenue, up **54%** on pcp, supporting the scalability of Pureprofile's technology-enabled model

CRNRSTONE Acquisition (17 Feb 2026)

A cash funded, EPS accretive acquisition offering synergies through adjacent operations

What is Qualitative Research?

- Smaller, carefully recruited participant groups targeting specific demographics, behaviours or decision-makers
- Facilitated focus groups and in-depth interviews conducted online or in-person
- Structured but open-ended conversations designed to uncover motivations, attitudes and perceptions
- Provides insight into “why” consumers think and behave the way they do, complementing quantitative data

Why It's Strategic

- Pureprofile previously generated ~\$300k in qualitative revenue via outsourced delivery
- Qualitative research represents ~20% of the broader Data & Insights market, making it a meaningful adjacent growth opportunity
- Clients increasingly want both quantitative and qualitative insight allowing Pureprofile to increase share of wallet and deliver end-to-end solutions to clients
- Qualitative research typically commands higher revenue per project and deeper client engagement
- The shift to online focus groups has reduced costs and expanded geographic reach

CRNRSTONE Acquisition (17 Feb 2026)



Transaction Overview

- Purchase price: **\$700,000** (cash)
- **~\$50,000** one-off transaction costs
- No equity dilution
- Expected to be EPS accretive in first full year
- RaaS estimate: ~2% EPS accretive FY26, 5% FY27



How We Create Value Post-Acquisition

- Cross-sell qualitative into **900+ PPL clients**
- Increase revenue per client in ANZ through integrated research solutions
- Apply Pureprofile's capabilities and operating discipline to optimise processes
- Integration into the Pureprofile platform to streamline qualitative delivery and drive scalable margin improvement over time

Pureprofile at a glance



We are Pureprofile

We are a global data and insights company, helping brands, businesses & government answer crucial questions



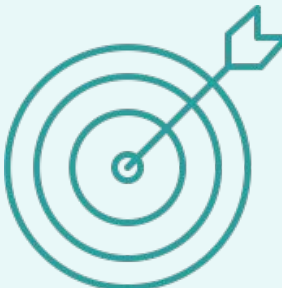
What we do

We securely connect organisations with highly profiled audiences, gathering data that is otherwise inaccessible



How we do it

Through our proprietary technology platform, we survey and reward millions of people worldwide for sharing their opinions

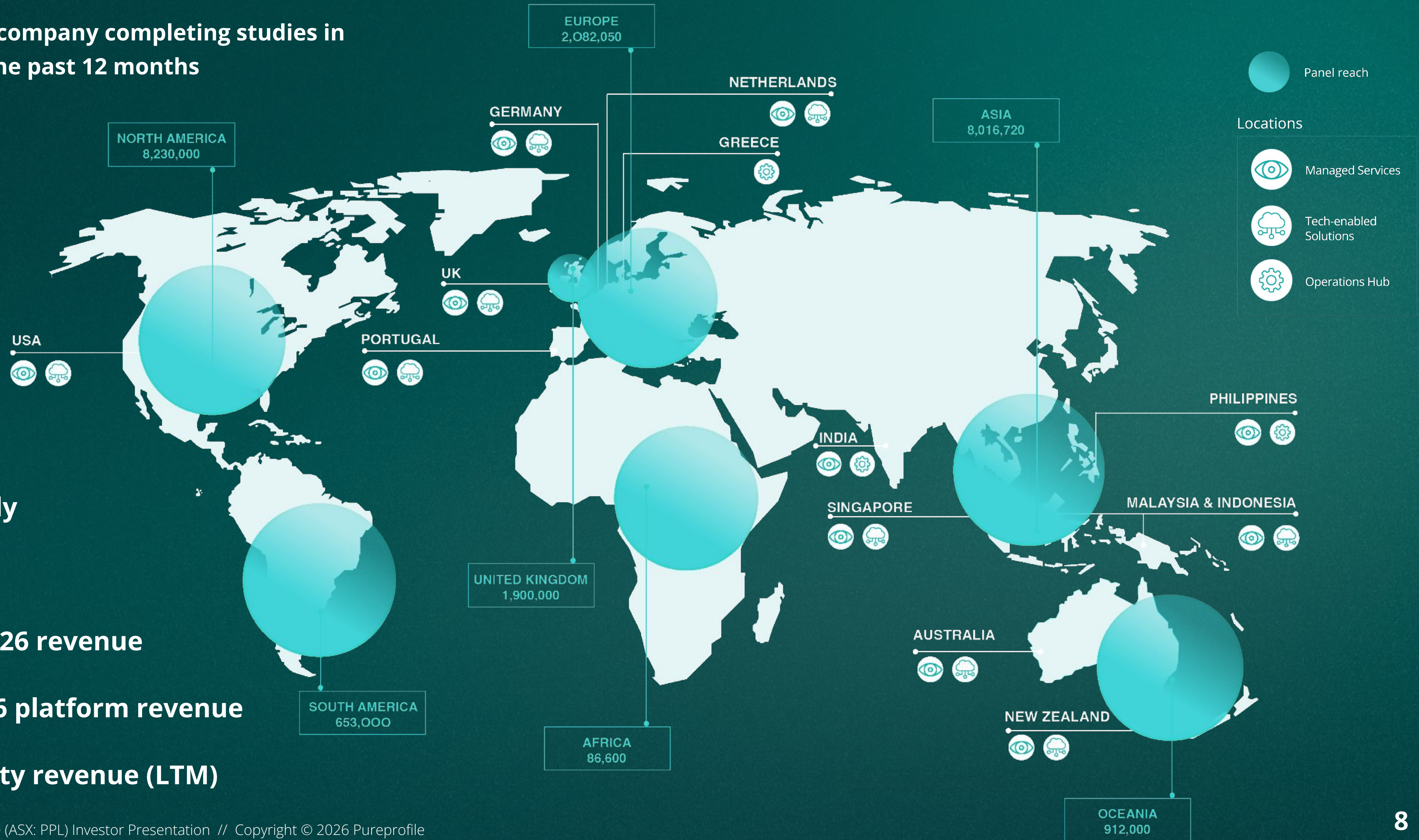


Why we do it

Our goal is to empower organisations with valuable data and deeper audience connections, enabling them to make more informed decisions

