

Pureprofile 

ASX

Investor Presentation

Presented by : **Martin Filz** - CEO

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Business Overview

EBITDA and EBITDA margin excludes significant items including share based payments



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

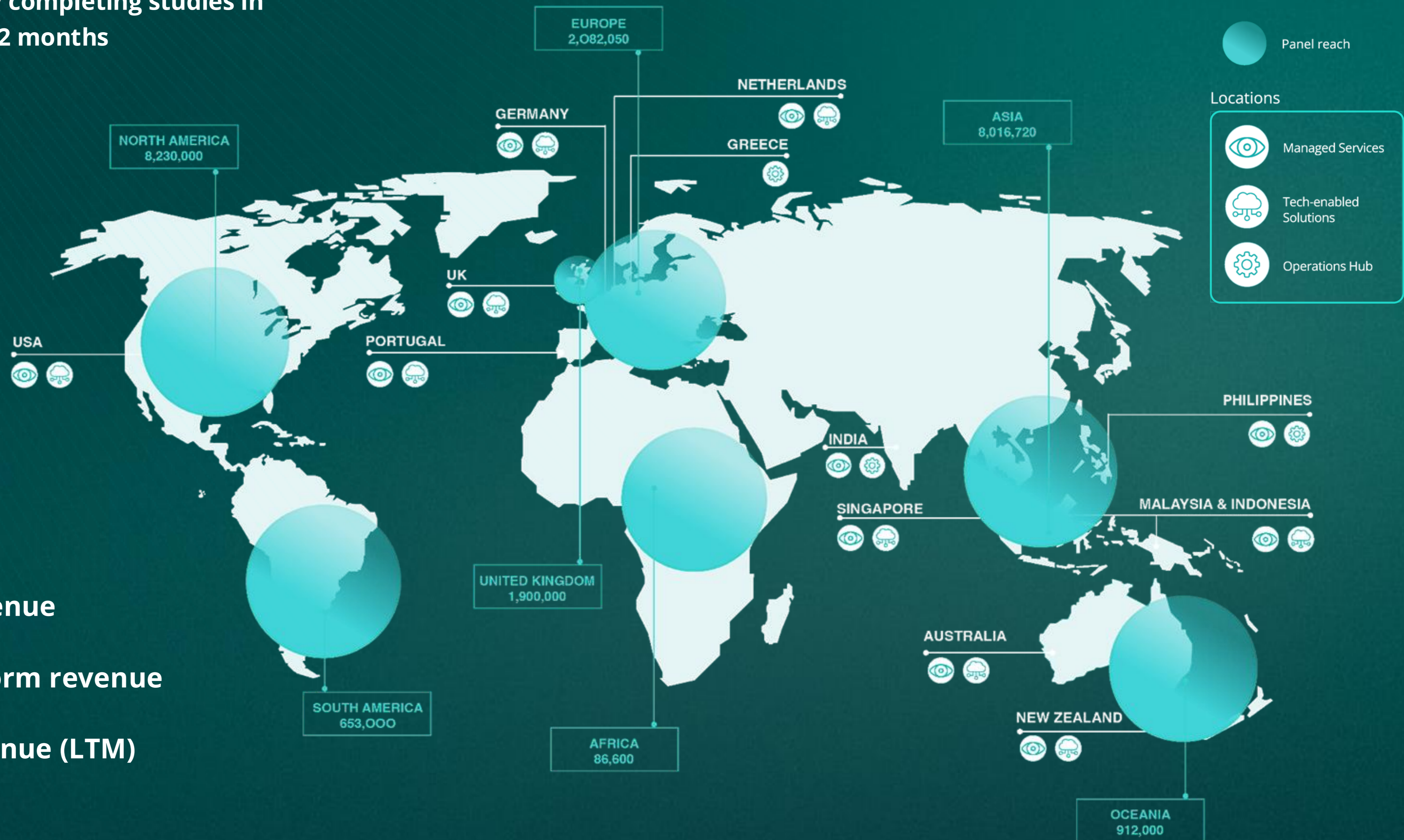
962 clients globally

260 staff globally

\$33.3m in H1 FY26 revenue

\$9.4m in H1 FY26 platform revenue

\$14.1m in annuity revenue (LTM)



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

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 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



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 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

