Pureprofile

FY26

Full Year Investor Presentation

PRESENTED BY

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01

Business Overview

* EBITDA and EBITDA margin excludes significant items and share based payments

Pureprofile's Achievements in FY26

Record FY26 revenue and EBITDA, with NPAT up 47% and net operating cash flow of $5.1m

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 approx. **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; organic growth contribution of **6%**.

Platform revenue increased **74%** on pcp to **$19.3m**, reflecting the benefit of scalable technology-enabled solutions.

EBITDA increased **25%** on pcp to **$6.5m**, outpacing revenue growth and delivering the Group's **10%** EBITDA margin guidance.

Net Profit before tax increased **14%** to **$1.8m**, reflecting continued revenue growth and operating leverage.

Net Profit after Tax increased **47%** to **$2.3m** (vs $1.5m in FY25), including a **$0.5m** income tax benefit.

Net operating cash flow increased **7%** to **$5.1m**, with cash increasing **$1.1m** to **$6.8m** after funding the CRNRSTONE acquisition.

Pureprofile at a glance

We connect organisations to trusted human intelligence, using technology to deliver it at scale

ANSWER CRITICAL QUESTIONS

Connect trusted human intelligence to the questions that matter

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

ENGAGE PEOPLE

Build a trusted, proprietary human network

- Millions of engaged, profiled people
- Consented, verified participation
- Long-term relationships that deepen understanding over time

CAPTURE HUMAN INTELLIGENCE

Transform real human experiences, opinions & behaviours into trusted first-party data

