Pureprofile

Q4 FY26

Investor Presentation

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Business Overview

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

Pureprofile's Achievements in FY26

Record FY26 revenue and EBITDA, delivering at the top end of revenue guidance range with 25% EBITDA growth and strong cash generation

- Group revenue increased **14%** on pcp or **16%** in constant currency to a record **$65.0m**, delivering at the top end of the Group's **$64m–$65m** guidance range
- ROW revenue increased **20%** on pcp to **$31.6m**, or approximately **24%** in constant currency, despite a **$1.02m** reported revenue FX impact
- ANZ revenue increased **8%** on pcp to **$33.4m**, including a **$0.6m** contribution from CRNRSTONE; excluding the acquisition, organic ANZ revenue grew **6%**
- 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 increased by **$1.1m** during **FY26** to **$6.8m**, including funding the **$0.7m** cash acquisition of CRNRSTONE
- Pureprofile has delivered internally funded, 5 years compound annual growth of approximately **20%** in revenue and **19%** in EBITDA, whilst improving its net cash position

Pureprofile at a glance

We are a global data and insights company, connecting high-quality audiences, data and clients to drive better decisions

CLIENTS & QUESTIONS

Help organisations answer critical questions

- Brands, businesses and governments
- Customer, product and strategy priorities
- Measurement and optimisation needs

RECRUIT AUDIENCE

Build a proprietary global audience

- Millions of engaged, profiled panellists
- High-quality, consented and verified participants
- Owned access to audiences at scale

GENERATE DATA

Capture high-quality, consented data

- Surveys, behavioural and transactional data
- First-party, privacy-compliant inputs
- Validated and quality-controlled at scale

DELIVER INSIGHTS

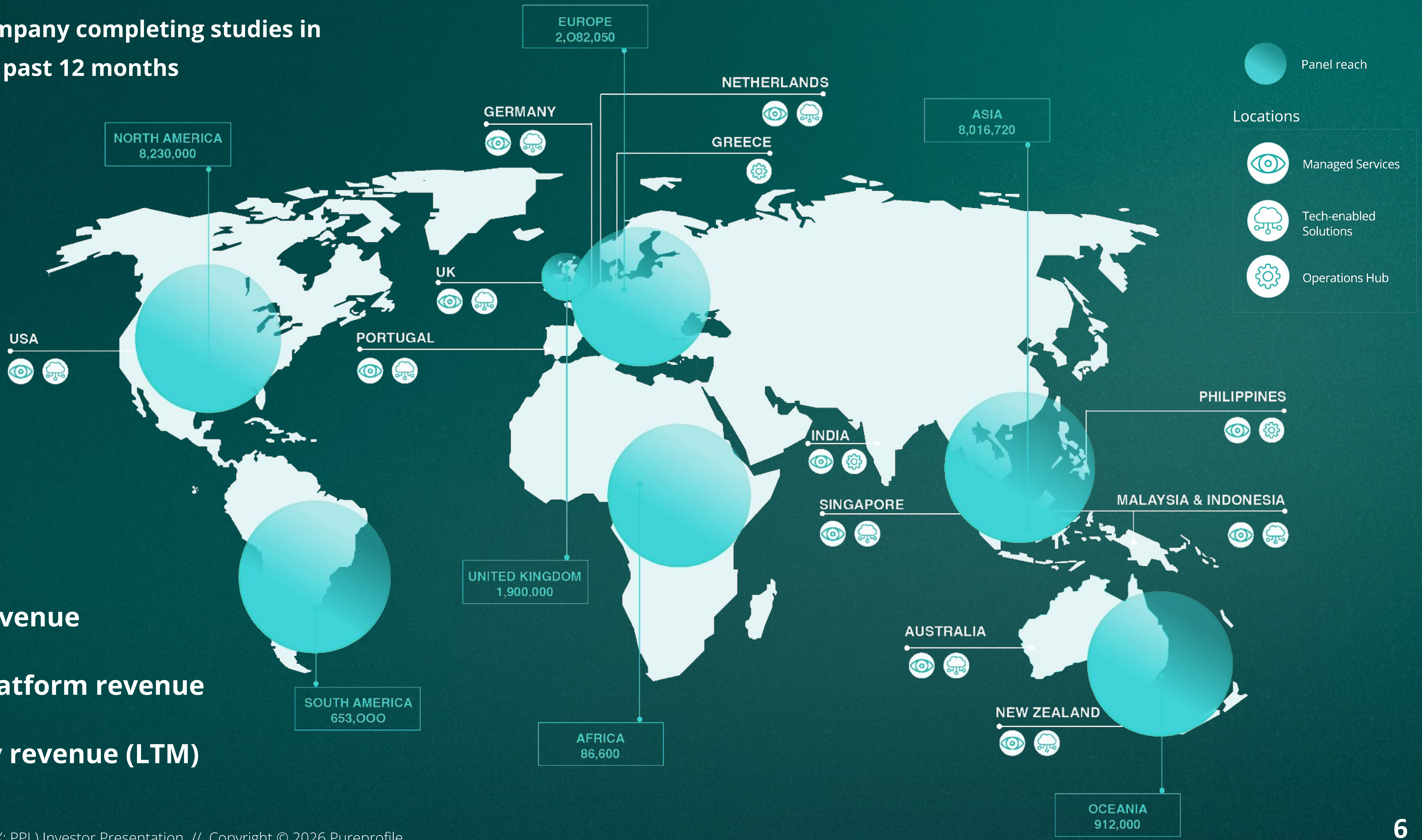
Turning data into decisions

- Faster, better decision-making
- Real-world business outcomes
- Deeper understanding of customers and markets

In an AI-driven world, high-quality, first-party data is the foundation. There is no AI without data, and we can provide it at scale.

Our vision is to deliver more value from the world's information

We are a truly global company completing studies in 106 countries over the past 12 months



14 offices globally

997 clients globally

266 staff globally

$65.0m in FY26 revenue

$19.3m in FY26 platform revenue

$16.7m in annuity revenue (LTM)

FY26 Financial Results

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

Strong FY26 growth delivered record revenue, 25% EBITDA growth and an improved margin

Record full-year FY26 revenue of **$65.0m**, up **14%** on pcp or **16%** in constant currency, reflecting continued client demand across global markets. Platform revenue increased **74%** to **$19.3m** as clients increased their use of Pureprofile's scalable, technology-enabled solutions

ANZ revenue grew **8%** on pcp to **$33.4m**, driven by strong key client activity and higher project volumes, while ROW revenue increased **20%** to **$31.6m**, supported by robust demand in the UK and US

EBITDA increased **25%** to **$6.5m** and EBITDA margin improved by approximately **1 ppts** to **10.0%**. This result was achieved despite a **$340k** FX loss, compared with a **$337k** FX gain in FY25, an adverse year-on-year movement of approximately **$0.7m**