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

962 clients globally

260 staff globally

\$33.3m in H1 FY26 revenue

\$9.4m in H1 FY26 platform revenue

\$14.1m in annuity revenue (LTM)



H1FY26 Interim Financial Results

EBITDA and EBITDA margin excludes significant items including share based payments




Record H1 FY26 earnings delivered




Profit after tax increased to **\$1.9m**, up **22%** on pcp, supported by continued earnings growth and recognition of deferred tax assets following two consecutive years of taxable profits

H1 FY26 delivered record half-year revenue of **\$33.3m**, up **14%** on pcp, underpinned by the successful execution of our growth strategy. Platform revenue grew **54%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

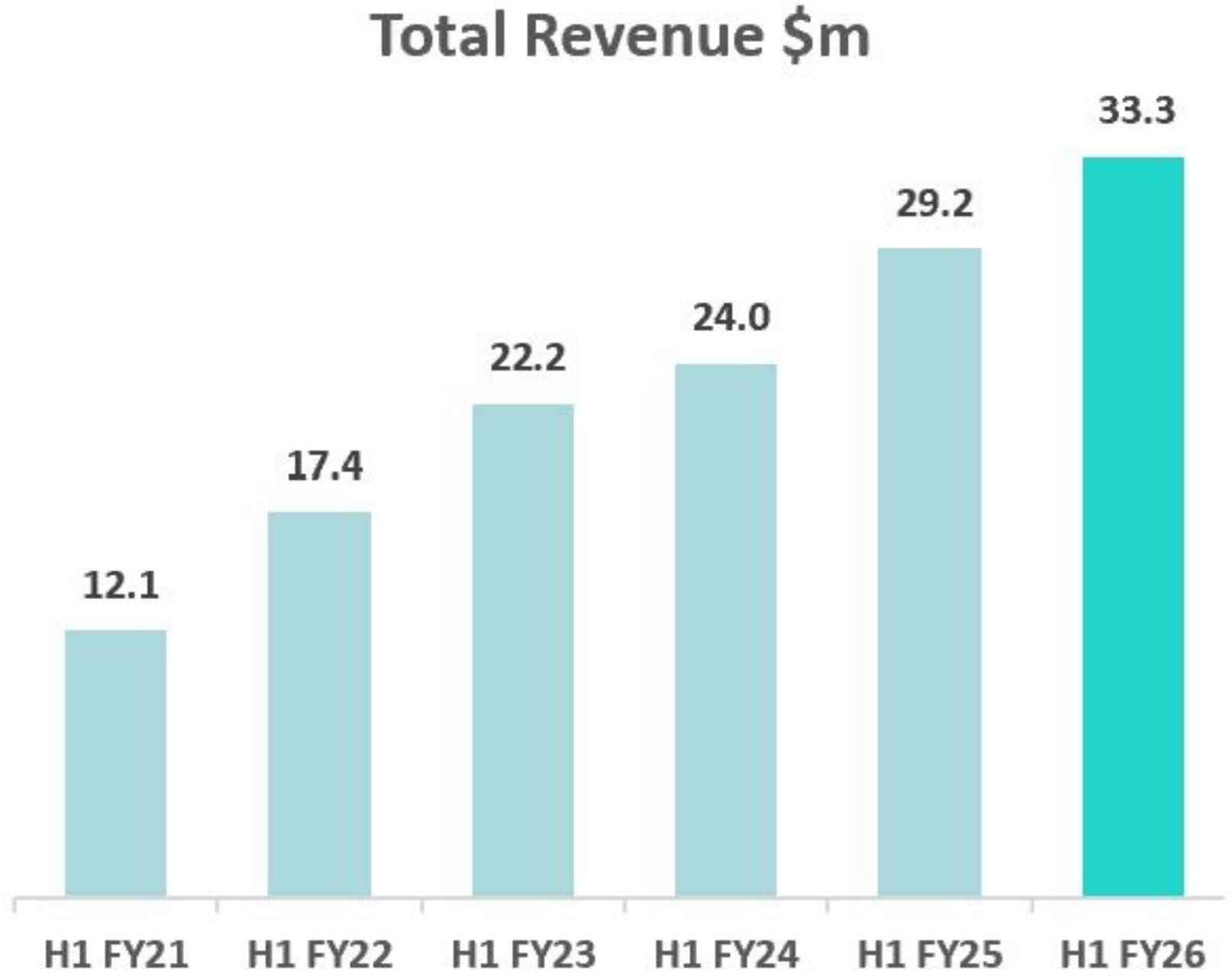
ROW delivered a **30%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets. ANZ revenue was up **2%** on pcp, assisted by a strong performance by the team, in a competitive market where we already hold significant share

EBITDA growth of **14%** on pcp to **\$3.8m**, supported by top-line growth and disciplined cost management. EBITDA margin remained at **11%**, balancing profitability with investment in global expansion