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

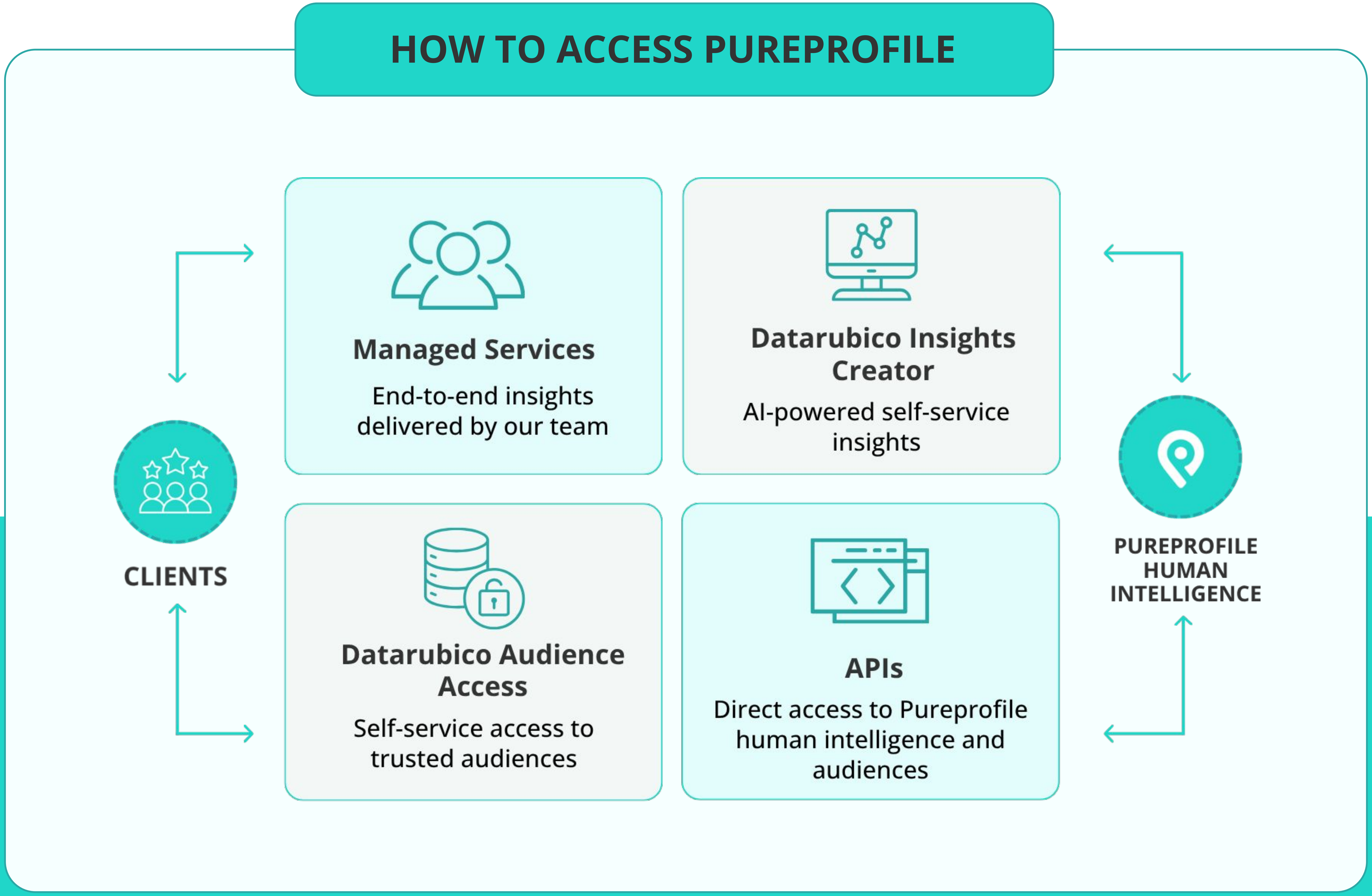
DELIVER HUMAN INTELLIGENCE

Use technology to make trusted human intelligence accessible & actionable

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

In an AI-driven world, trusted human intelligence is increasingly valuable. Our technology enables us to capture, validate and deliver it at scale

How clients work with Pureprofile



Our **global** footprint

With operations across key markets, Pureprofile delivers insights across 106 countries, combining global scale with local expertise