H1FY26 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

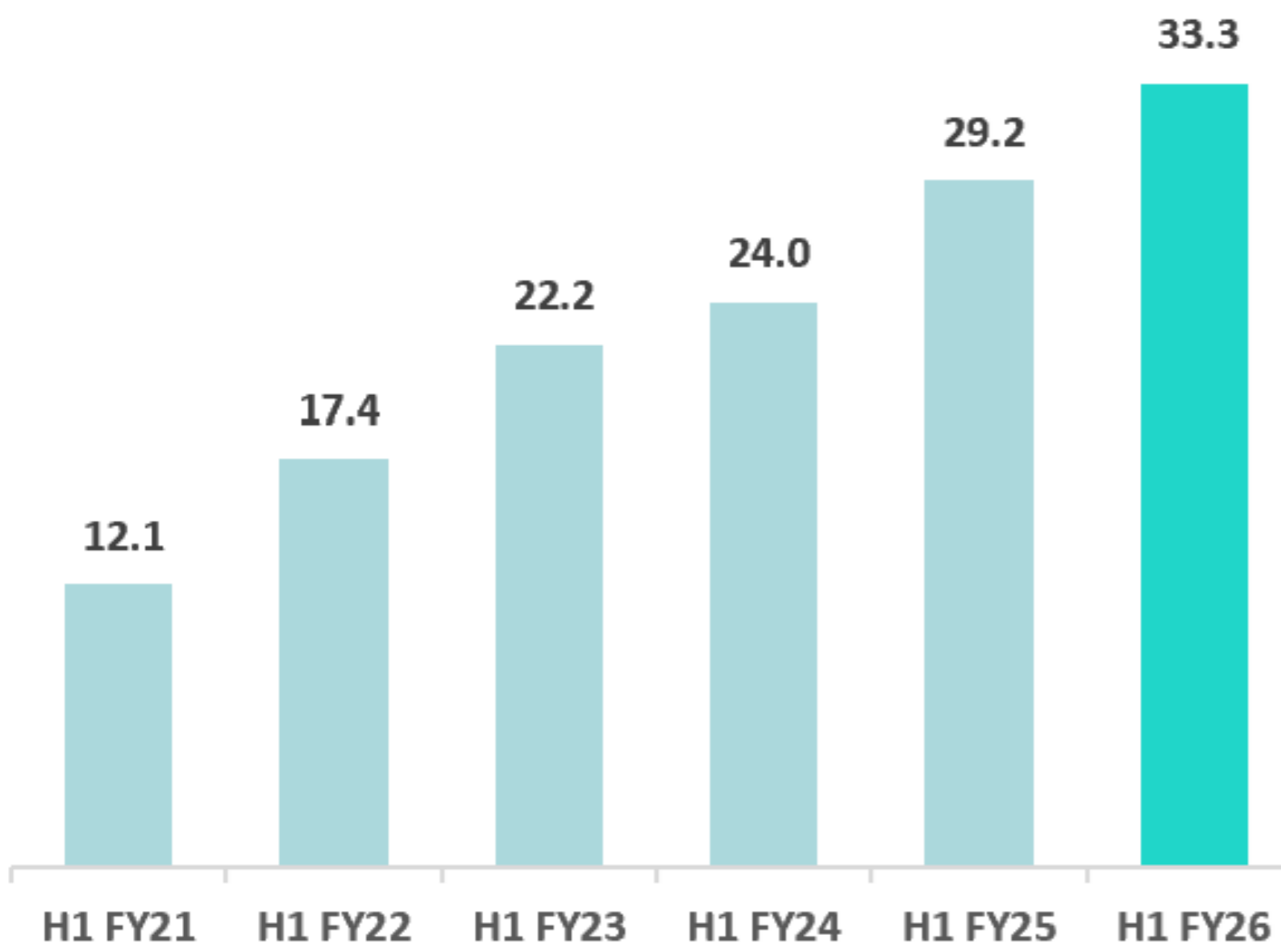
EBITDA growth of **14%** on pcp to **\$3.8m**, supported by top-line growth and disciplined cost management. EBITDA margin remained at **11%**, balancing profitability with investment in global expansion

Business Results	H1 FY26	vs H1 FY25
Revenue	\$33.3m	14% 
EBITDA	\$3.8m	14% 
EBITDA Margin %	11%	0 ppts%
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% 