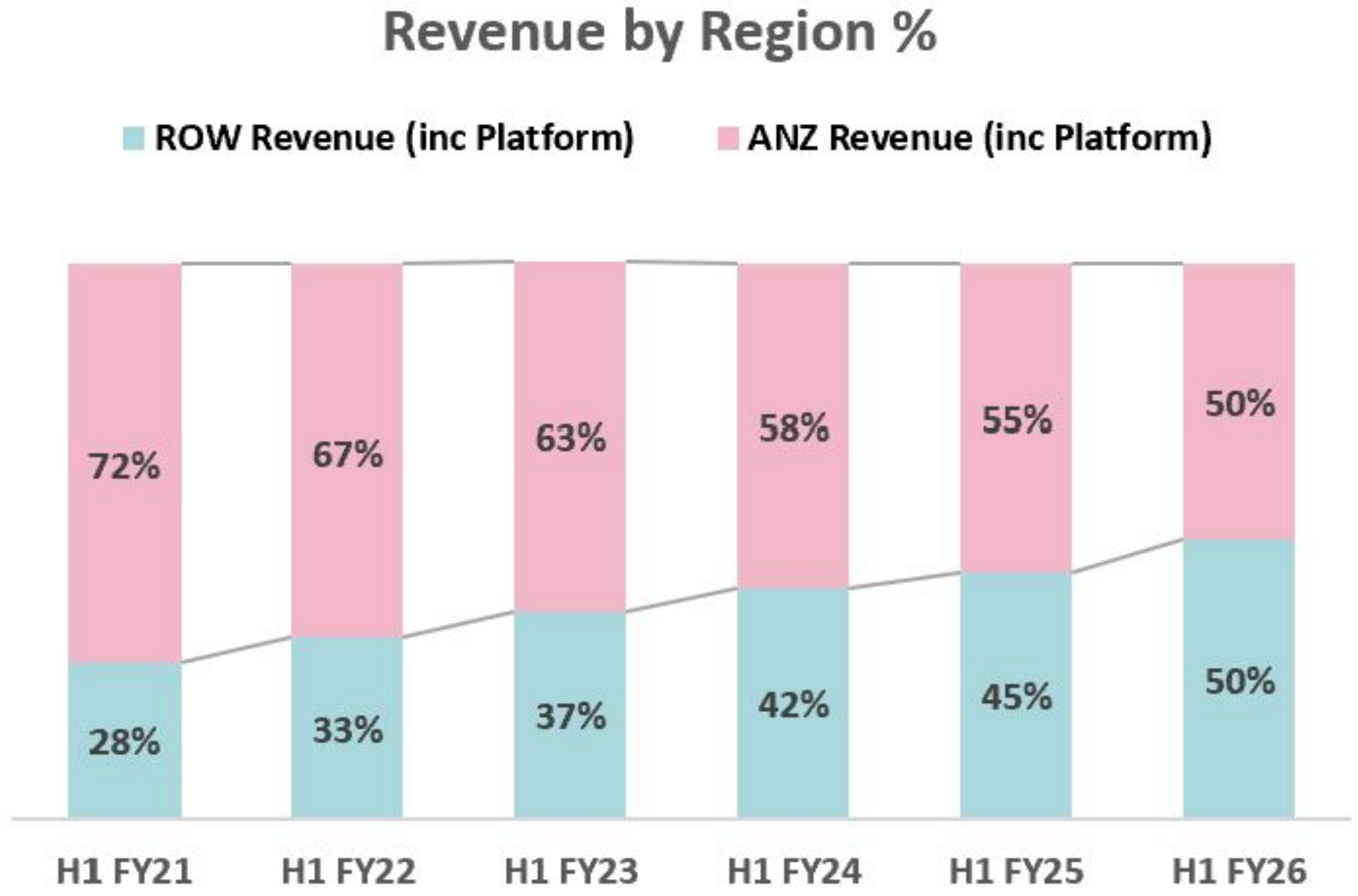
Business Results	H1 FY26	vs H1 FY25
Revenue	\$33.3m	14% 
EBITDA	\$3.8m	14% 
EBITDA Margin %	11%	0 pts%
Net profit after tax	\$1.9m	22% 

Business Unit Revenues	H1 FY26	vs H1 FY25
ANZ (incl. Platform)	\$16.5m	2% 
Rest of World (incl. Platform)	\$16.8m	30% 
Platform	\$9.4m	54% 