14
locations globally

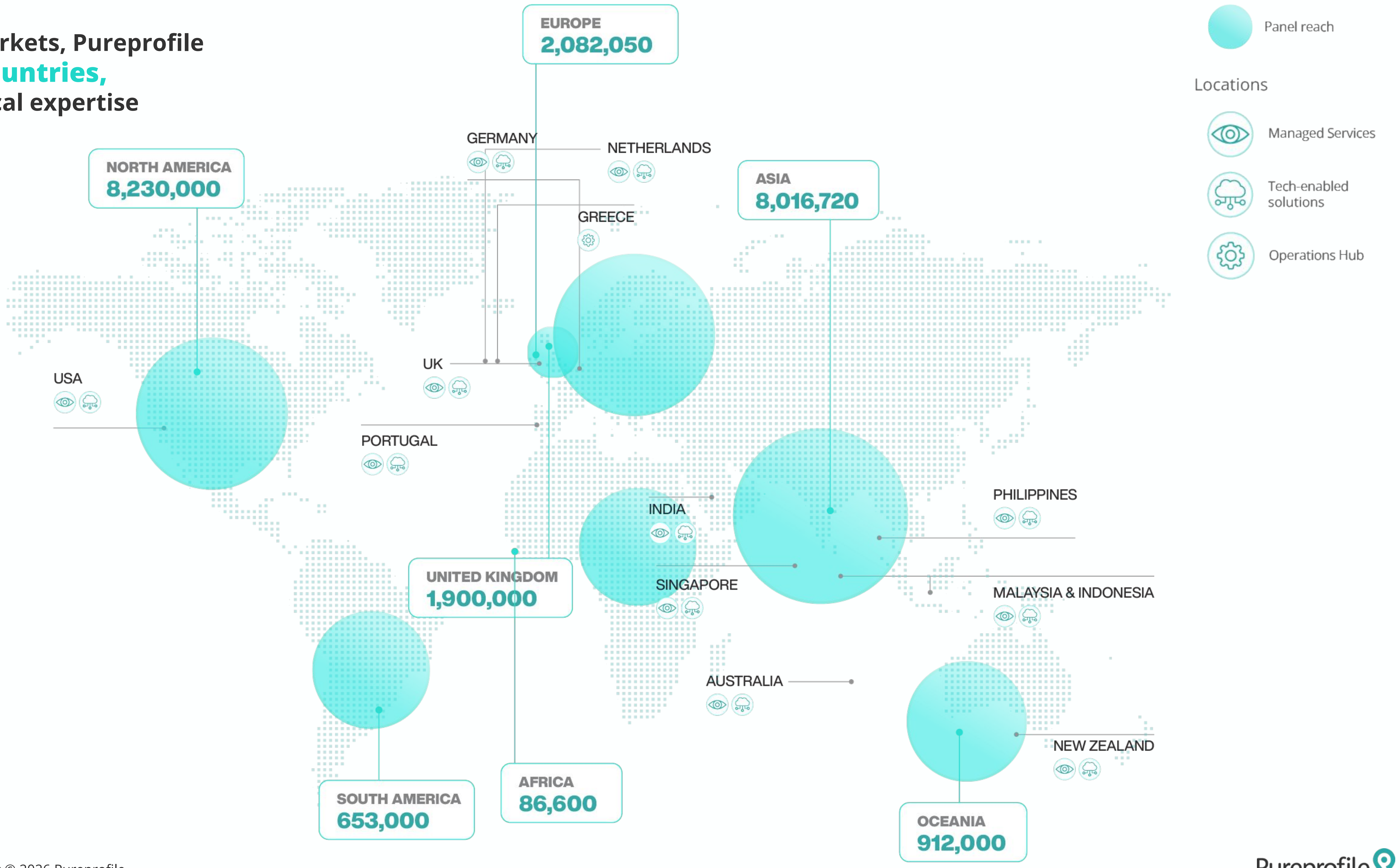
997
clients globally

266
staff globally

$65.0m
in FY26 full year revenue

$19.3m
in FY26 platform revenue

$16.7m
in annuity revenue (LTM)



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02

FY26 Financial Results

* EBITDA and EBITDA margin excludes significant items and share based payments

Record revenue and 25% EBITDA growth drive margin expansion and 47% NPAT growth

Revenue increased **14%** to a record **$65.0m**, or **16%** in constant currency, reflecting continued demand across global markets. Platform revenue increased **74%** to $**19.3m**, demonstrating growing adoption of scalable, technology-enabled solutions

