ASX Announcement

23rd July 2026

Pureprofile reports record FY26 revenue and EBITDA, delivering at the top end of revenue guidance with 25% EBITDA growth and strong cash generation

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q4 and Full Year FY26 business update for the period ended 30 June 2026

All commentary and financial metrics are presented on a preliminary and un-audited basis. EBITDA and EBITDA margin excludes significant items which include share based payments

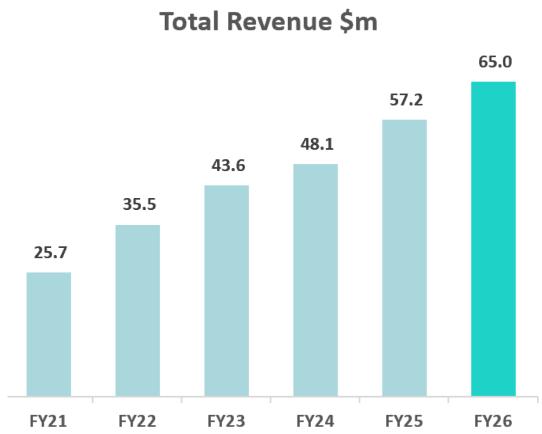
FY26 Key Highlights

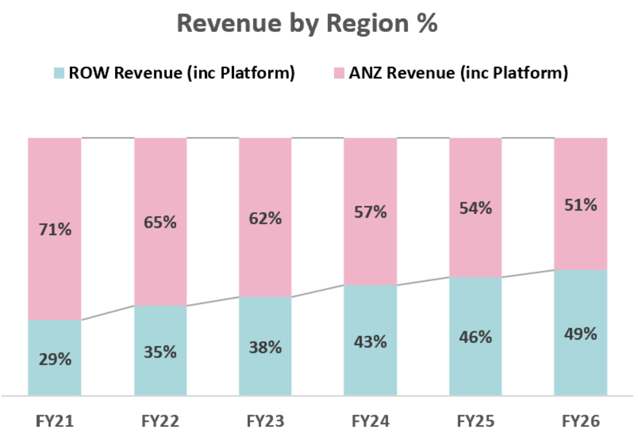
- Over 5 years, Pureprofile has delivered internally funded, compound annual growth of approximately **20%** in revenue and **19%** in EBITDA, whilst improving its net cash position
- Group revenue increased **14%** on pcp to a record **$65.0m**, delivering at the top end of the Group's **$64m–$65m** guidance range
- ROW revenue (incl. Platform) increased **20%** on pcp to **$31.6m**, or approximately **24%** in constant currency, despite a **($1.0m)** reported revenue FX impact
- Acquired Australian based, qualitative research business, **CRNRSTONE** on 1 March 2026, addressing a key capability gap for clients
- ANZ revenue (incl. Platform) increased **8%** on pcp to **$33.4m**. Excluding the CRNRSTONE contribution, ANZ revenue grew **6% organically**
- Platform revenue increased **74%** on pcp to **$19.3m**, reflecting continued demand for scalable, technology-enabled solutions
- EBITDA increased **25%** on pcp to **$6.5m**, outpacing revenue growth and delivering the Group's **10%** EBITDA margin guidance. EBITDA growth was achieved despite a **$340k** FX loss in FY26, compared with a **$337k** FX gain in FY25, representing an adverse year-on-year movement of approximately **$0.7m**
- Reported cash balance at 30 June 2026 increased on the pcp by **$1.1m** to **$6.8m**, including cash funding the **$0.7m** acquisition of CRNRSTONE

Commenting on the year, Pureprofile CEO Martin Filz said: *"Pureprofile delivered another record result, reflecting the strategy we began implementing six years ago to build a global, technology-led* *data company. EBITDA growth continues to outpace revenue growth, demonstrating the operating leverage in our model and the benefits of ongoing process improvements and AI-driven efficiencies. Technology is now a significant part of our growth story, enabling greater scale and supporting continued margin expansion. We have also completed two successful tuck-in acquisitions over the past two years, adding talented people, new capabilities, clients, revenue and earnings. We will continue to pursue similar opportunities where they strengthen the business and create shareholder value. With strong momentum across the Group, Pureprofile enters FY27 well positioned to deliver continued revenue and earnings growth."*