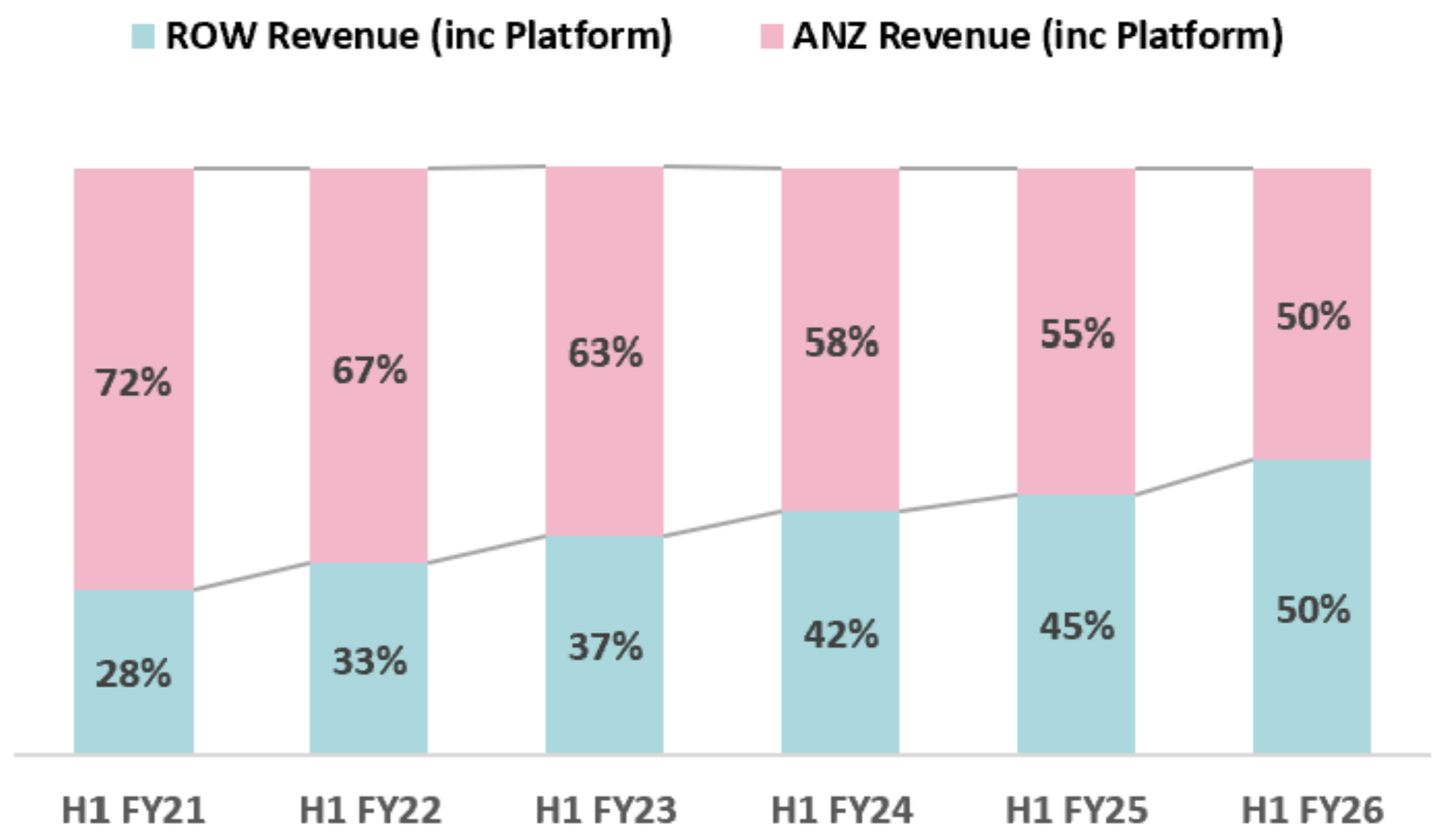
➔ H1 FY26 Financial metrics trends

Total Revenue \$m



+22% 5-year CAGR

Revenue by Region %

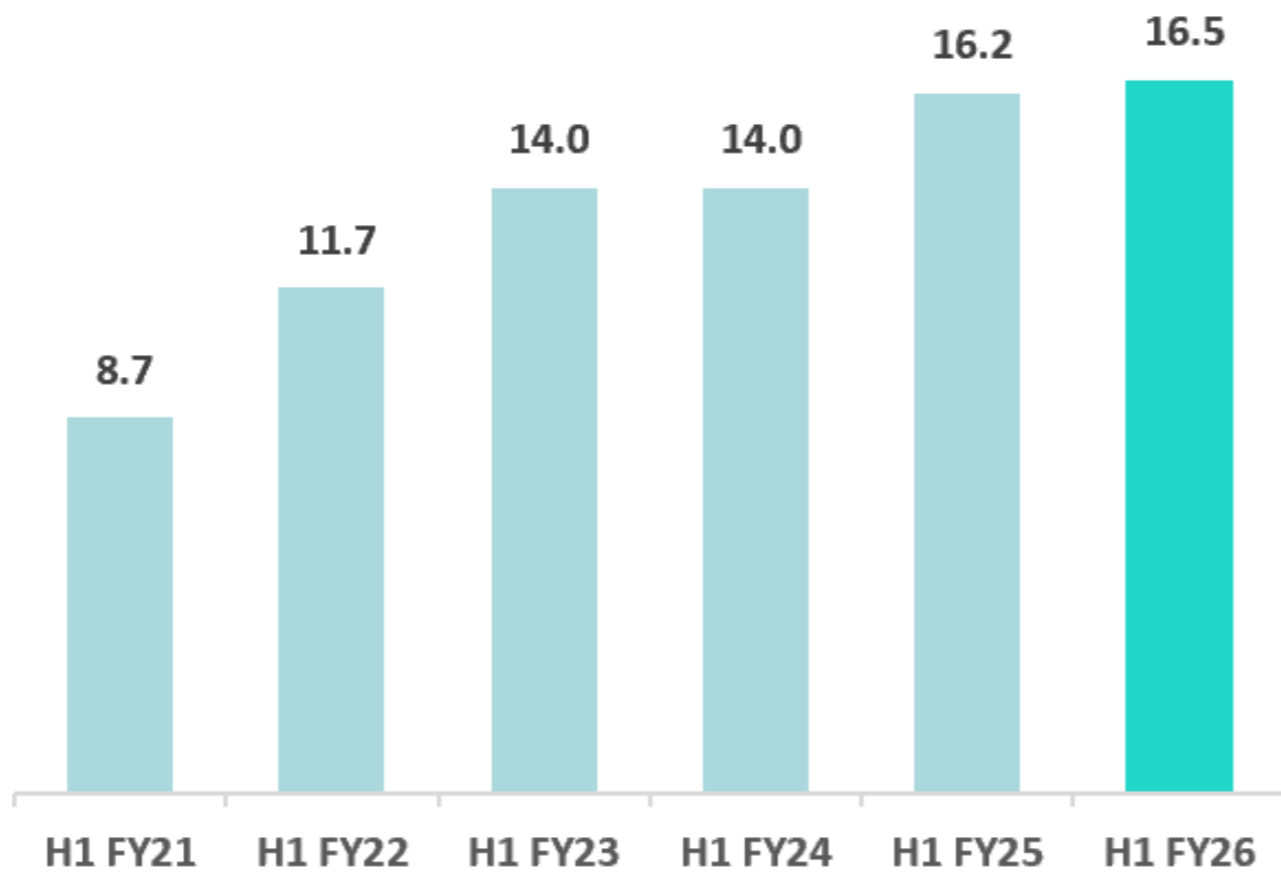


ROW revenue has grown from 28% to 50% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