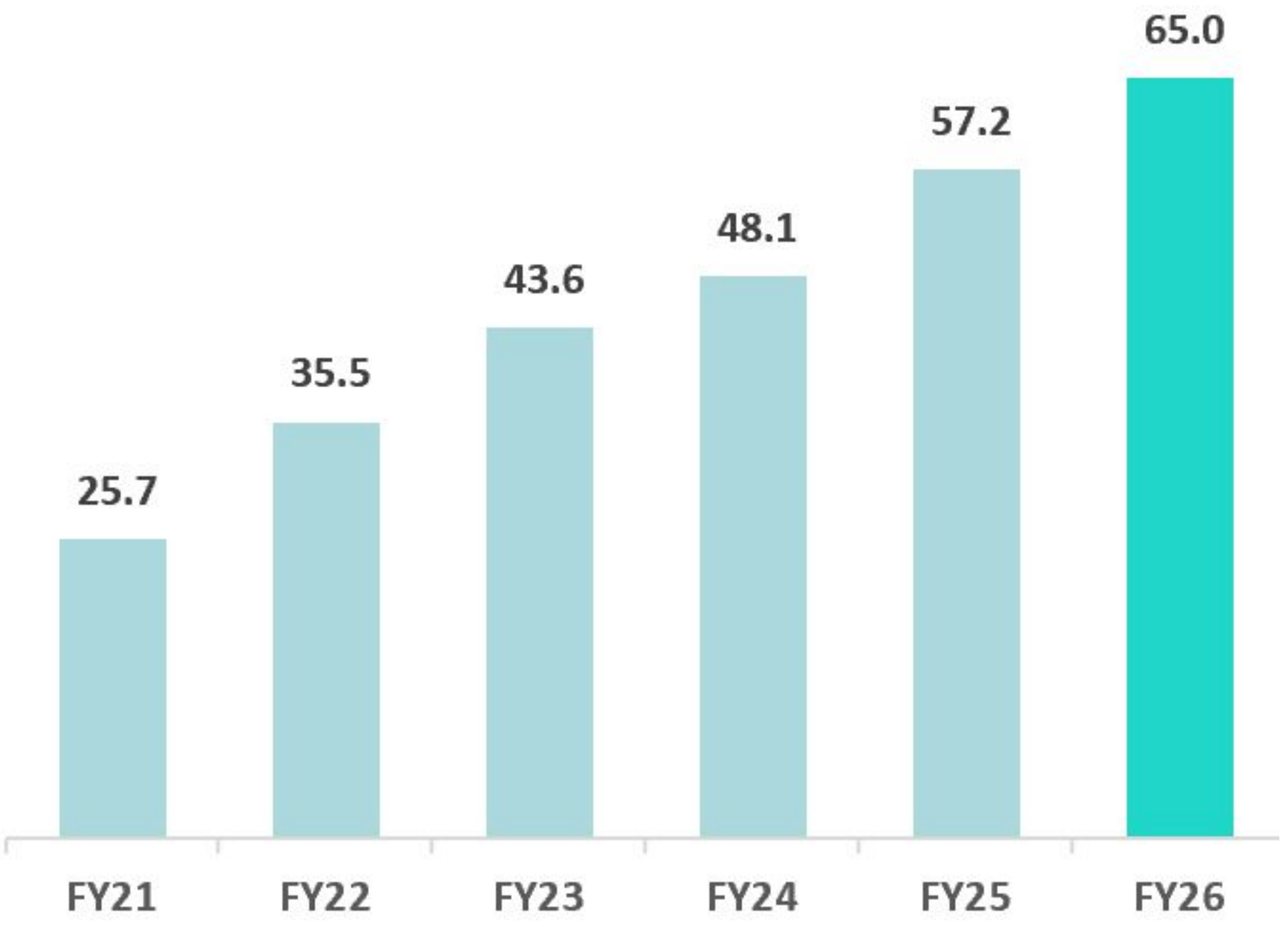
Pureprofile closed FY26 with cash of **$6.8m** and CBA term debt of **$2.5m**. The Group is finalising refinancing arrangements ahead of the debt's November 2026 maturity and expects to communicate the outcome in the coming months

Business Results	FY26	vs FY25
Revenue	$65.0m	14%
EBITDA	$6.5m	25%
EBITDA Margin %	10%	1 ppts%

Business Unit Revenues	FY26	vs FY25
ANZ (incl. Platform)	$33.4m	8%
Rest of World (incl. Platform)	$31.6m	20%
Platform	$19.3m	74%

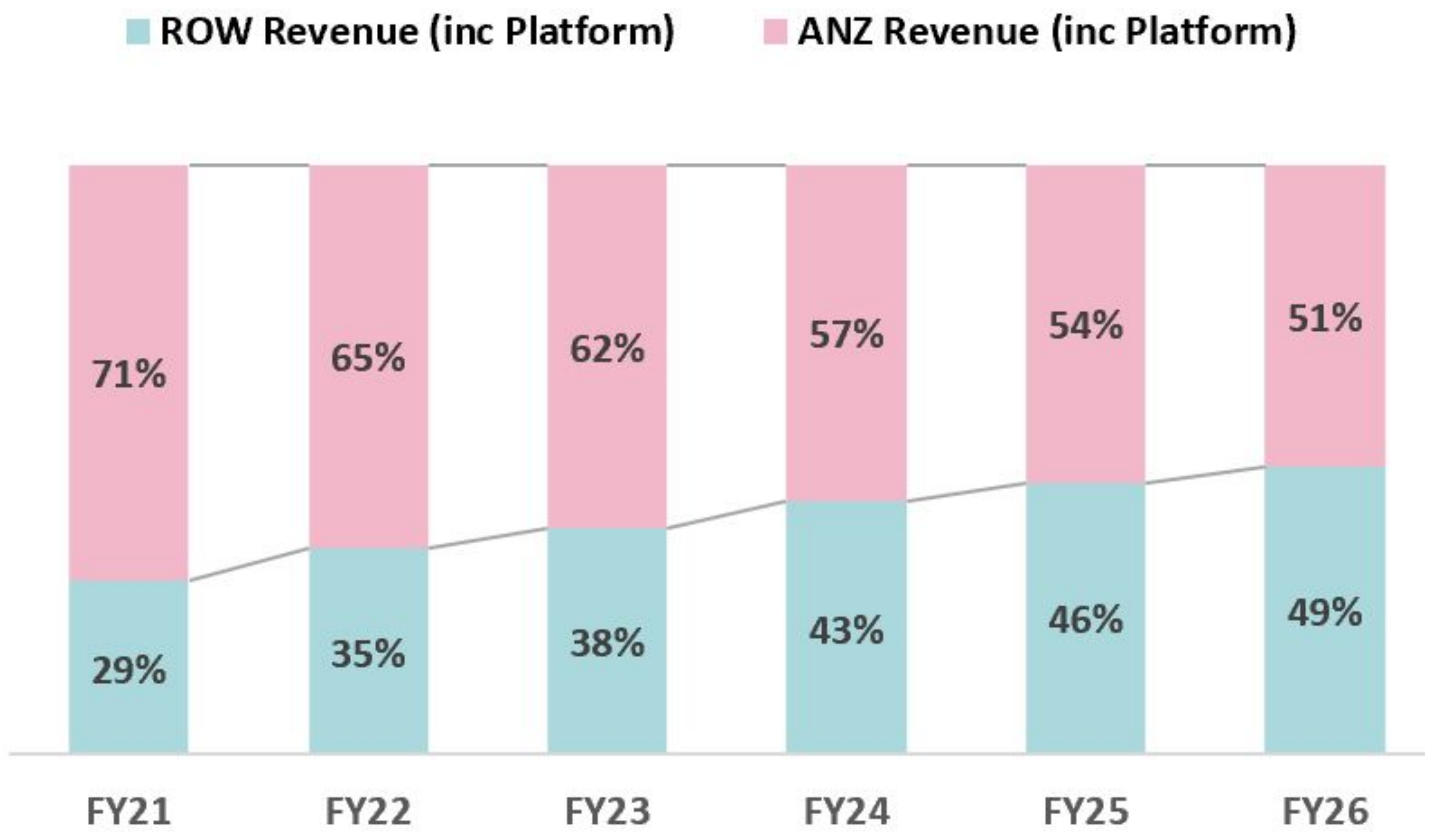
FY26 Financial metrics trends

Total Revenue $m



+20% 5-year CAGR

Revenue by region $m



Over the past 6 years, ROW revenue has increased from 29% to 49% of total revenue, reflecting the successful execution of Pureprofile's global growth strategy. The Group now benefits from a more balanced geographic revenue mix, with FY26 reflecting strong contributions from both ANZ and international markets.