FY26 Detailed Commentary

- Pureprofile delivered a strong FY26 result, achieving record Group revenue of **$65.0m**, up **14%** on pcp or **16%** in constant currency and at the top end of the Group's revenue guidance range. Growth was supported by ANZ revenue increasing **8%**, or **6%** organically excluding the CRNRSTONE contribution, and continued strong underlying demand across ROW. Over the past five years, Group revenue has delivered a CAGR of approximately **20%**, demonstrating Pureprofile's sustained growth regardless of market conditions
- Over the past six years, ROW's contribution to Group revenue has increased materially, rising from approximately **29%** in FY21 to **49%** in FY26. ROW revenue increased 20% in FY26, or approximately 24% in constant currency, reflecting the successful execution of Pureprofile's international growth strategy and continued expansion across key markets, including the UK and US





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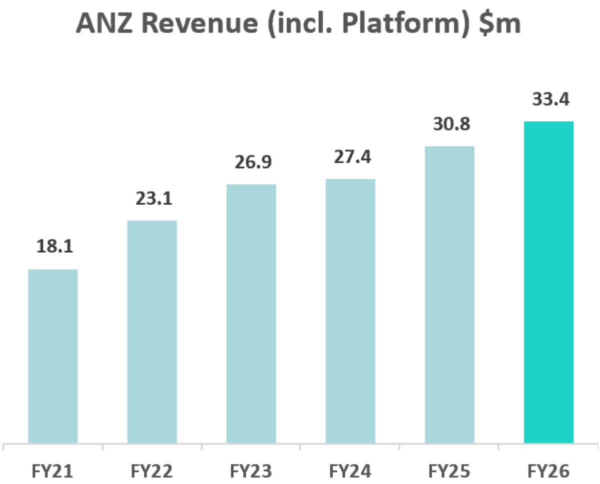
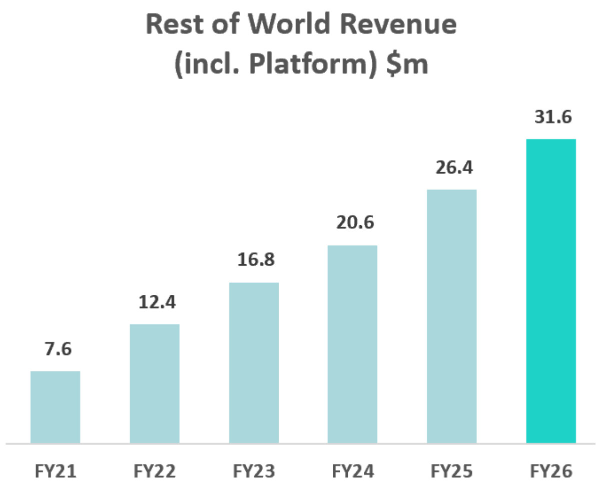
Revenue	EBITDA	EBITDA margin
$65.0m ▲ up 14% on pcp	$6.5m ▲ up 25% on pcp	10% 1 ppts up on pcp
ANZ Revenue (inc Platform)	**Rest of World Revenue (inc Platform)**	**Platform Revenue**
$33.4m ▲ up 8% on pcp	$31.6m ▲ up 20% on pcp	$19.3m ▲ up 74% on pcp