➔ H1 FY26 Financial metrics trends

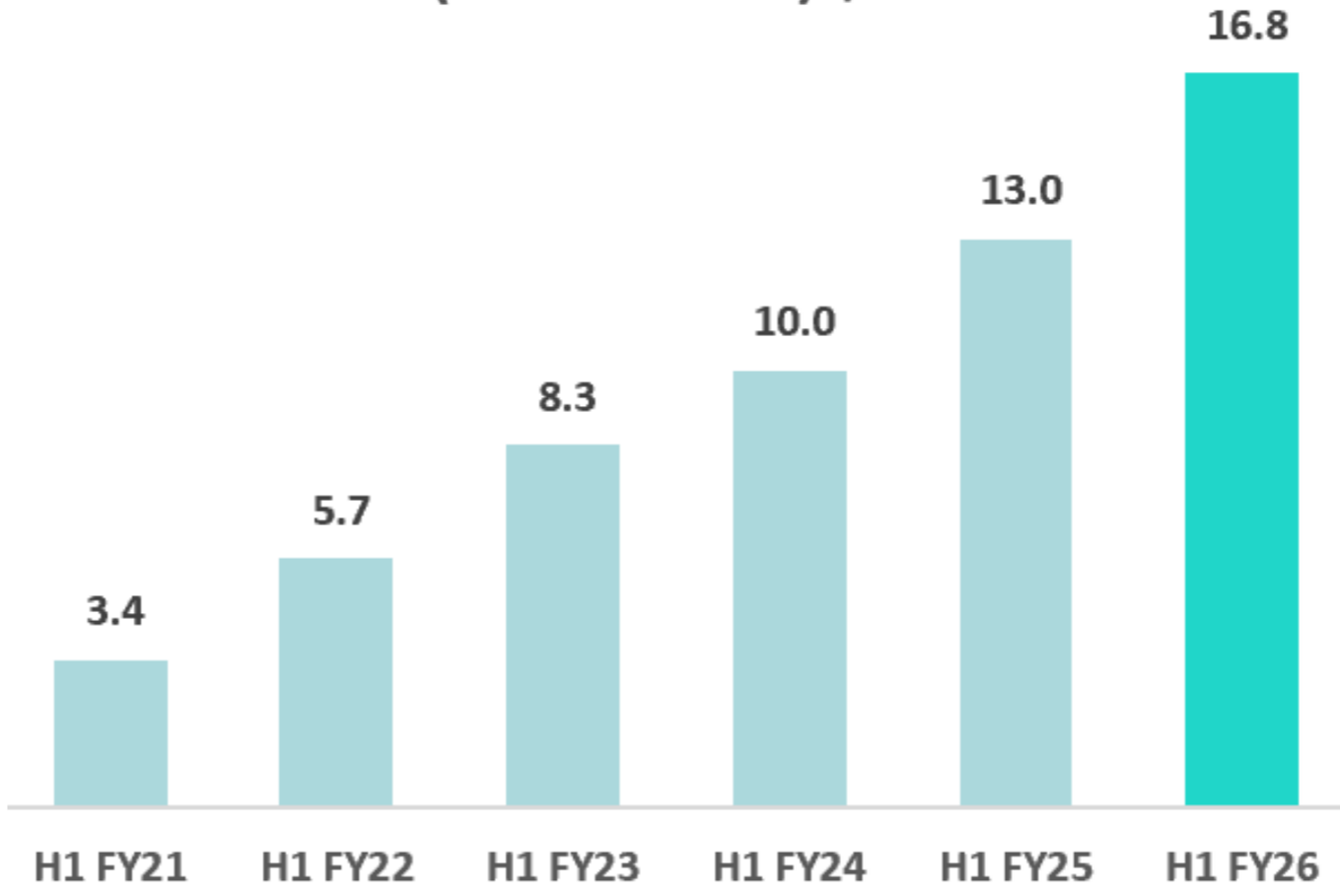
ANZ Revenue (inc Platform) \$m