➔ H1 FY26 Financial metrics trends



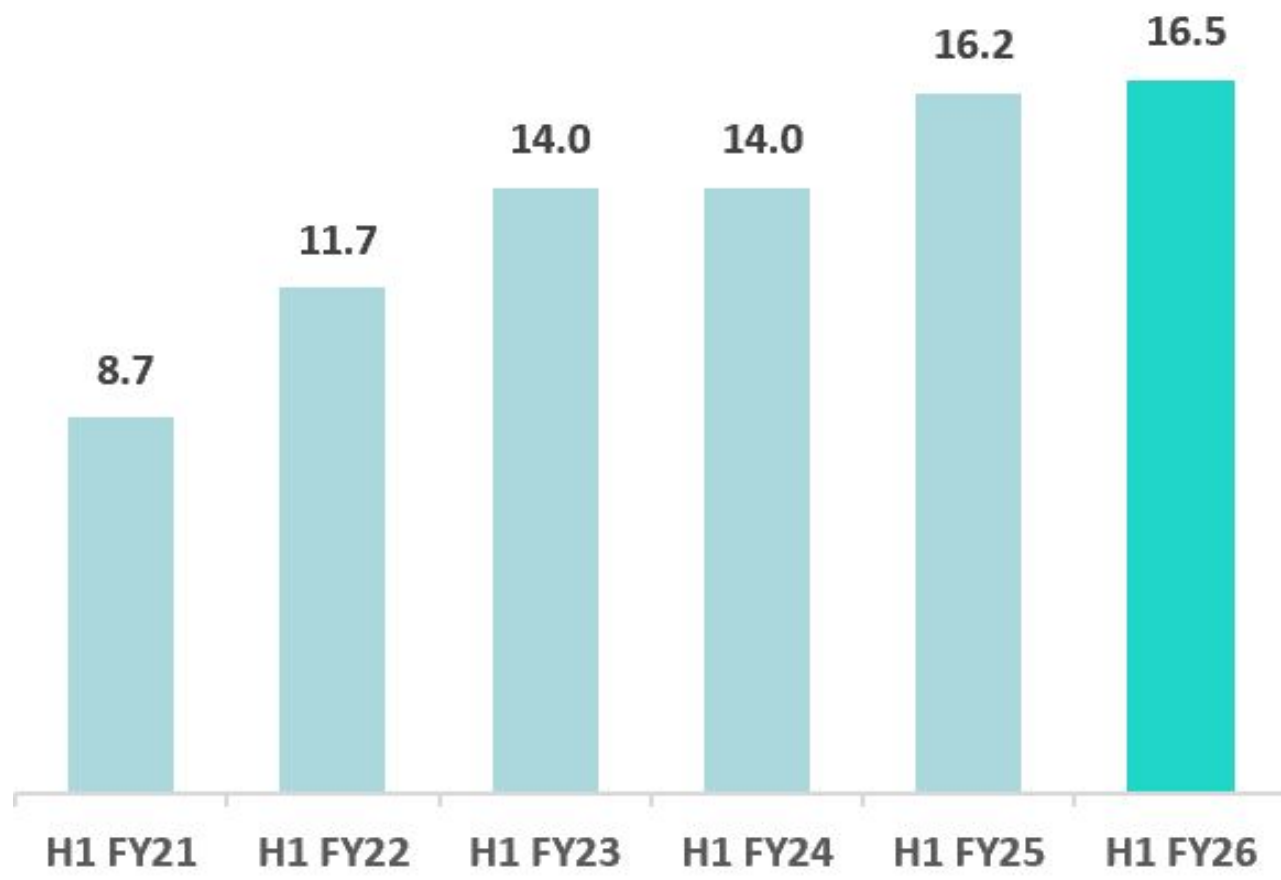
+22% 5-year CAGR



ROW revenue has grown from 28% to 50% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