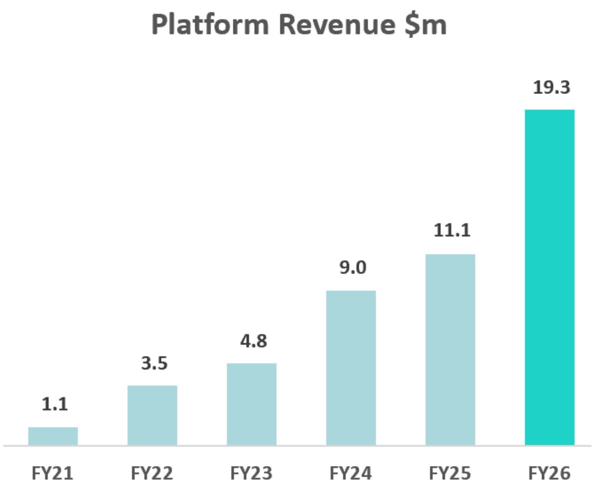
- EBITDA increased **25%** on pcp to **$6.5m**, materially outpacing revenue growth and generating a **10%** EBITDA margin, an improvement of approximately 1 ppts on pcp and in line with guidance. The uplift was supported by revenue growth, operating leverage and disciplined cost management, with total expense growth of approximately **9%** remaining below revenue growth of **14%**. This result was achieved notwithstanding a **$340k** FX loss in FY26, compared with a **$337k** FX gain in FY25. Over the past five years, EBITDA has delivered a CAGR of approximately **19%,** demonstrating the Group's ability to grow earnings alongside revenue
- ROW revenue increased **20%** on pcp to **$31.6m**, reflecting continued strong underlying demand across key international markets, including the UK and US. Reported growth was adversely affected by foreign exchange movements, with the business having significant exposure to USD and GBP revenue. On a constant-currency basis, ROW revenue increased approximately **24%**, with FX reducing reported FY26 revenue by approximately **$1.0m**. The result highlights the continued execution of Pureprofile's international growth strategy, with ROW delivering a five-year CAGR of approximately **33%**
- ANZ revenue increased **8%** on pcp to **$33.4m**, representing continued growth in a core and profitable market for Pureprofile. The result included approximately **$0.6m** of revenue from CRNRSTONE following its acquisition on 1 March 2026. Excluding this contribution, organic ANZ revenue increased approximately **6%**. Growth was supported by the Group's top 10 clients in the region, which increased their revenue contribution by **23%**, driven by increased share of wallet and higher average project values. Over the past five years, ANZ revenue has delivered a CAGR of approximately **13%**, highlighting its consistent growth contribution to Group performance
- Platform revenue grew **74%** on pcp to **$19.3m**, supported by continued expansion of API-driven integrations and growing adoption of automated data delivery solutions. The result reflects strong client demand for scalable, technology-enabled offerings, which are

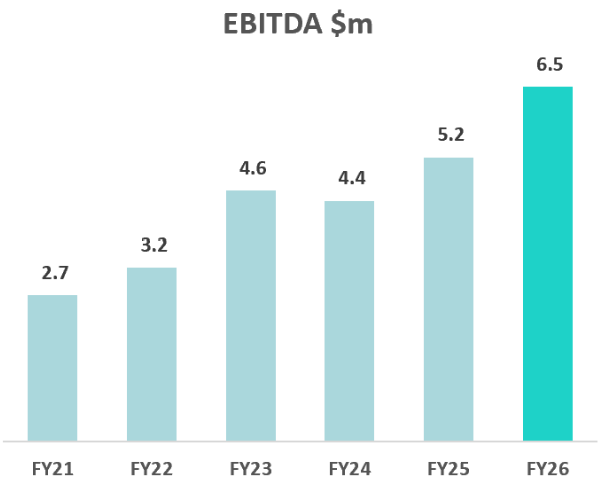
expected to support continued Platform growth and in turn, contribute to margin expansion as the business scales

- Client numbers increased by 31 to **997** for FY26, supported by further investment in ROW sales capability. Annuity revenue was **$16.7m** for the rolling 12 months to the end of 30 June 2026 (previously **$15.9m** to the end of 31 March 2026)
- Pureprofile closed FY26 with cash of **$6.8m** and CBA term debt of **$2.5m**, representing a net cash position of **$4.3m.** The Group is finalising refinancing arrangements ahead of the debt's November 2026 maturity and expects to communicate the outcome in the coming months