ANZ revenue growth accelerated in H2 revenue

Reported and organic growth accelerated through the year

Quarterly revenue and YOY Growth: ANZ ($m)

H2 FY26 — ANZ growth accelerates

+16%

H2 ANZ reported revenue growth
11% organic revenue growth ex-CRNRSTONE acquisition; vs +2% in H1 FY26

$2.6m

Additional ANZ revenue in FY26
$2.0m additional revenue on an organic basis, excluding the acquisition entirely

$0.6m

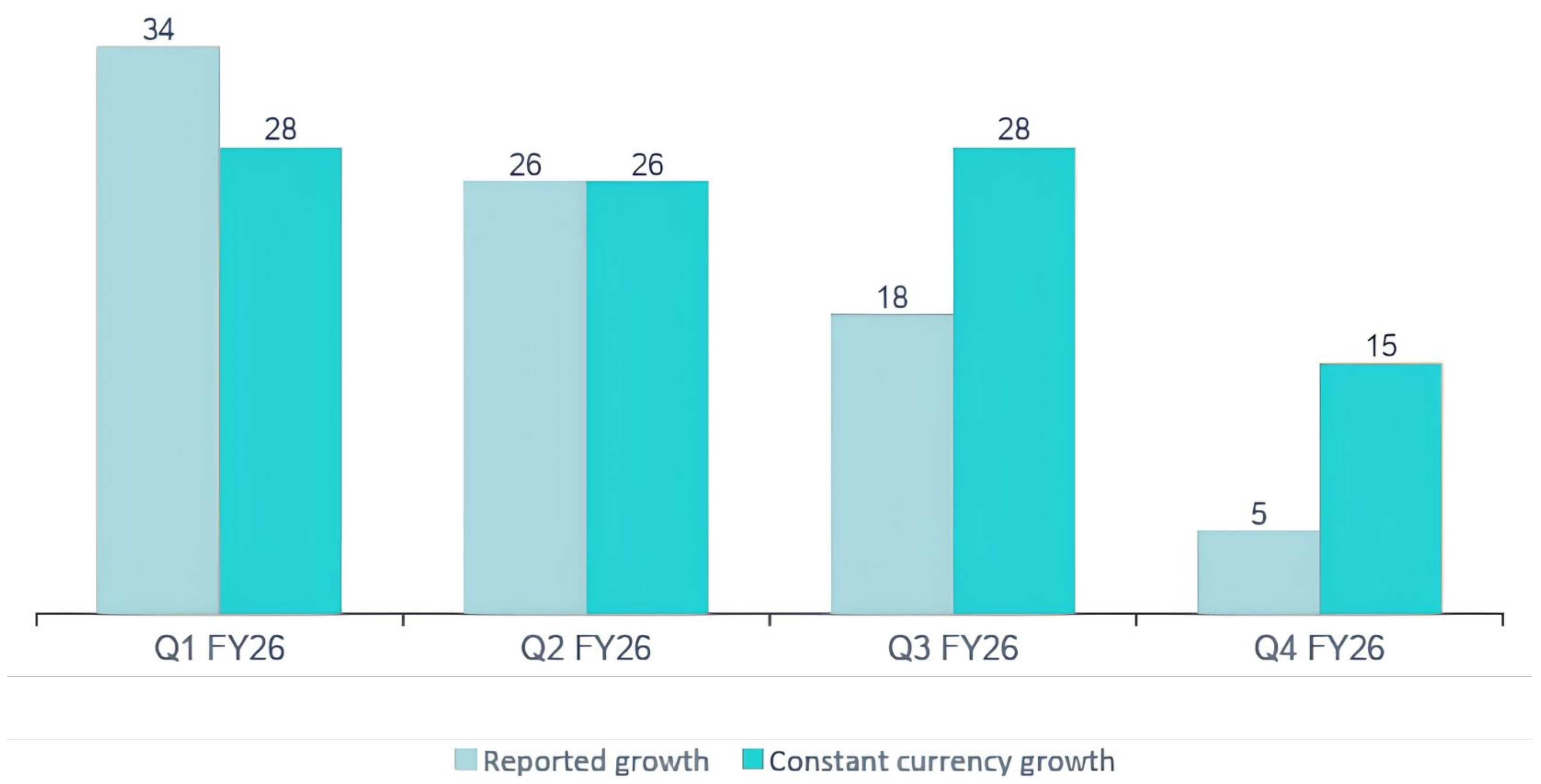
CRNRSTONE contribution
4 months (Mar–Jun); ~27% of H2 ANZ revenue growth

Organic growth excludes the CRNRSTONE acquisition, completed March FY26 ($0.2m in Q3, $0.4m iin Q4).

ROW: revenue grew 24% in constant currency, 4 ppts above reported growth

Adverse FX movements impacted H2 reported ROW growth

ROW revenue growth YoY (%): reported vs constant currency



+24%

ROW FY26 constant currency growth
vs 20% reported — 4 ppts above reported growth of 20%

($1.0m)

FX adverse revenue impact, FY26
Shifted from a favourable impact in Q1 to an increasingly adverse impact in Q3–Q4