➔ H1 FY26 Financial metrics trends

ANZ Revenue (inc Platform) \$m



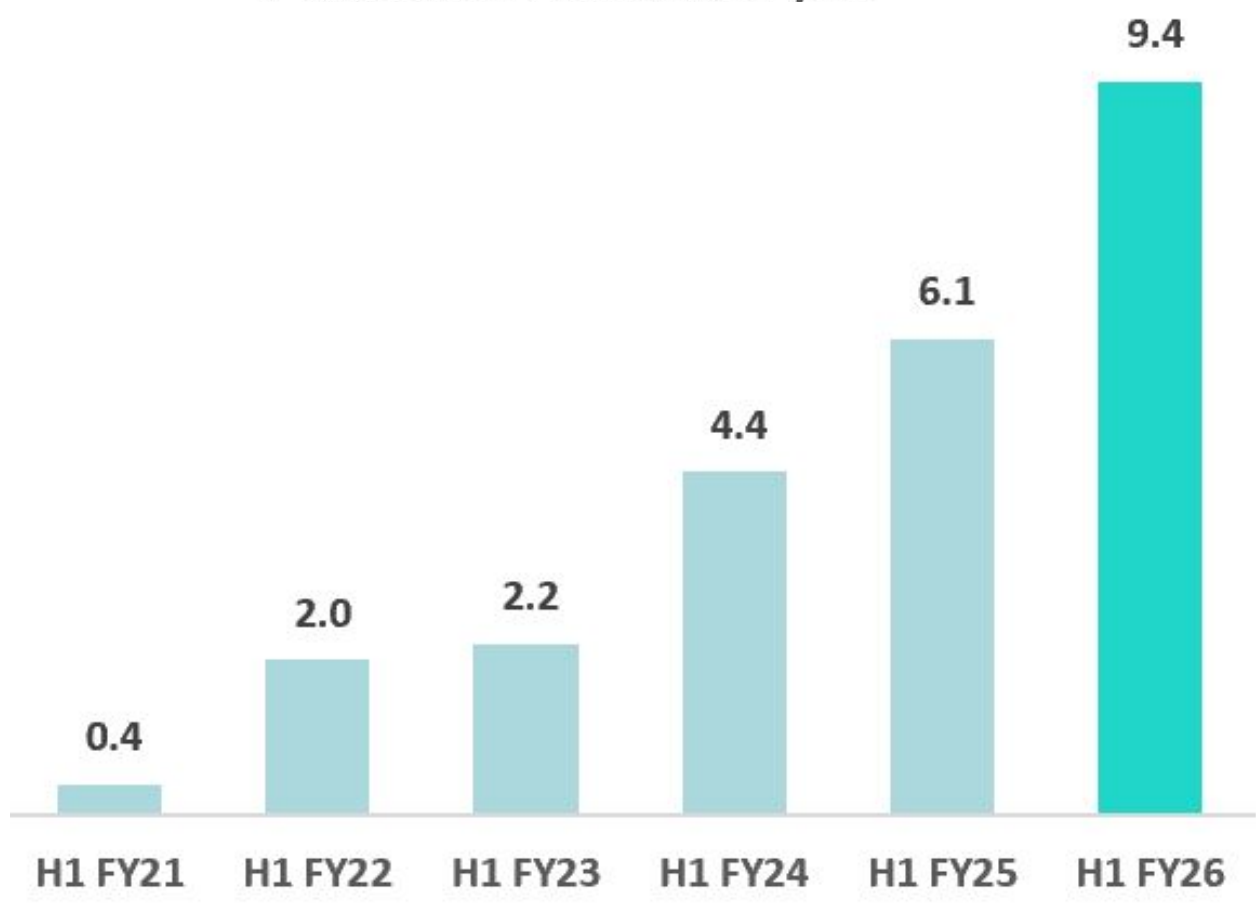
+14% 5-year CAGR

Rest of World Revenue (inc Platform) \$m



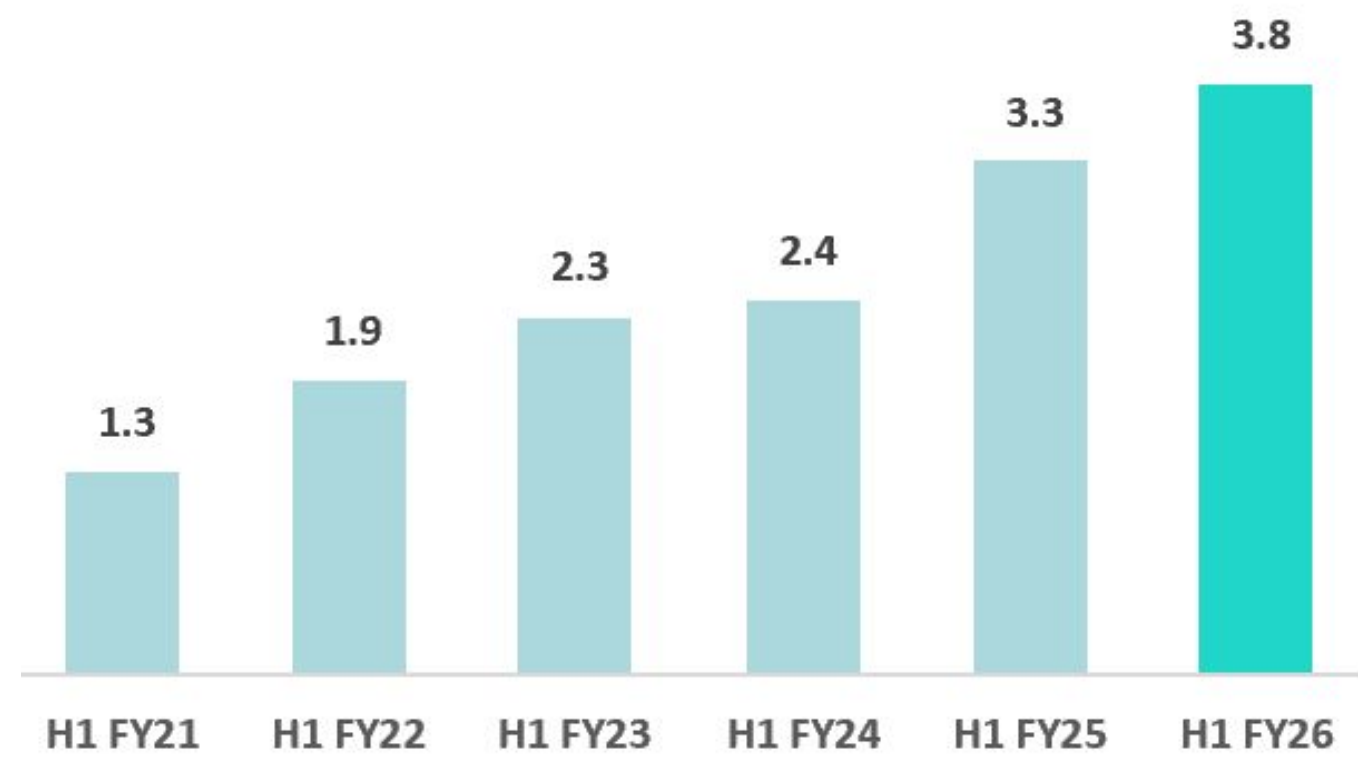
+38% 5-year CAGR

Platform Revenue \$m



+84% 5-year CAGR

EBITDA \$m



+24% 5-year CAGR

H1 FY26 full-year statutory profit reconciliation

Delivered continued earnings growth in H1FY26, with double-digit EBITDA growth, reflecting operating leverage and disciplined cost management. Net profit after tax rose to **\$1.9m** up from **\$1.6m** in pcp, supported by strong underlying performance and a net income tax benefit recognised during the half

Depreciation and amortisation expenses increased modestly to **\$1.5m**, up from **\$1.4m** in H1FY25, consistent with continued investment in platform capability and technology assets. Finance costs reduced to **\$0.1m**, while share-based payment expense remained stable at **\$0.2m**

Significant items include share-based payments and other items that in the Directors' judgement are one-off or need to be disclosed separately by virtue of their size or incidence

Period Ending	31 December 2025	31 December 2024
EBITDA (excl. significant items)	\$3.8m	\$3.3m
<i>Less:</i>		
Finance Costs	(\$0.1m)	(\$0.2m)
Restructuring and acquisition costs	(\$0.3m)	(\$0.0m)
Depreciation, amortisation expense & disposal of assets	(\$1.5m)	(\$1.4m)
Share-based payment expense	(\$0.2m)	(\$0.2m)
Income tax benefit	\$0.2m	\$0.1m
Profit/(Loss) after income tax	\$1.9m	\$1.6m

NB: **EBITDA** excludes significant items and share-based payments

Balance sheet

Closing cash balance of **\$5.9m** up from **\$5.7m** at 30 June 2025, including the **\$0.1m** repaid from the principal of the debt facility reflecting strong cash generation and disciplined capital management

Total assets increased to **\$33.5m** as at 31 December 2025, up from **\$30.6m** as at 30 June 2025. This growth was driven primarily by an increase in trade and other receivables reflecting increased customer activity, and the recognition of net deferred tax asset of **\$0.5m**, supported by sustained profitability

Total liabilities increased to **\$24.1m** from **\$23.2m**, largely due to higher trade and other payables. Net assets expanded to **\$9.4m**, up from **\$7.4m** in H1 FY26, reflecting retained earnings growth and the Company's ability to fund expansion while maintaining a solid capital base

The Group is reviewing options regarding its debt facility ahead of maturity in November 2026 and will provide an update towards the end of the financial year

Period Ending	31 December 2025	30 June 2025
Cash and cash equivalents	\$5.9m	\$5.7m
Trade and other receivables	\$14.8m	\$12.7m
Other assets	\$3.6m	\$3.3m
Total Current Assets	\$24.3m	\$21.7m
Right of use assets	\$1.0m	\$1.3m
Intangibles & PPE	\$7.7m	\$7.6m
Deferred tax asset	\$0.5m	\$0.0m
Total Non-Current Assets	\$9.2m	\$8.9m
Total Assets	\$33.5m	\$30.6m
Trade and other payables	\$14.2m	\$13.7m
Borrowings	\$2.6m	\$0.2m
Provisions & other liabilities	\$6.0m	\$5.3m
Total Current Liabilities	\$22.8m	\$19.2m
Borrowings	\$0.0m	\$2.5m
Other liabilities	\$1.3m	\$1.5m
Total Non-Current Liabilities	\$1.3m	\$4.0m
Total Liabilities	\$24.1m	\$23.2m
Net Assets	\$9.4m	\$7.4m

Cash flow

H1FY26 delivered solid operating cash generation while continuing disciplined investment in platform capability, resulting in a strengthened cash position at period end

Operating cash flows of **\$1.9m** was supported by higher customer receipts, with increased supplier payments reflecting the continued growth and scaling of the business

Investing cash outflows were **\$1.3m** up from **\$1.7m** for H1FY25, primarily relating to continued investment in PPE and intangible assets to support technology and platform development. There were no business acquisition payments in the current period