+14% 5-year CAGR



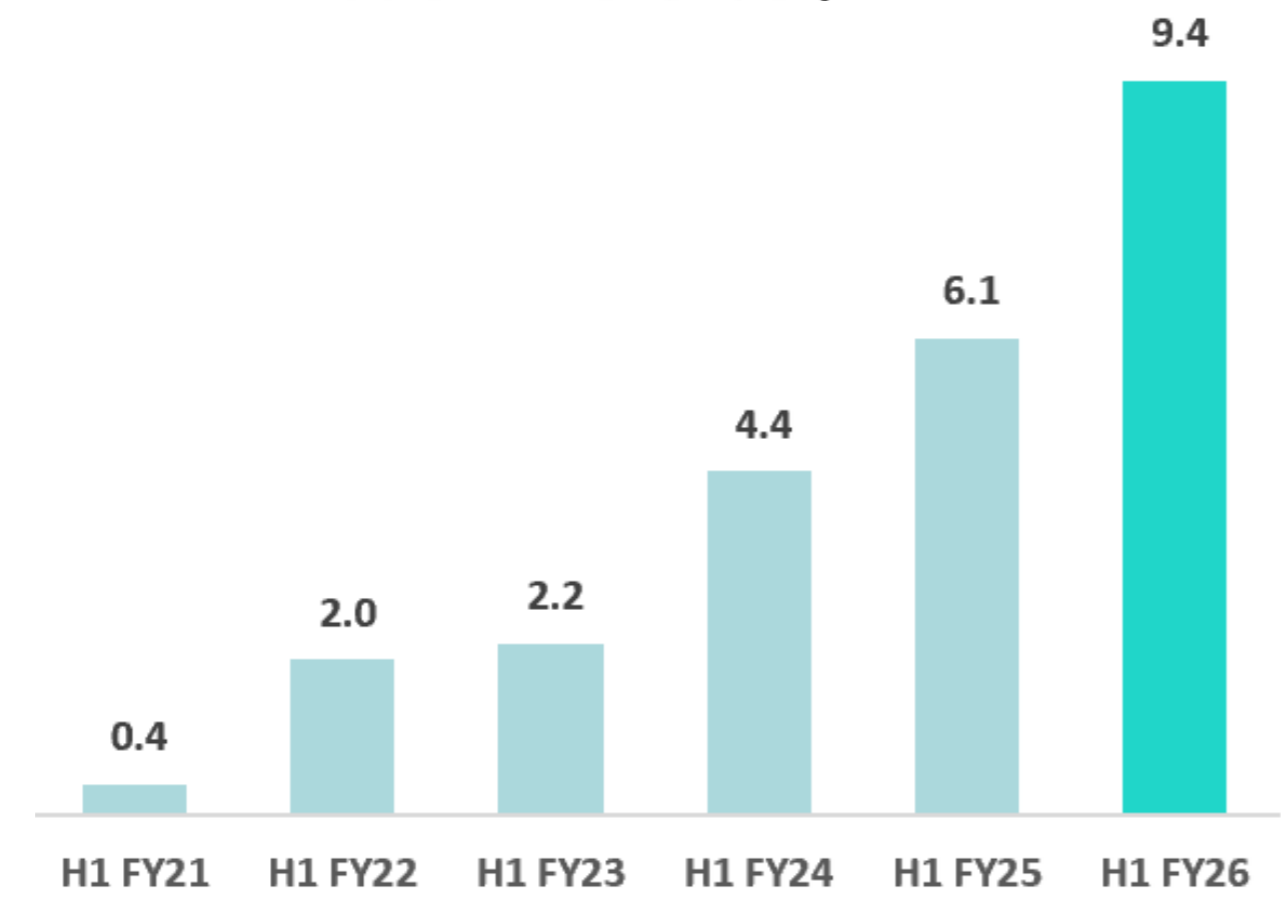
Rest of World Revenue (inc Platform) \$m