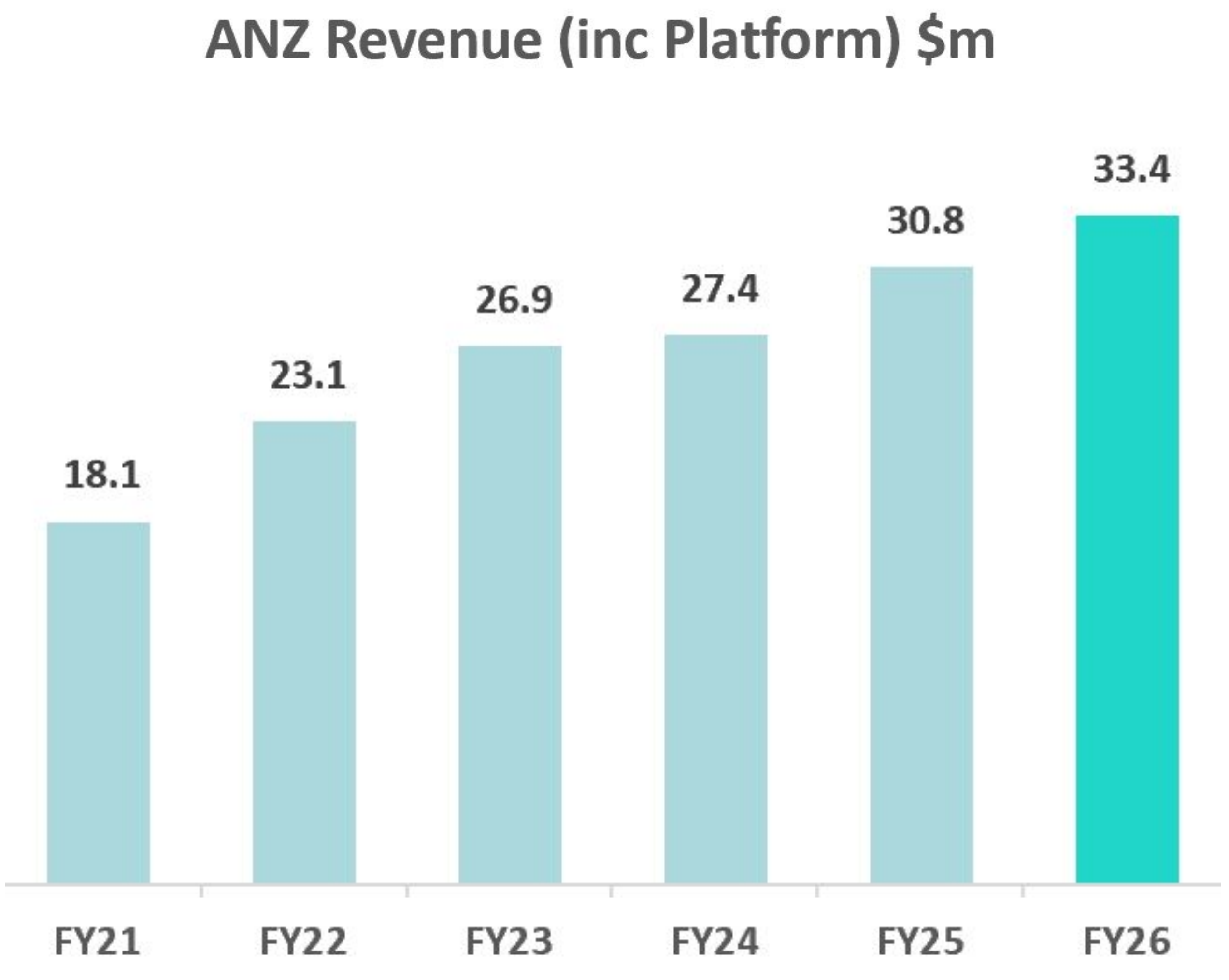
+16%

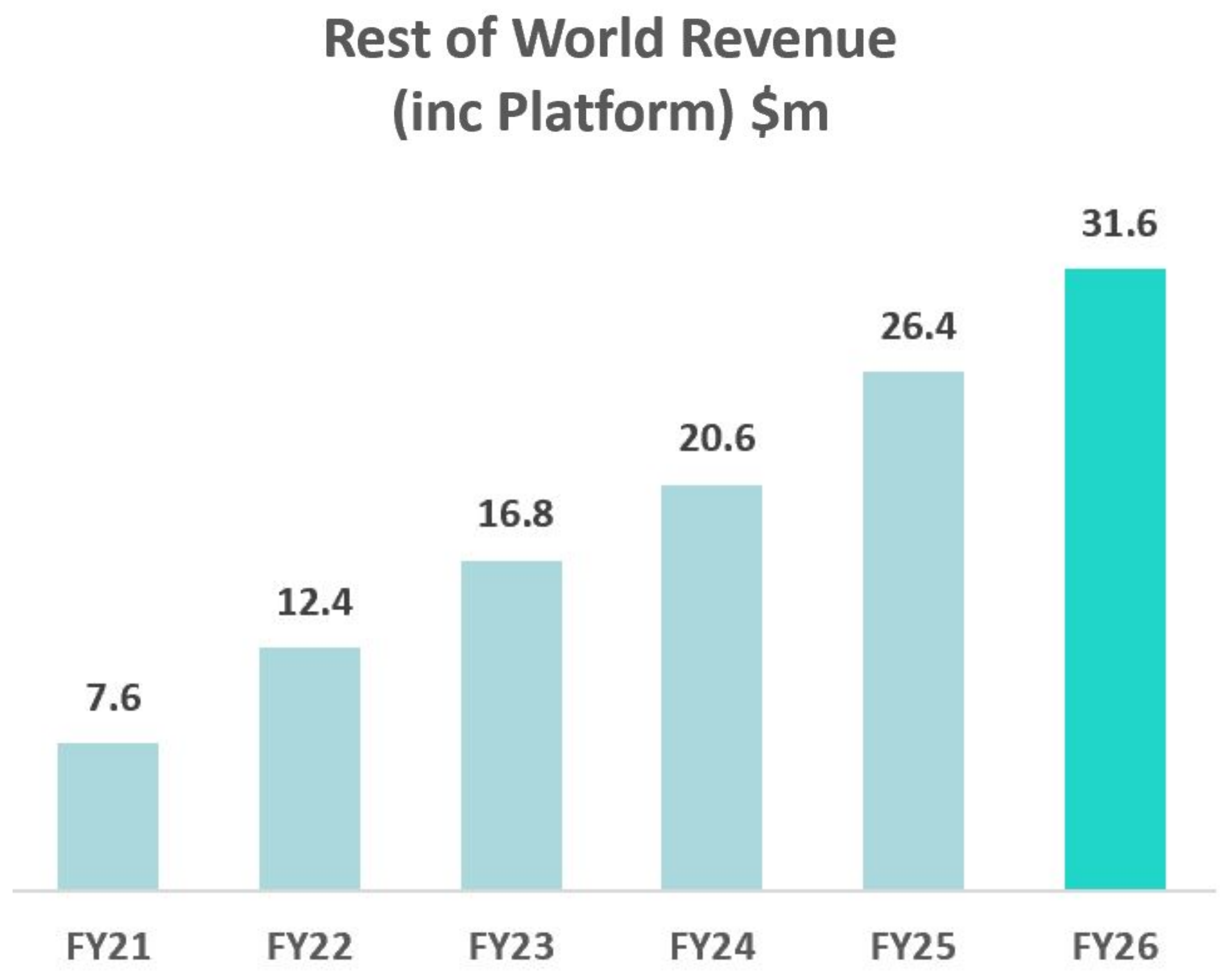
Group revenue growth, constant currency
vs 14% reported (ANZ treated as currency-neutral)

Constant currency growth restates current-period local currency revenue at the pcp average FX rate, isolating currency effects. Group constant-currency growth applies this to ROW only; ANZ revenue is not separately FX-adjusted