Financing cash outflows remained steady at **\$0.4m**. Total cash flows for the half were **\$0.2m**, resulting in a closing cash balance of **\$5.9m**, further strengthening the Group's liquidity position

6 months ending 31 December	2025	2024
Receipts from customers	\$32.5m	\$26.8m
Payments to suppliers and employees	(\$30.5m)	(\$24.5m)
Interest and other financing	(\$0.1m)	(\$0.1m)
Operating cash flows	\$1.9m	\$2.2m
Payments for PPE & intangibles	(\$1.3m)	(\$1.1m)
Payments for purchase of business	(\$0.0m)	(\$0.6m)
Investing cash flows	(\$1.3m)	(\$1.7m)
Repayment of borrowings	(\$0.1m)	(\$0.1m)
Repayment of lease liabilities	(\$0.3m)	(\$0.3m)
Financing cash flows	(\$0.4m)	(\$0.4m)
Total cash flows	\$0.2m	\$0.1m
Opening cash balance	\$5.7m	\$5.2m
Effects of exchange rate changes	(\$0.0m)	(\$0.2m)
Closing cash balance	\$5.9m	\$5.1m

→ 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

Our strategy to achieve these targets is aligned to our key priorities for FY26:

- **Innovative Client-facing Solutions:** Increasing the number of innovative products and services to expand our new client base and existing client share of wallet
- **Leveraging AI for Growth and Efficiency:** Integrating AI technologies to enhance our data insights and automation capabilities
- **Accelerated Execution of FY26 Corporate Strategy:** Continued focus on executing our existing global growth strategy .



Corporate Growth Strategy

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
- Audience Intelligence
- Insights Creator



02. Technology & AI

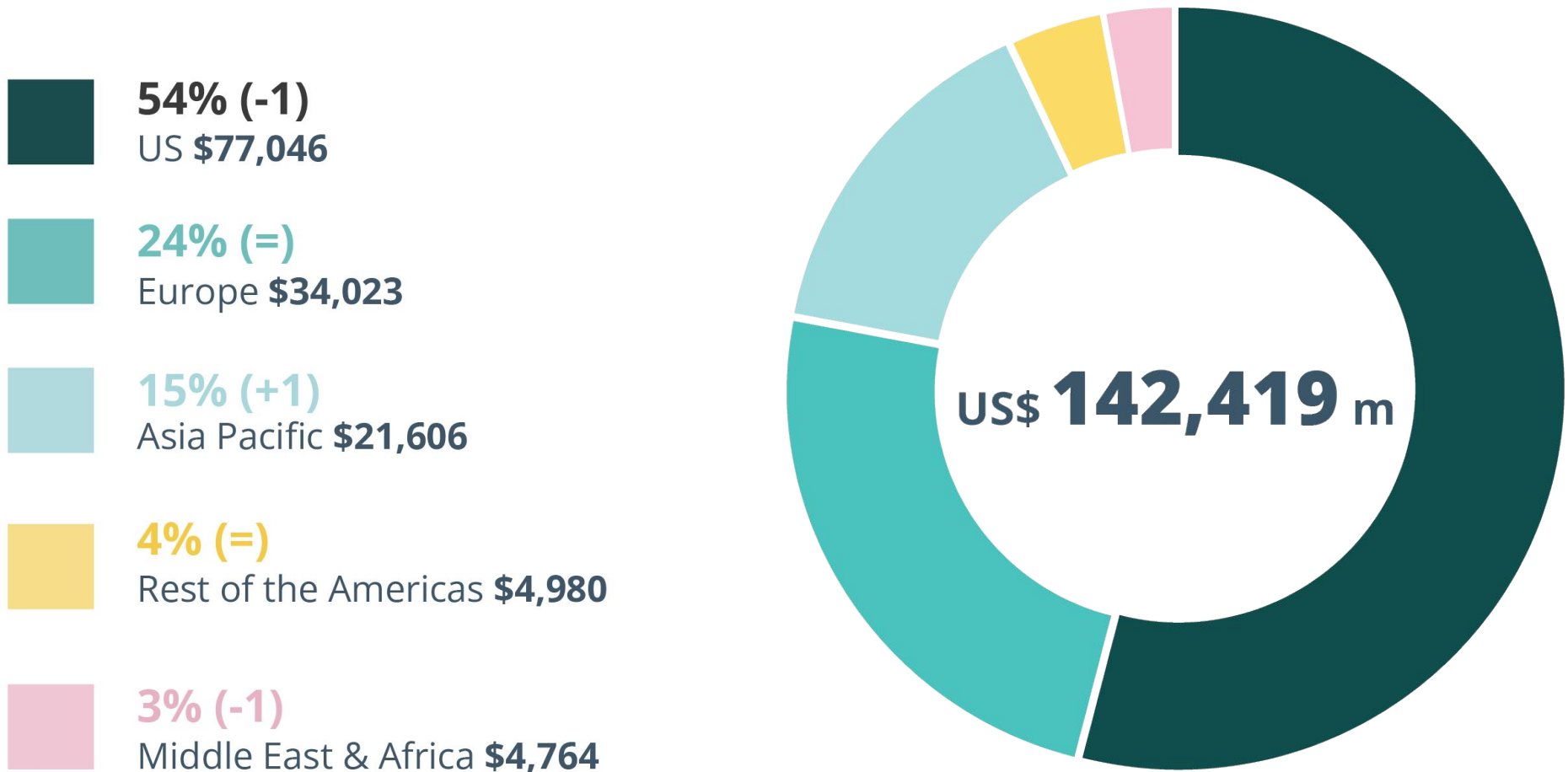
Accelerate our **Technology & AI solutions**

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

The Opportunity

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, 2023



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 margins 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:

3rd 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 margins** 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

Key Priorities for **FY26**



Drive Growth

- Expand new **client base** and existing share of wallet globally
- Monetise **products / solutions** launched in FY25
- Targeted **investment** in UK and US