+38% 5-year CAGR



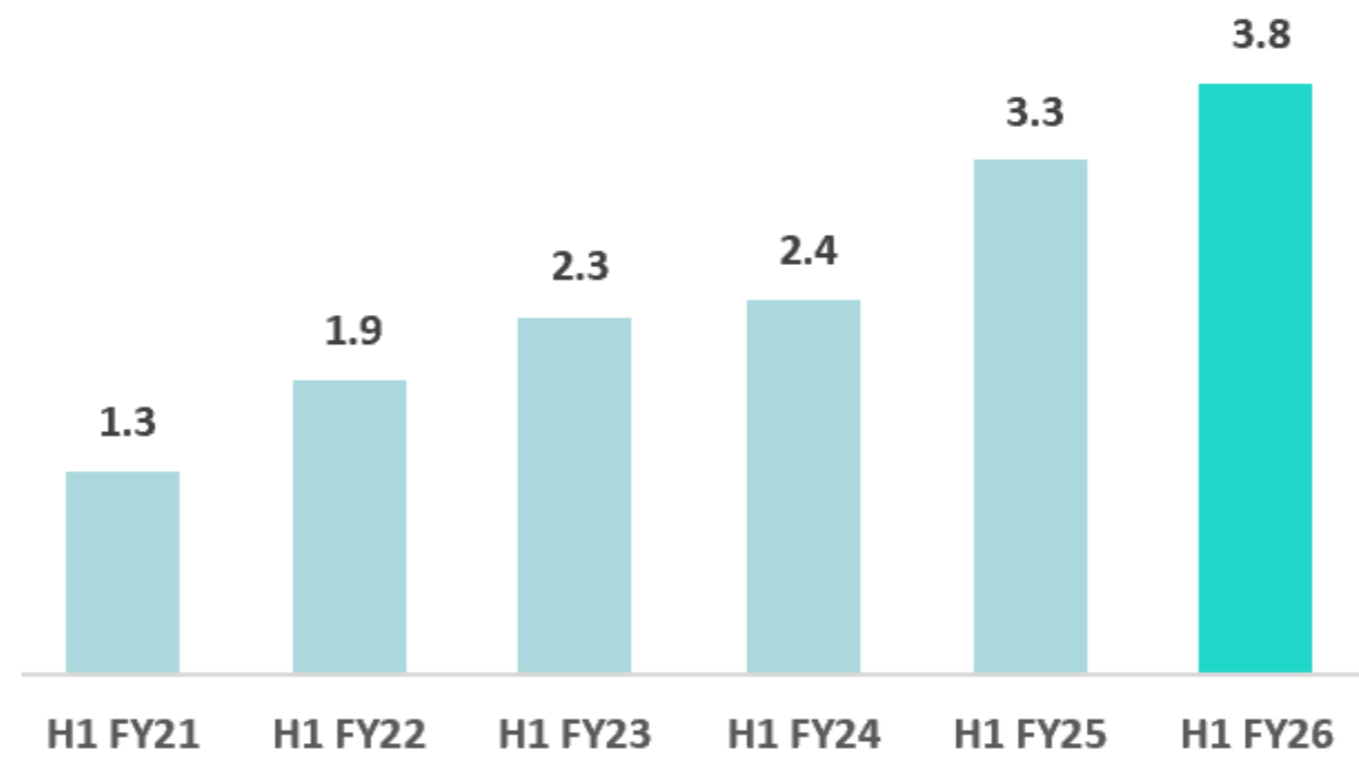
Platform Revenue \$m

+84% 5-year CAGR



EBITDA \$m

+24% 5-year CAGR



→ 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



02. Technology & AI

Accelerate our **Technology & AI solutions**

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

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 Audience Access