FY26 Financial metrics trends

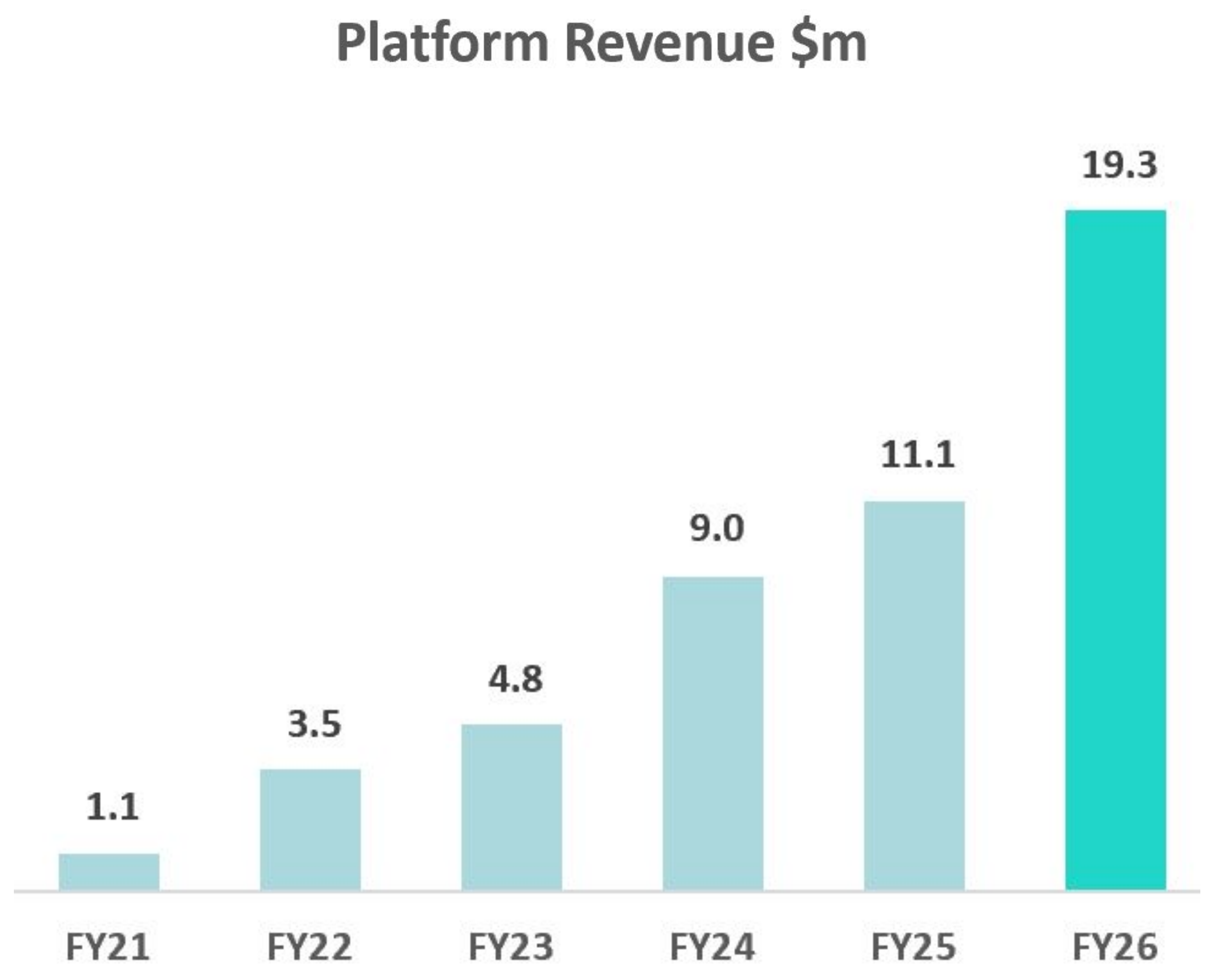
+13% 5-year CAGR

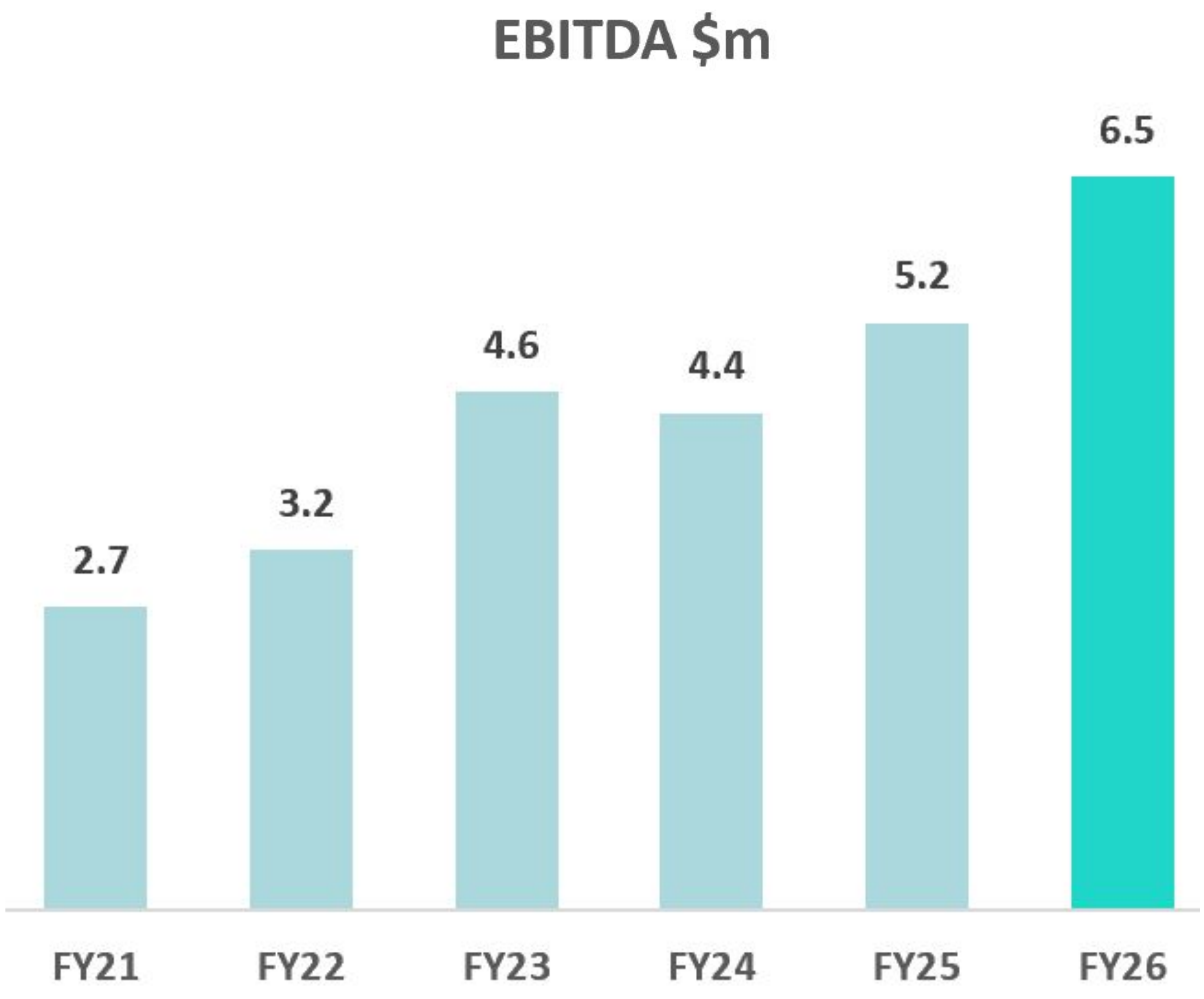




+33% 5-year CAGR

+78% 5-year CAGR





+19% 5-year CAGR

Q4 26 Financial Results

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

Q4 delivers record revenue, 30% EBITDA growth and margin expansion

Record Q4 FY26 revenue of **$16.9m**, up **10%** on pcp or **15%** in constant currency and marking 20 consecutive quarters of year-on-year revenue growth. Platform revenue more than doubled, increasing **103%** on pcp to a record **$5.5m**, as more clients adopted Pureprofile's scalable, technology-enabled solutions

ANZ reported revenue increased **15%** on pcp to **$9.3m**, or **10%** organically excluding CRNRSTONE, supported by strong client activity and higher project volumes. ROW revenue increased **5%** to **$7.6m** on a reported basis and **15%** on pcp in constant currency, reflecting continued demand across the UK and US, with FX movements reducing reported AUD growth.

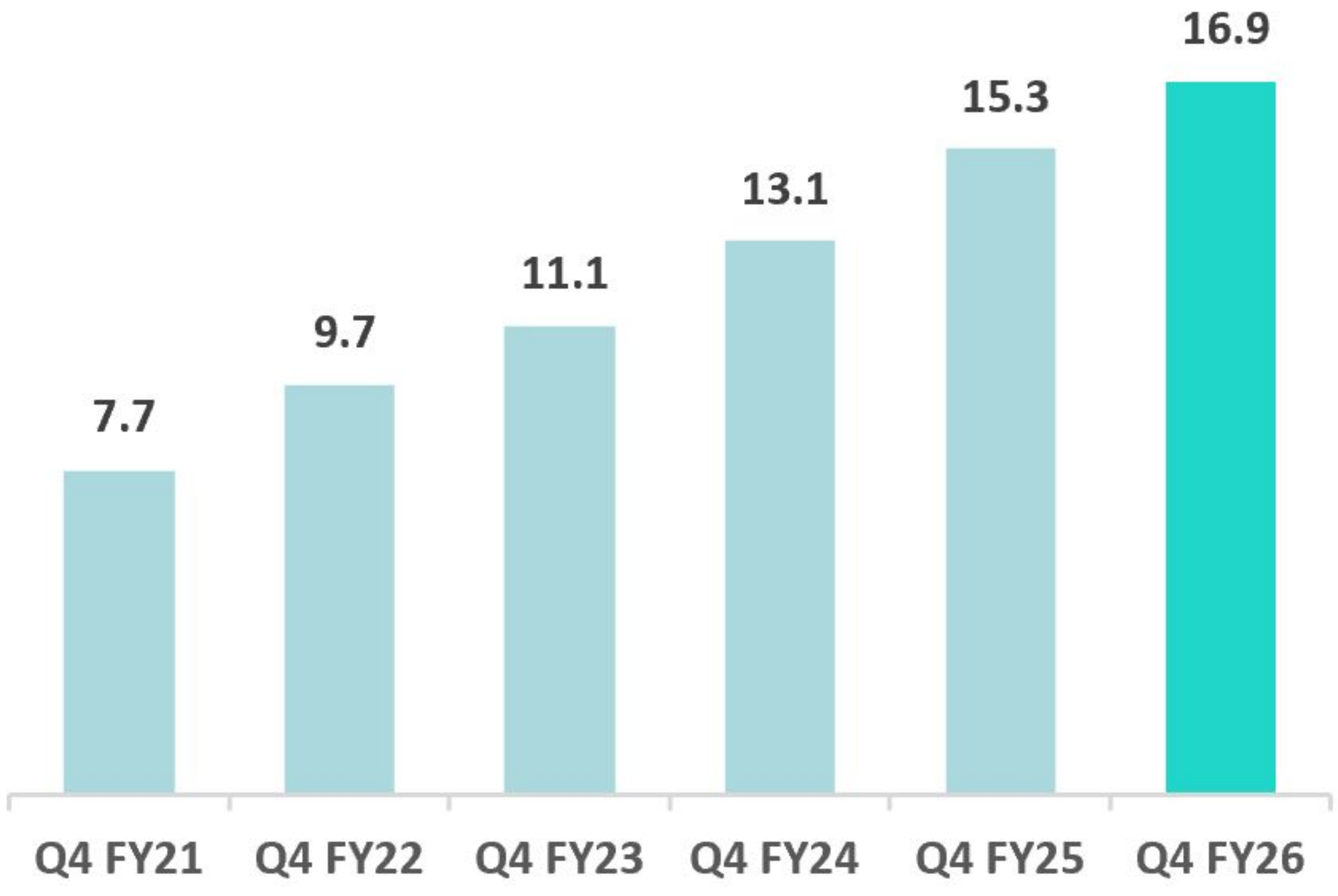
EBITDA increased **30%** on pcp to **$1.7m**, materially outpacing revenue growth and reflecting disciplined cost management. EBITDA margin improved by **2 ppts** to **10%,** demonstrating the operating leverage in the Group's business model

Business Results	Q4 FY26	vs Q4 FY25
Revenue	$16.9m	10%
EBITDA	$1.7m	30%
EBITDA Margin %	10%	2 ppts%

Business Unit Revenues	Q4 FY26	vs Q4 FY25
ANZ (incl. Platform)	$9.3m	15%
Rest of World (incl. Platform)	$7.6m	5%
Platform	$5.5m	103%