Improve Margins

- Shift solutions mix from **managed services to platform**
- Launch additional **automated client solutions**
- Utilise **AI** to improve internal operations
- Streamline **ways of working**



Data & Insights

Datarubico - Curated sample delivered to clients through global platform

UK/US - Represents 64% of global market. Grow from our brand awareness and client foundations in the two largest global markets



Technology & AI

Internal processes - Utilising AI to increase internal efficiencies, deliver faster projects and lower costs

Client facing solutions - Build & enhance AI-enabled revenue generating solutions and sell to our 900+ clients

Self Service Platform - Grow adoption of Datarubico across existing and new clients



Global Business

New clients - Add more commercial people to drive client growth

Commercial partnerships - Partner with best of breed client solutions, leveraging the extensive Pureprofile distribution channel to upsell new solutions

Acquisitions - Identify and execute potential US acquisitions to accelerate market growth

Aspirational Objectives for **FY26 & FY27**

Drive Growth



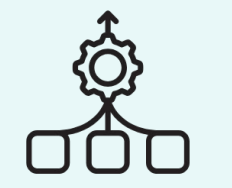
International Revenue Overtakes ANZ

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



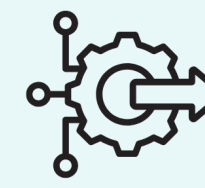
Economies of Scale

Continually **reducing costs versus revenue**
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

→ Driving Growth Through Innovation

Our focus on **Technology & AI** has enabled us to grow revenues and expand margins through innovation



New AI solutions

Developed to improve the delivery of client solutions and create internal efficiencies

- AI Translations Tool
- AI Probing Tool
- AI Coding Tool
- AI Data Quality Tool



Platform solutions

Enhanced solutions to increase revenues

- Datarubico Insights Creator
- Datarubico Sample Only Tool



The Hub

Centralised platform for partners and internal resources



Encodify

Automated workflow platform to streamline processes



ISO 27001 certification

Secure and trusted partner for increased government and financial sector revenues



Enhanced API integrations

Increases use of Pureprofile platform through automation

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

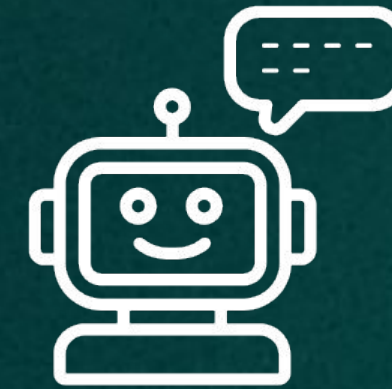


Support margin expansion

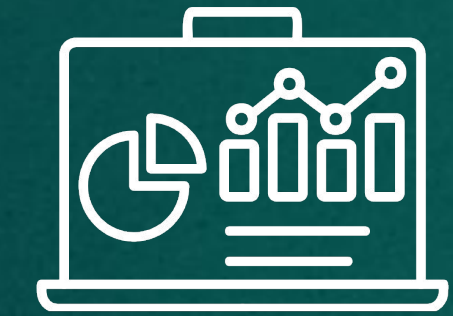
Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage

Our **product** strategy

*Increase revenue and margins through
technology*



AI acceleration



**Evolving client
journey**

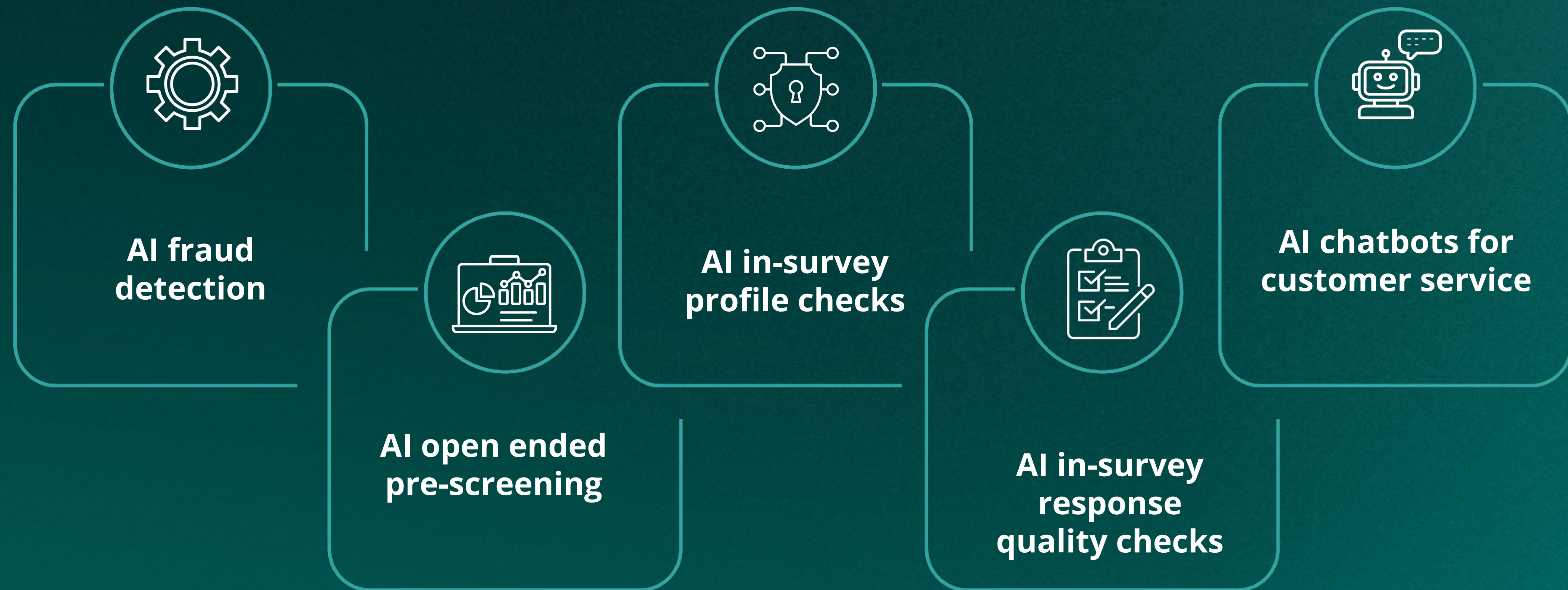


**Product Innovation
Team**



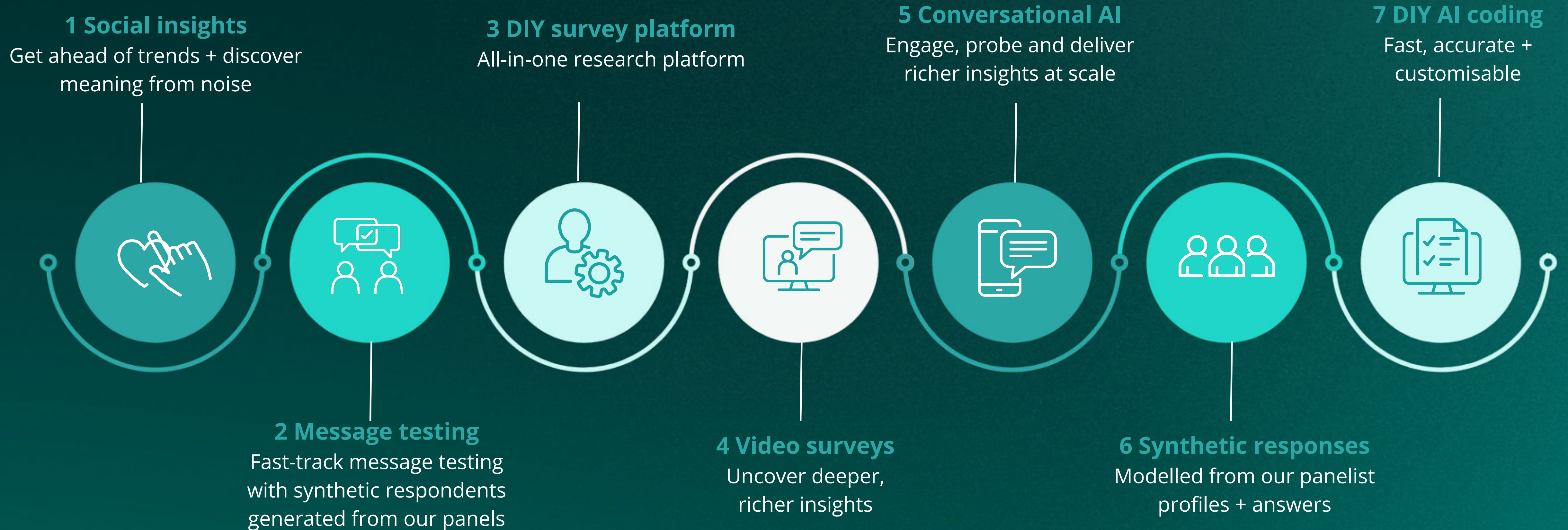
Thought Leadership

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



An evolving client journey

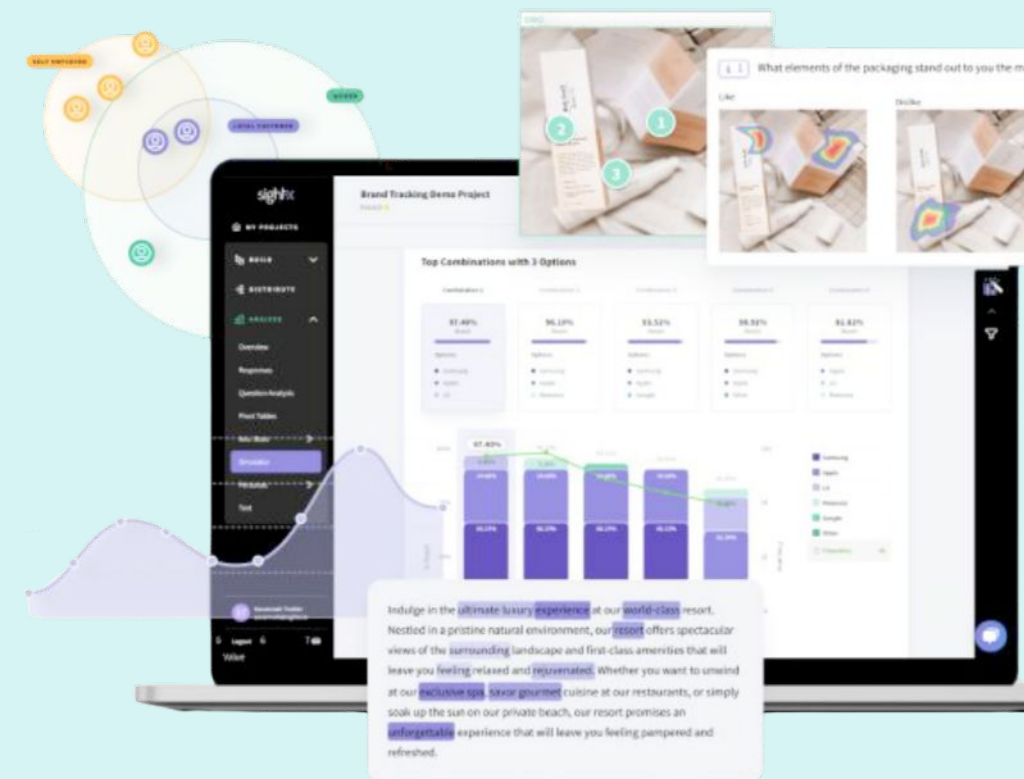
New products and solutions aligning to market demands and client needs





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



Record H1 FY26 results and sustained Q2 momentum underpin upgrade to FY26 revenue guidance



EBITDA growth for H1 FY26 of **14%** on pcp was driven by continued revenue momentum, focused investment and diligent cost control



ROW delivered a **30%** uplift in revenue on pcp and surpassing ANZ contribution, highlighting sustained progress in our global growth strategy



Platform revenue grew **54%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue



Recognised for industry leadership, including Research Partner of the Year at The Research Society Awards

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This presentation has been authorised for release to the ASX by the Chair and the Managing Director.



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