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



Platform

Platform 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

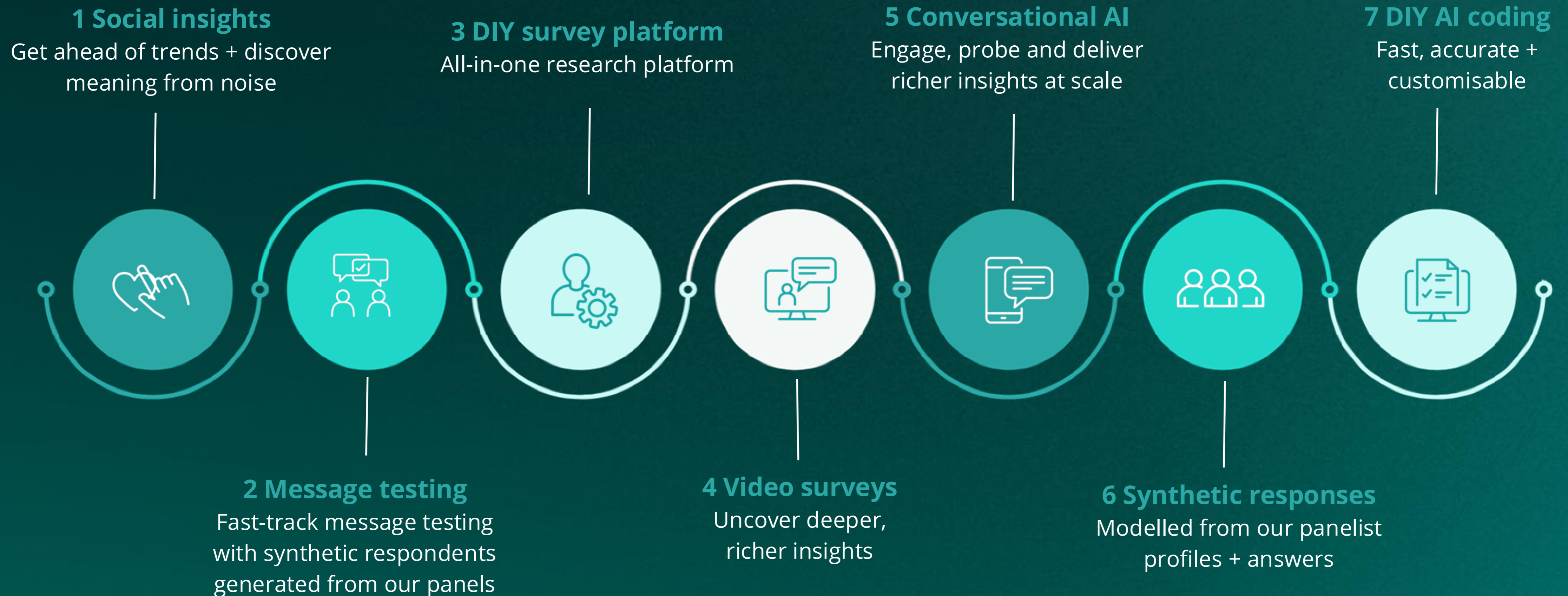


Support margin expansion

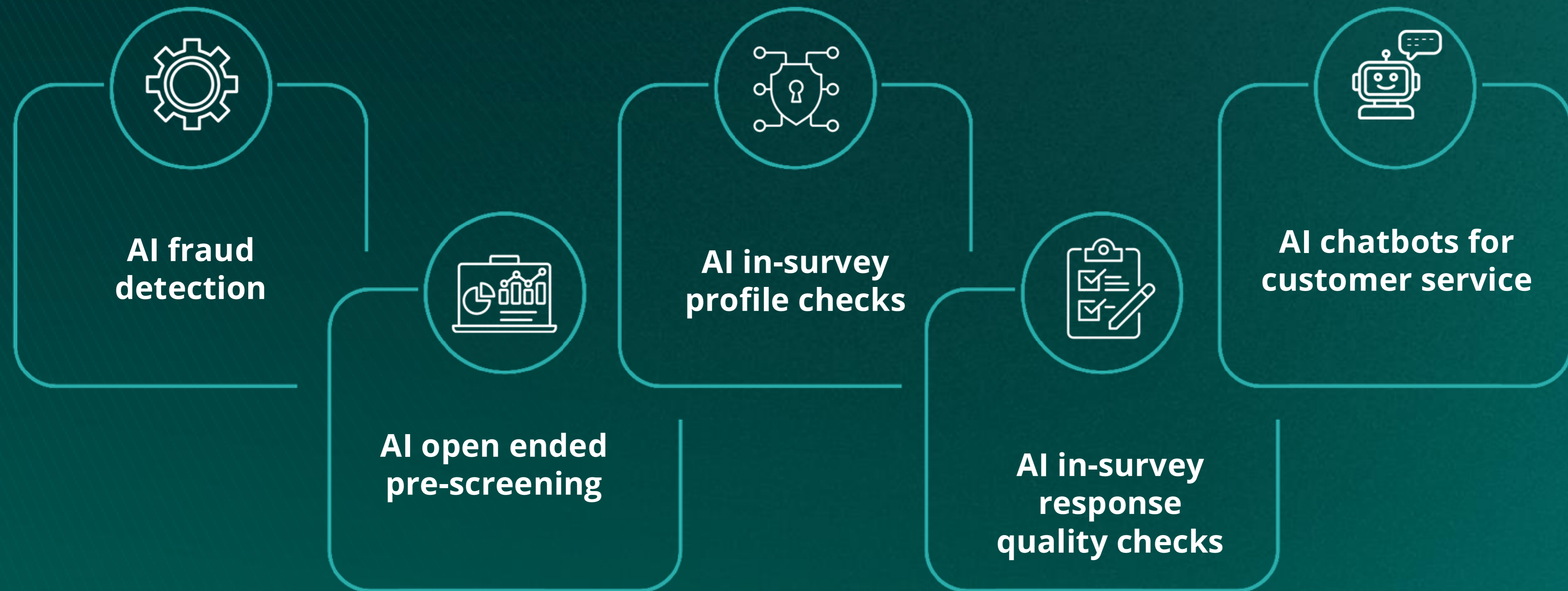
Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage

An evolving client journey

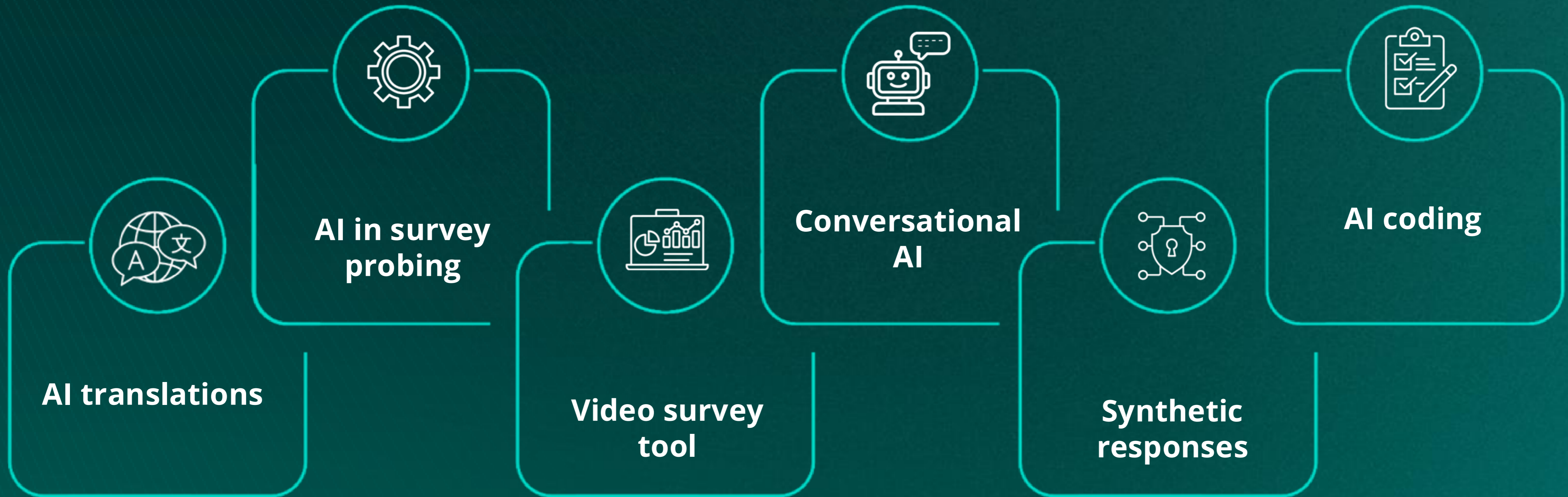
New products and solutions aligning to market demands and client needs