EBITDA increased **25%** to **$6.5m** and EBITDA margin improved by approximately **1 ppt** to **10.0%**. NPAT increased **47%** to **$2.3m,** representing the Group's third consecutive year of statutory profitability

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

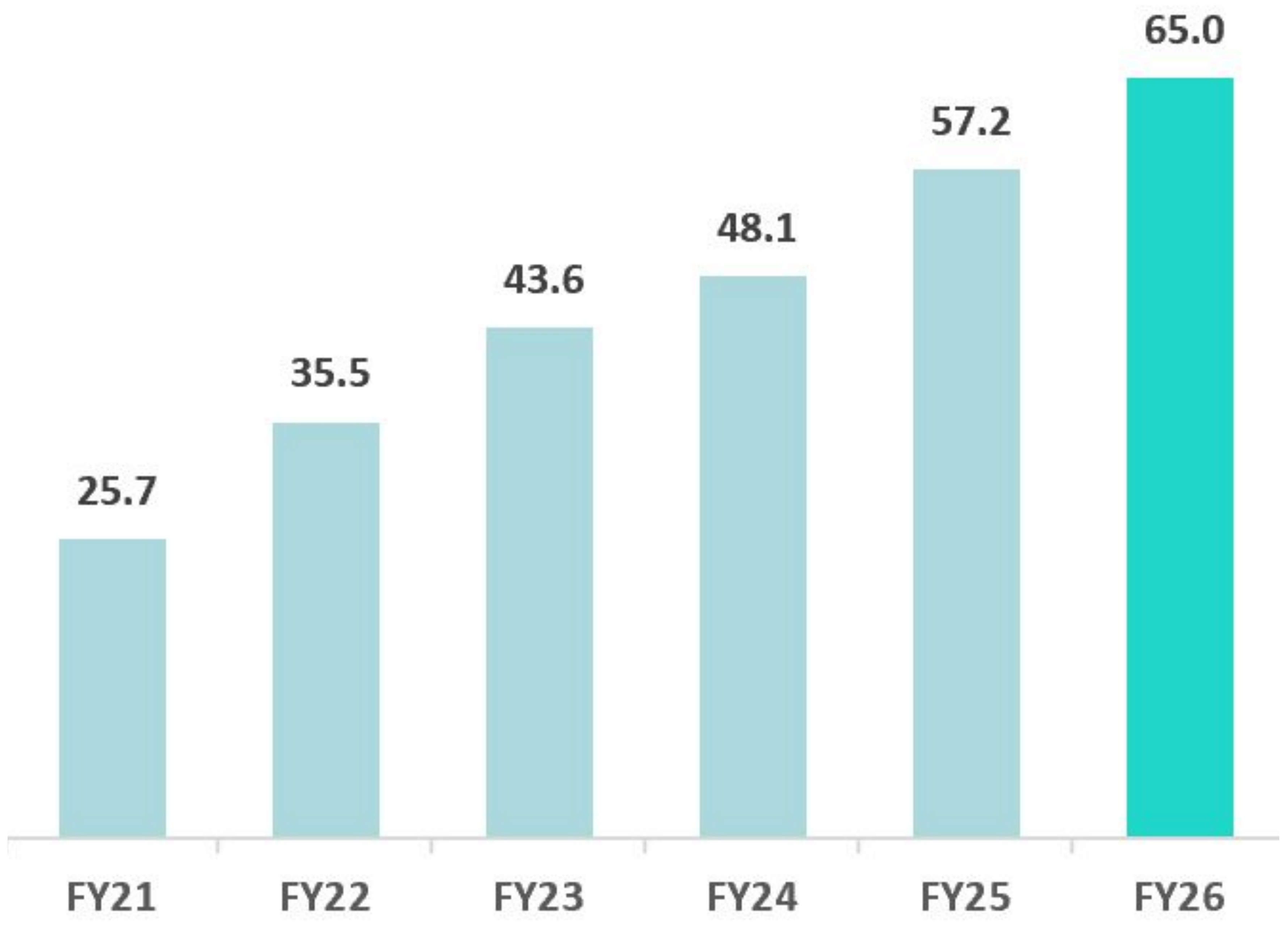
Pureprofile closed FY26 with cash of **$6.8m** and net cash of **$4.3m.** The Group is finalising refinancing arrangements ahead of the November 2026 facility maturity date and expects to communicate the outcome in the coming months