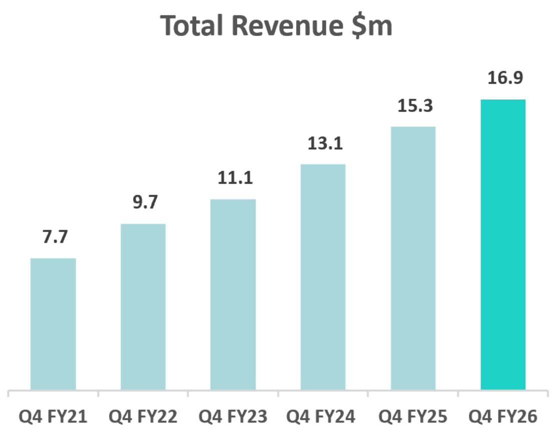


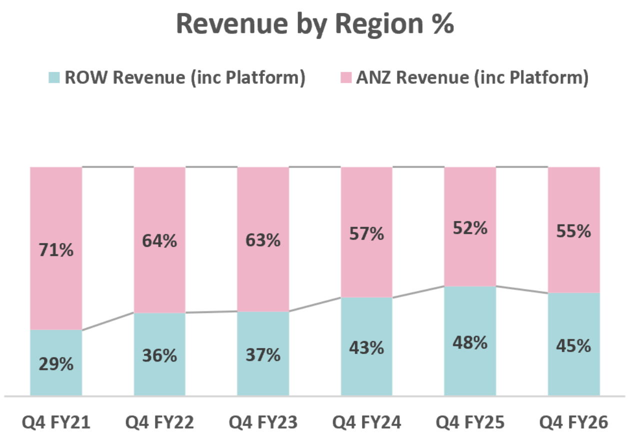




Q4 FY26 Detailed Commentary

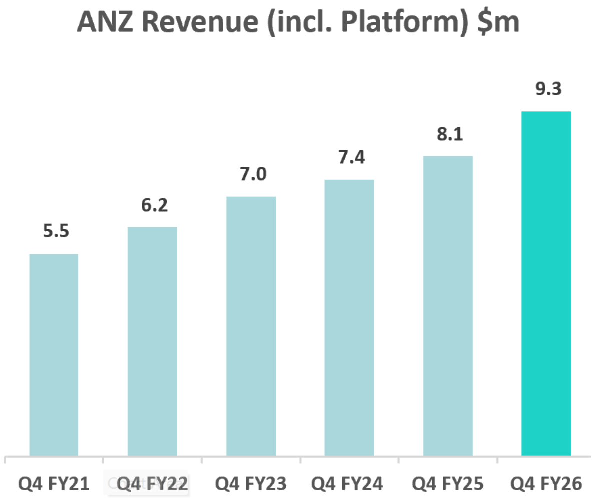
- Pureprofile delivered a strong Q4 FY26 result, achieving record Q4 revenue of **$16.9m**, up **10%** on pcp. On a constant-currency basis, Group revenue would have been approximately **$17.6m**, representing growth of approximately **15%**. Growth was led by the ANZ business, where revenue increased **15%** to **$9.3m**, or approximately **10%** organically excluding CRNRSTONE's contribution. ROW revenue increased **5%** to **$7.6m** on a reported basis and approximately **15%** in constant currency notwithstanding an adverse FX impact of approximately **$0.7m**. Over the past six years, Q4 revenue has delivered a CAGR of approximately **17%**, demonstrating the Group's sustained growth across varying market conditions
- Over the past six years, ROW's contribution to Q4 Group revenue has increased materially, rising from approximately **29%** in Q4 FY21 to **45%** in Q4 FY26. This reflects the successful execution of Pureprofile's international growth strategy and the continued expansion of the business across key markets, including the UK and US