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



New client facing solutions to drive revenue and margin growth



Understanding consumers through the world's data



Social Meaning

Decode and interpret online consumer behaviour and cultural shifts through a research lens powered by AI.



Emerging Trends

Use advanced AI to stay ahead by spotting online trends before they become mainstream.

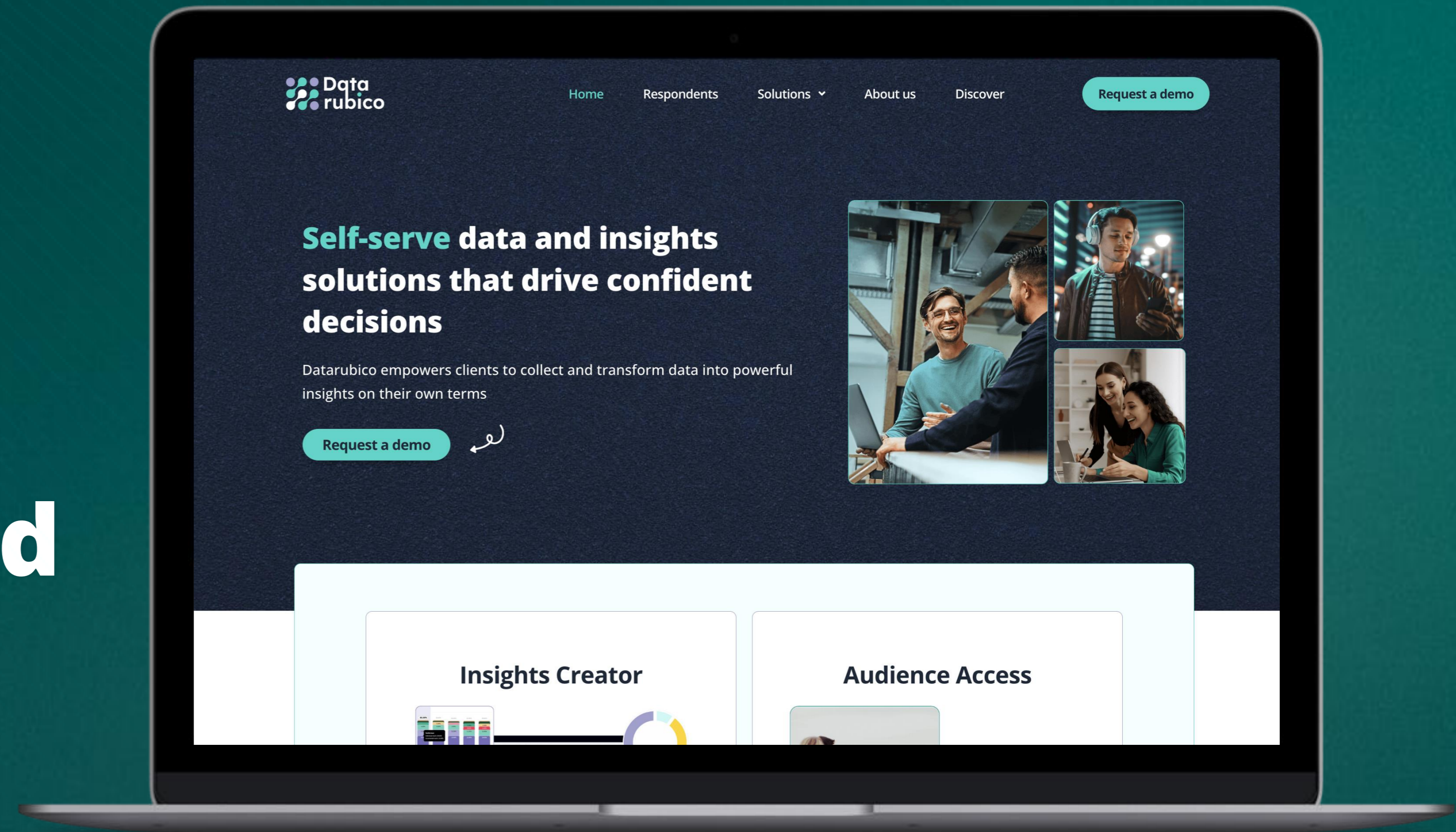


Behavioural Spend Insights

Expand market share, understand competition and harness consumer trends with reports built on verified transactional data.



Self-serve data and insights solutions





**Next-gen insights solutions to
make research faster, smarter
and more accessible**

Summary



10 halves of record Revenue and EBITDA



Expanding margins and true NPAT



Global expansion



Move to Platform delivery



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
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