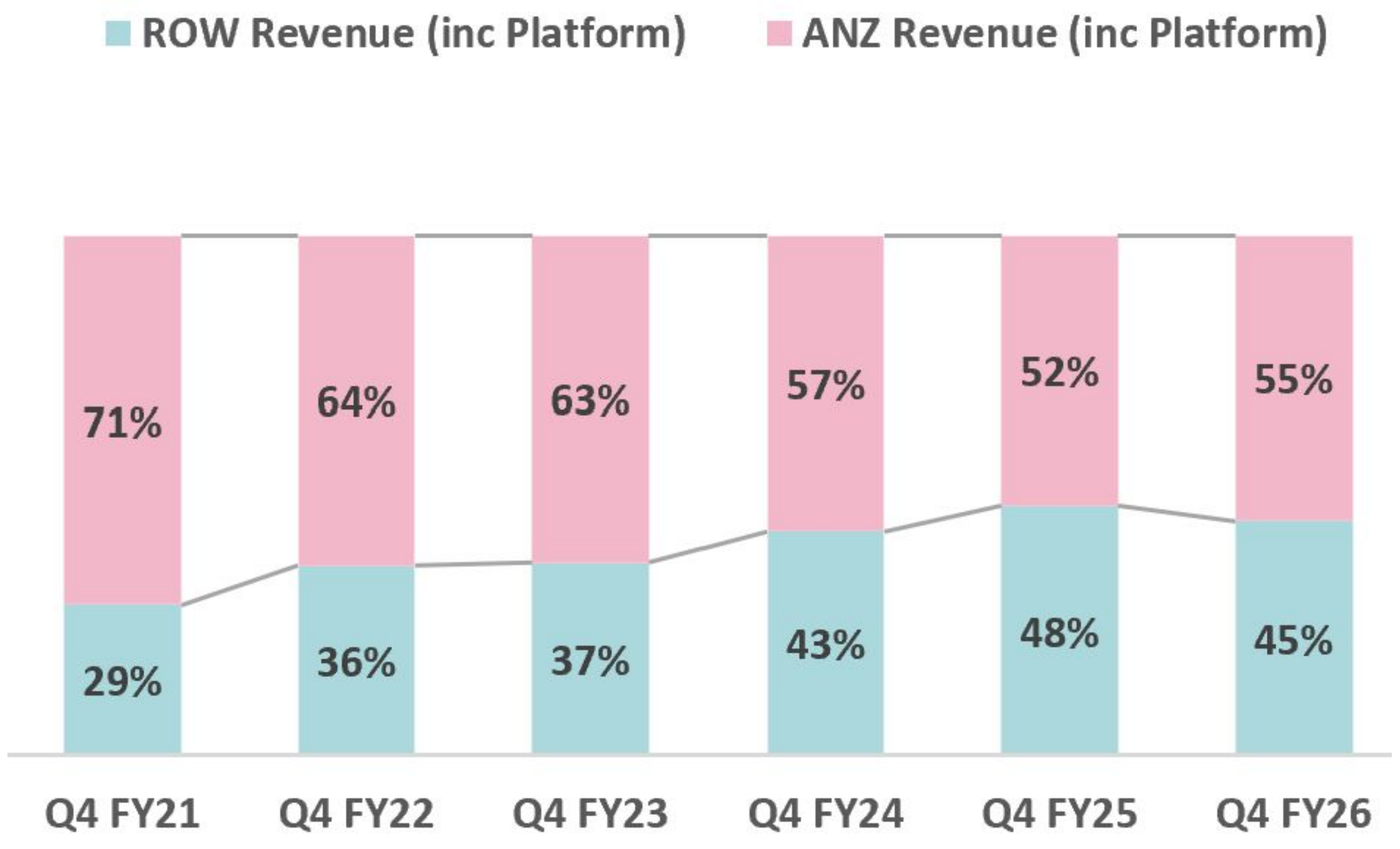
Q4 FY26 Financial metrics trends

Total Revenue $m



+17% 5-year CAGR

Revenue by region $m

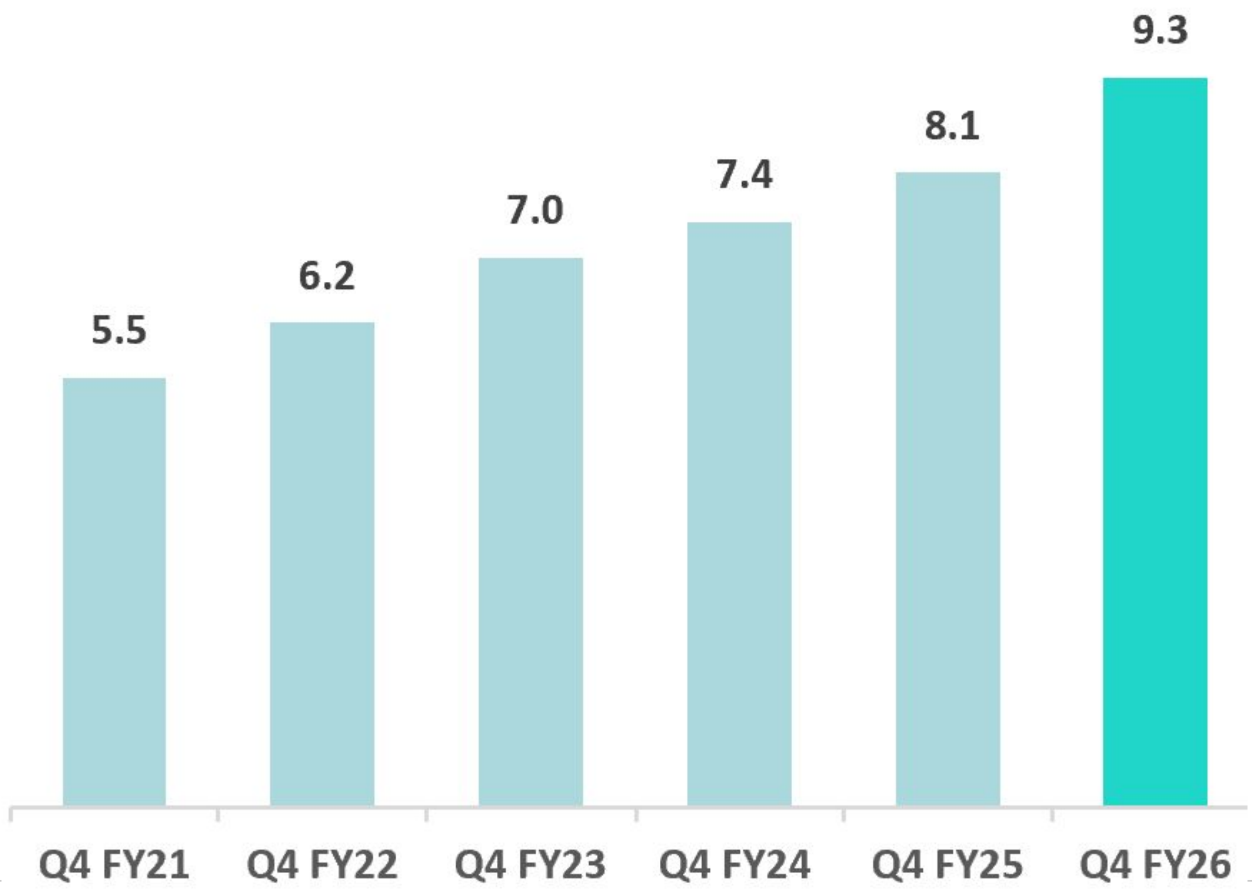


Over the past 5 years, ROW revenue has increased from 29% to 45% of total revenue in Q4, reflecting the successful execution of Pureprofile's global growth strategy. The Group now benefits from a more balanced geographic revenue mix, with Q4 FY26 reflecting strong contributions from both ANZ and international markets.