Business Results	FY26	vs FY25
Revenue	$65.0m	14%
EBITDA	$6.5m	25%
EBITDA Margin %	10%	1 ppt %
Net Profit after Tax	$2.3m	47%

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

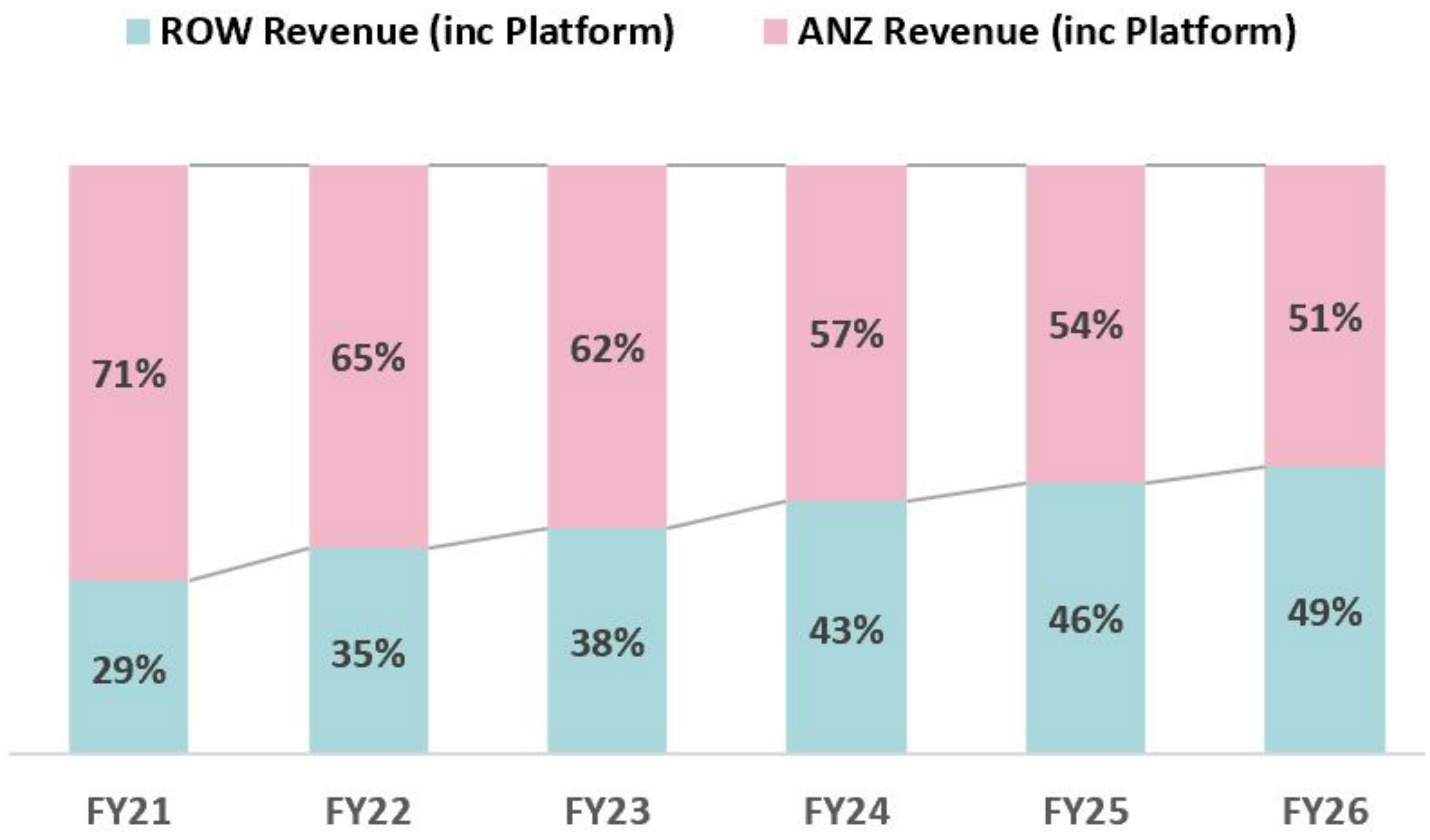
FY26 Financial metrics trends

Total Revenue $m