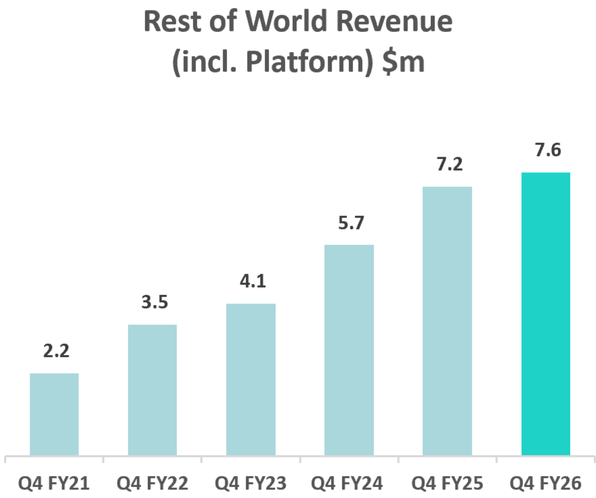


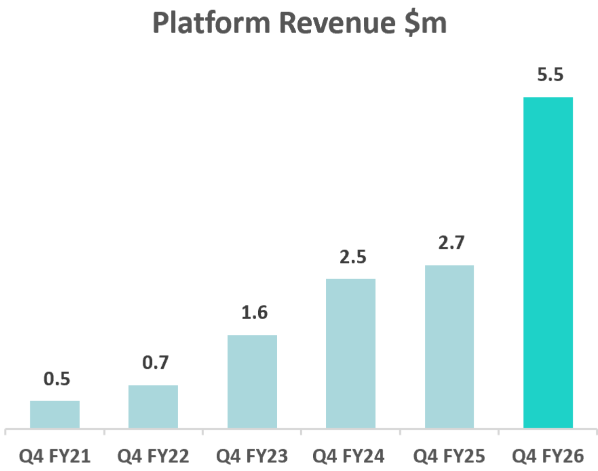


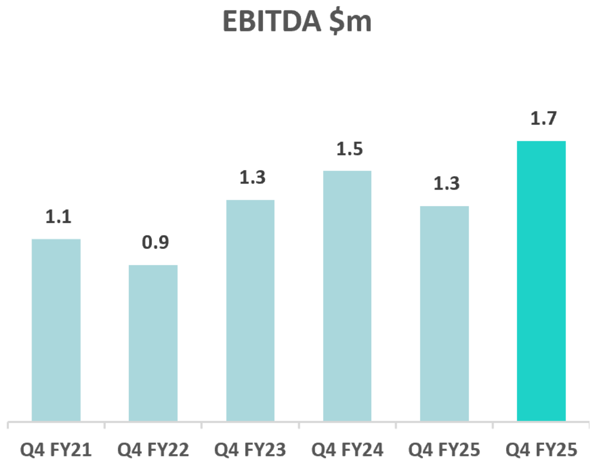
Revenue	EBITDA	EBITDA margin
$16.9m ▲ up 10% on pcp	$1.7m ▲ up 30% on pcp	10% up 2 ppts on pcp
ANZ Revenue (inc Platform)	**Rest of World Revenue (inc Platform)**	**Platform Revenue**
$9.3m ▲ up 15% on pcp	$7.6m ▲ up 5% on pcp	$5.5m ▲ up 103% on pcp

- EBITDA increased **30%** on pcp to **$1.7m**, materially outpacing revenue growth and generating a **10%** EBITDA margin, an improvement of approximately 2 ppts on pcp. The uplift was supported by revenue growth and disciplined cost management, with expense growth contained at approximately **9%,** below revenue growth of **10%** during the quarter. The result demonstrates increasing operating leverage, with Q4 EBITDA growth materially exceeding the corresponding increase in revenue
- ROW revenue increased **5%** on pcp to **$7.6m**, reflecting continued underlying demand across key international markets, including the UK and US. Reported growth was adversely affected by foreign exchange movements, with approximately **49%** of ROW revenue generated in USD and **39%** in GBP, both of which weakened against the AUD compared with the pcp. On a constant-currency basis, ROW revenue increased approximately **15%**, with the FX impact reducing reported Q4 revenue by approximately **$0.7m**. The result reflects the continued execution of Pureprofile's international growth strategy, with Q4 ROW revenue delivering a five-year CAGR of approximately **28%**
- ANZ revenue increased **15%** on pcp to **$9.3m**, representing a strong performance in the quarter. Excluding the approximately **$0.4m** contribution from CRNRSTONE, organic ANZ revenue increased approximately **10%**. ANZ remains a core and profitable market for Pureprofile, with Q4 revenue delivering a five-year CAGR of approximately **11%**, highlighting its consistent contribution to Group performance.
- Platform revenue grew **103%** on pcp to **$5.5m**, supported by continued expansion of API-driven integrations and growing adoption of automated data delivery solutions. The result reflects strong client demand for scalable, technology-enabled offerings, with recent product developments further enhancing the platform's long-term growth potential









Key Priorities

During FY27 and beyond, Pureprofile will focus on continuing to deliver sustainable revenue and earnings growth, expanding margins as the Group scales and maintaining a disciplined approach to capital allocation. Key areas of focus will include:

- **Revenue Growth**
  - Grow market share in the large and underpenetrated UK and US markets
  - Increase share of wallet across the Group's existing client base
  - Scale new products and expand Pureprofile's global commercial reach
  - Pursue targeted acquisitions that add scale, capability or geographic reach
- **Margin Expansion**
  - Deliver operating leverage by growing revenue faster than the underlying cost base
  - Leverage the Group's largely fixed and centralised overhead cost base as the business scales
  - Improve purchasing power across sample and other externally sourced services
  - Continue using technology, AI and process improvements to increase efficiency and scalability
- **Shareholder Value**
  - Continue to deliver sustainable revenue and EPS growth to maximise shareholder value
  - Target earnings accretive acquisitions
  - Maintain a disciplined approach to capital allocation

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

- 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 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 850 clients.