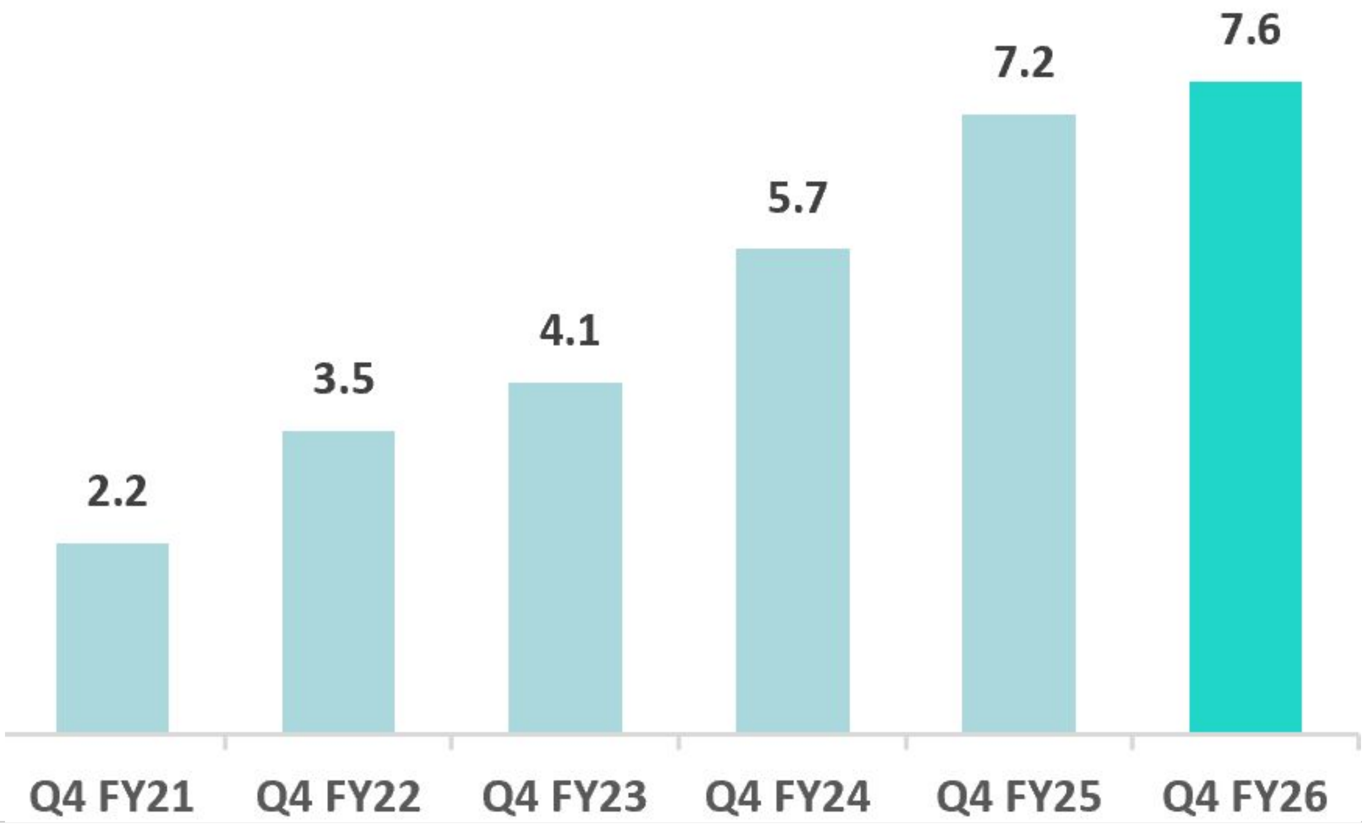
Q4 FY26 Financial metrics trends

ANZ Revenue (inc Platform) $m

+11% 5-year CAGR



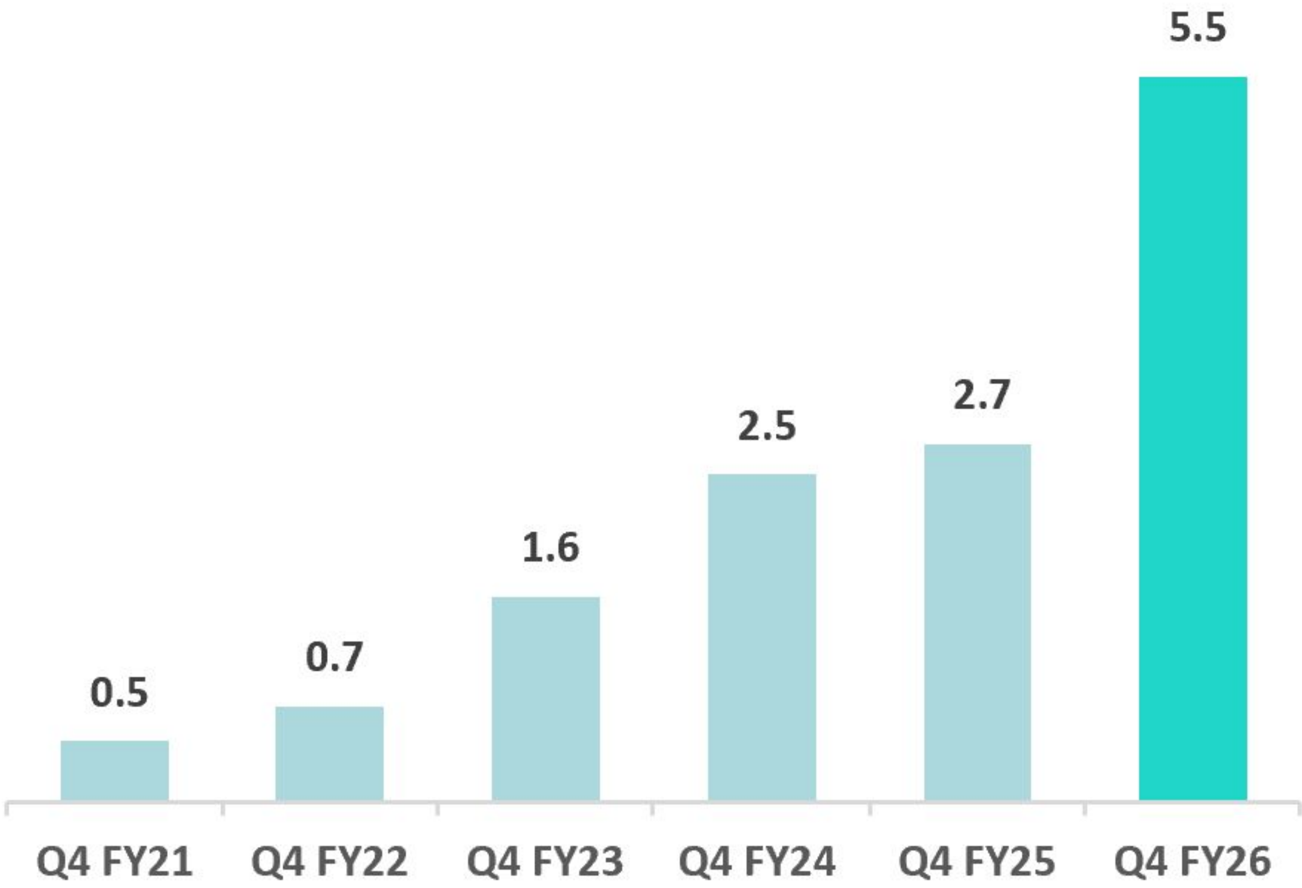
Rest of World Revenue (inc Platform) $m



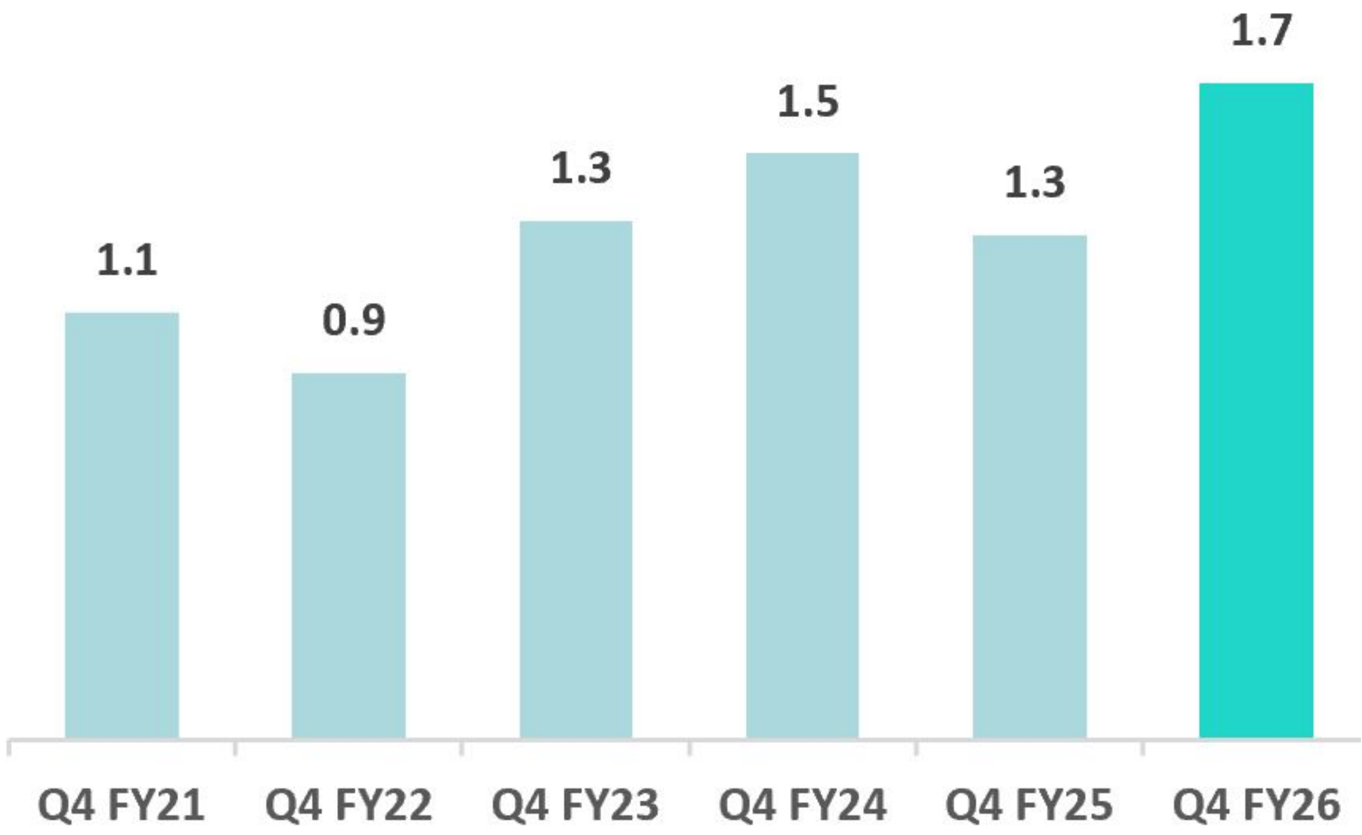
+28% 5-year CAGR

Platform Revenue $m

+64% 5-year CAGR



EBITDA $m



+9% 5-year CAGR

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

02. Technology & AI

Accelerate our **Technology & AI solutions**

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

03. Data & Insights

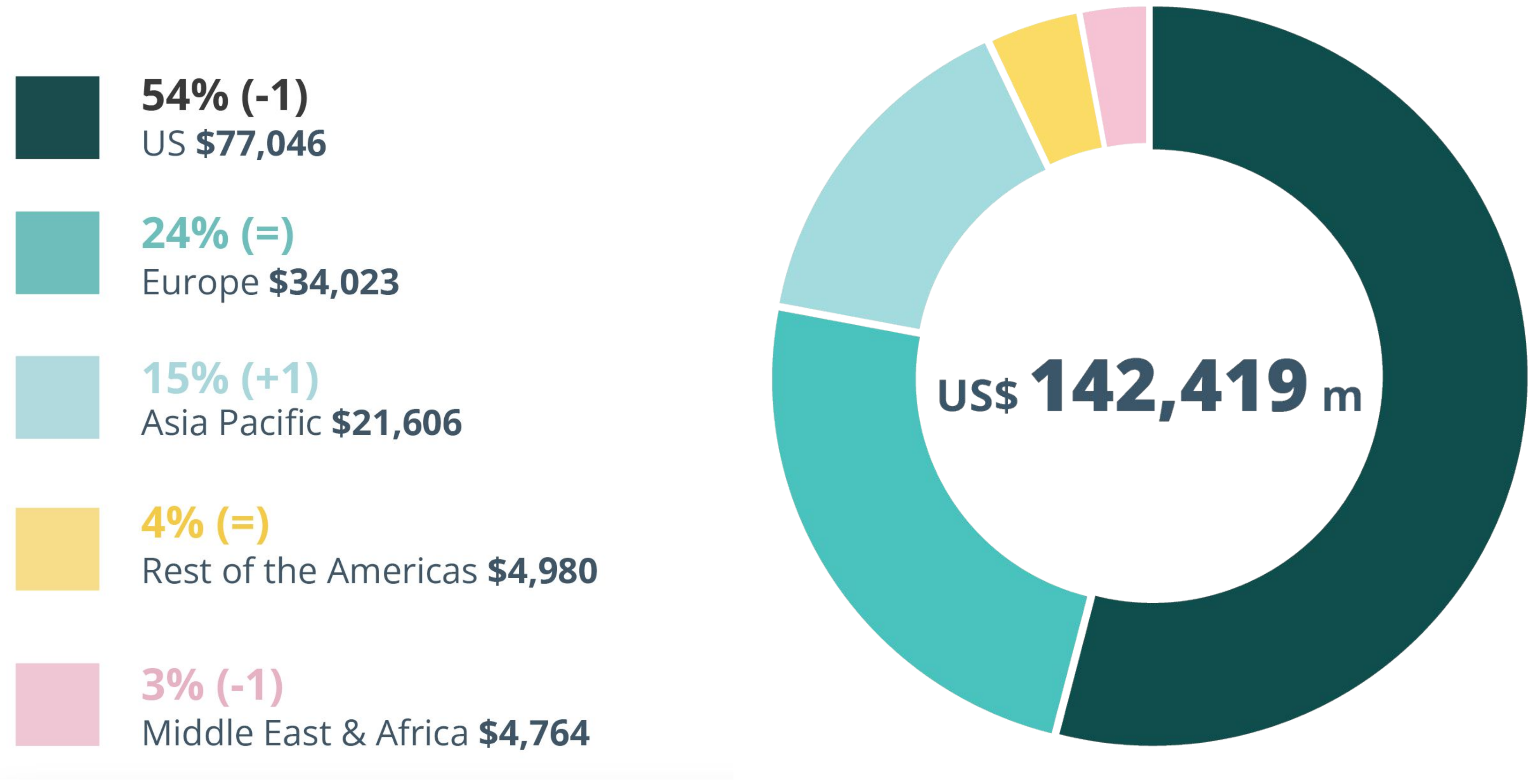
Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder

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, 2024



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 profits 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 opportunties 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 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 profits** through clear goals and an aligned action plan

Our priorities for FY27 and beyond

A scalable platform built to accelerate global growth and deliver increasing shareholder returns

1. REVENUE GROWTH

Increase our share in large global markets

- **Grow UK and US market share**
- Increase share of wallet across existing clients and win new clients
- Scale new products and global commercial reach
- Pursue targeted acquisitions to accelerate growth

2. MARGIN EXPANSION

Convert scale into stronger economics

- **Deliver operating leverage**
- Grow revenue faster than centralised costs
- Improve purchasing power economics as the Group scales
- Use technology, AI and process improvements to lift productivity

3. SHAREHOLDER VALUE

Compound earnings with capital discipline

- **Deliver sustainable revenue and earnings growth**
- Pursue strategically aligned, earnings-accretive acquisitions
- Maintain disciplined capital allocation

Summary

Record FY26 revenue of **$65.0m** increased **14%** or **16%** in constant currency on pcp, delivering at the top end of guidance - Demonstrating continued commercial execution

FY26 EBITDA increased **25%** to **$6.5m**, materially outpacing revenue growth and delivering a **10%** margin reflecting the operating leverage and disciplined cost management

ANZ revenue increased **8%**, or **6%** organically excluding CRNRSTONE, while ROW revenue increased **20%** on a reported basis and **24%** in constant currency

Platform revenue grew **74%** on pcp, as more clients leverage our solutions to deliver insights and drive outcomes, supporting revenue growth and contributing to margin expansion.

Strong cash generation increased the year-end balance to **$6.8m**, including cash funding CRNRSTONE, positioning the Group to pursue its FY27 growth and capital allocation priorities

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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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