+20% 5-year CAGR

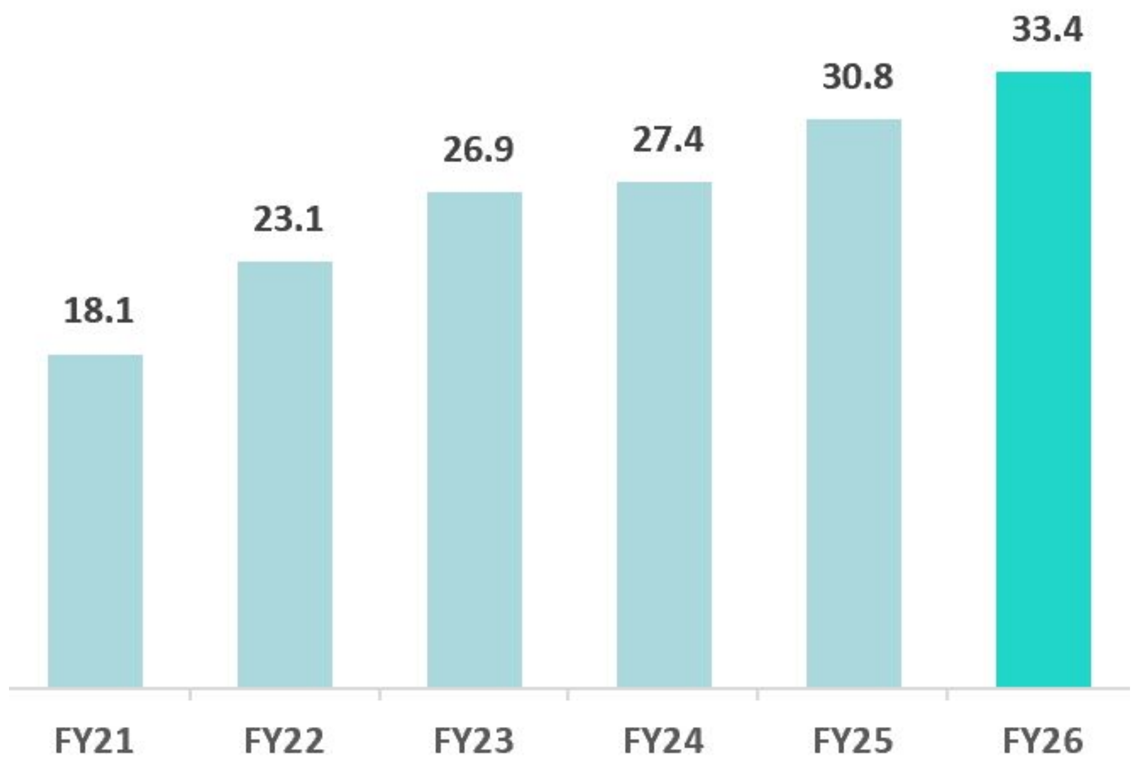
Revenue by Region $m



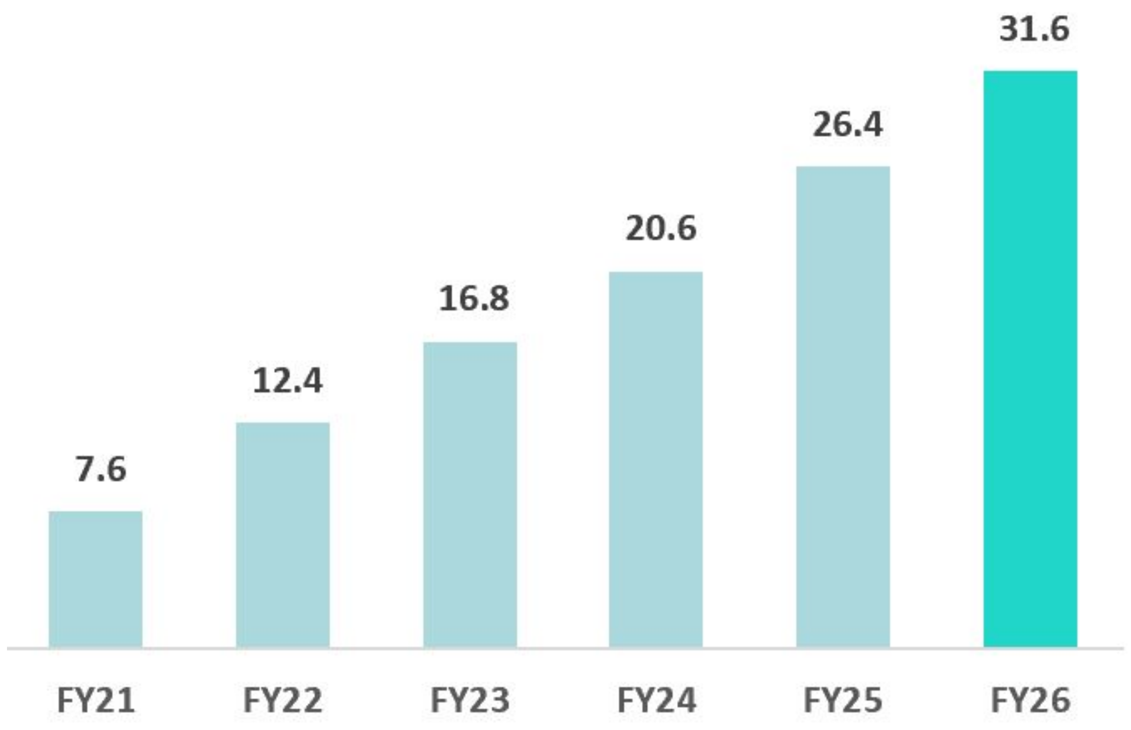
Over the past 6 years, ROW revenue has increased from 29% to 49% of total revenue, reflecting the successful execution of Pureprofile's global growth strategy.

FY26 Financial metrics trends

ANZ Revenue
(inc Platform) $m
+13% 5-yr CAGR



Rest of World
(inc Platform) $m
+33% 5-yr CAGR



Platform Revenue
$m
+78% 5-yr CAGR

EBITDA
$m
+19% 5-yr CAGR

ANZ revenue growth accelerated in H2

Both 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 contribution

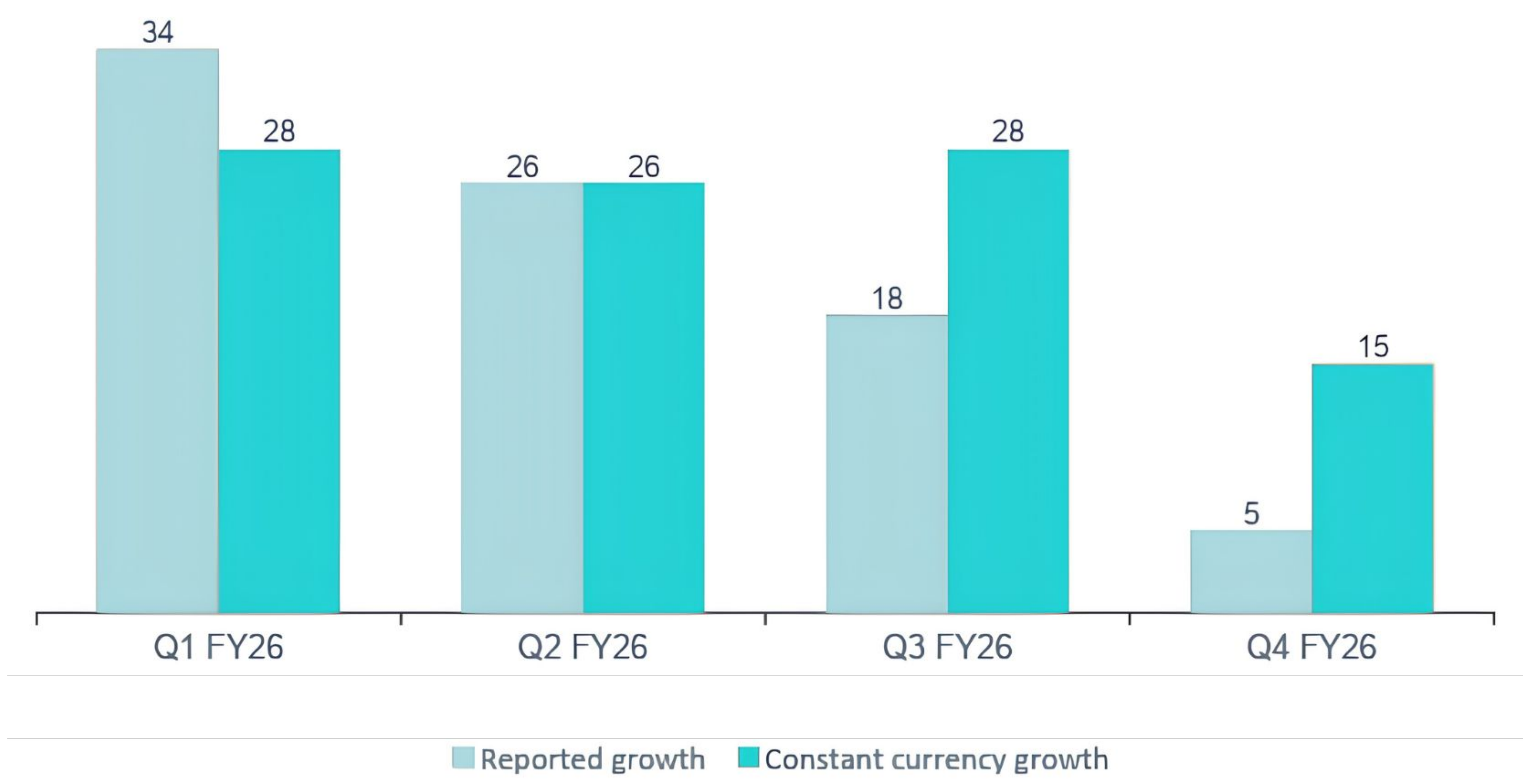
$0.6m **CRNRSTONE contribution**
4 months (Mar–Jun); ~27% of H2 ANZ revenue growth

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

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

Strong underlying ROW momentum despite FX headwinds

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%

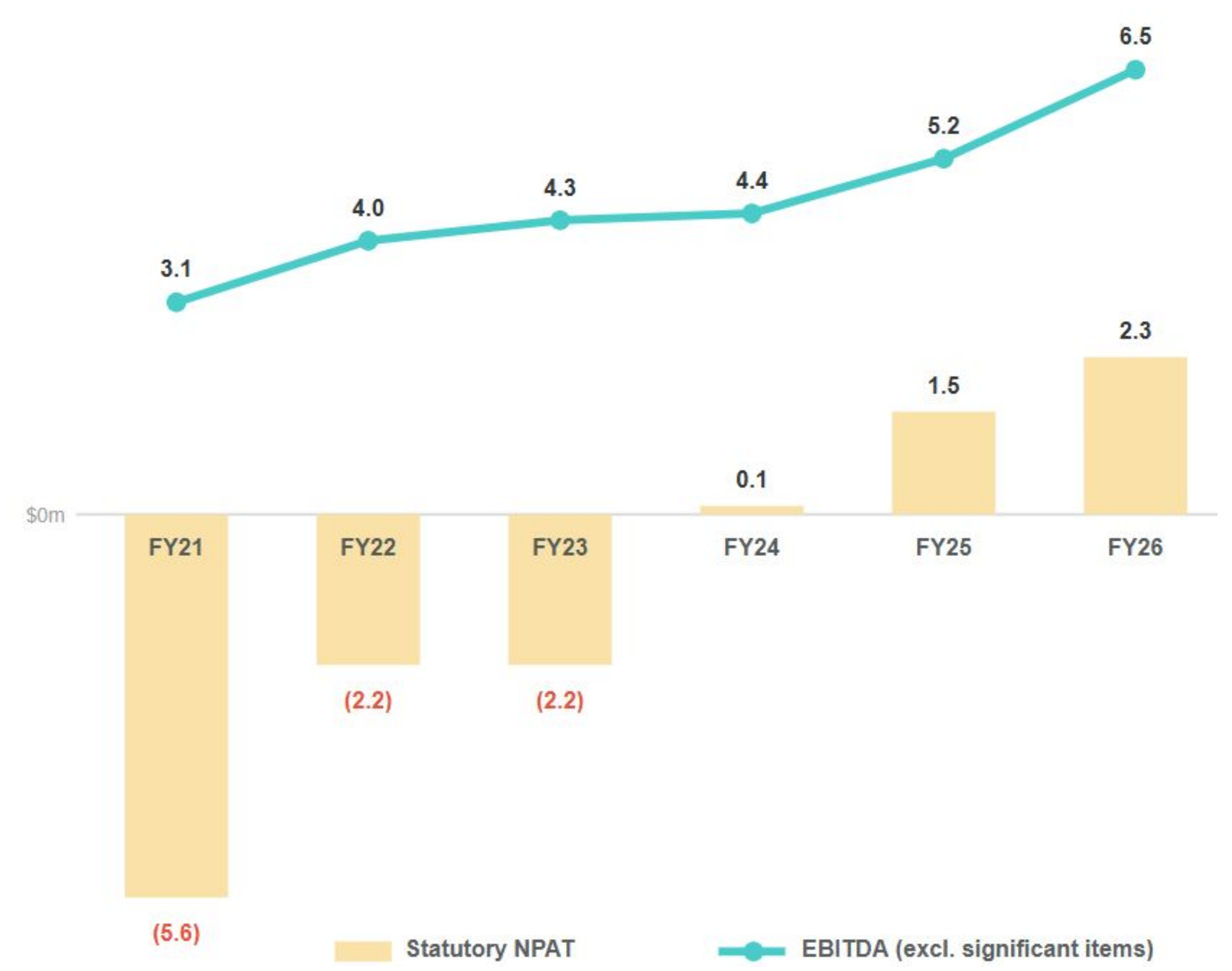
Group revenue growth, constant currency
vs 14% reported (ANZ treated as currency-neutral)

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

Six-year profit transformation

EBITDA has more than doubled as statutory earnings moved from losses to sustained profit

Statutory Net (Loss)/Profit after tax $m



NB: FY21 Net Loss after Tax excludes loan forgiveness of A$8.4m

3 **Consecutive Years**
of statutory profitability

$2.3m **Net Profit after Tax**
+47% vs FY25

$7.9m **Net Profit after Tax improvement since FY21**
While EBITDA more than doubled

FY26 full-year statutory profit reconciliation

NPAT benefited from a **$0.5m** income tax benefit, compared with a **$0.1m** tax expense in FY25, reflecting the recognition of deferred tax assets. Despite higher restructuring, acquisition and share-based payment expenses, the Group delivered its third consecutive year of statutory profitability

The FY26 result included **$0.8m** of restructuring and acquisition costs, primarily associated with acquisition activity and organisational changes. Share-based payment expense increased to **$0.6m**, while depreciation and amortisation remained broadly stable at **$3.0m**

Period Ending	30 June 2026	30 June 2025
EBITDA (excl. significant items)	**$6.5m**	**$5.2m**
Reconciliation Items:		
Finance Costs	($0.3m)	($0.4m)
Restructuring and acquisition costs	($0.8m)	($0.0m)
Depreciation, amortisation expense & disposal of assets	($3.0m)	($2.9m)
Share-based payment expense	($0.6m)	($0.3m)
Income tax benefit/(expense)	$0.5m	($0.1m)
Net Profit after income tax	**$2.3m**	**$1.5m**

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

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Balance sheet

Closing cash increased **$1.1m** to **$6.8m,** despite funding the **$0.7m** CRNRSTONE acquisition and repaying **$0.2m** of borrowings. Net cash improved to approximately **$4.3m**, up from **$3.0m** at 30 June 2025, reflecting strong cash generation and disciplined capital management

Total assets increased **19%** to **$36.4m,** driven primarily by a **$3.0m** increase in trade and other receivables, the higher cash balance and recognition of a **$1.4m** deferred tax asset. Intangibles and property, plant and equipment also increased to **$8.4m**, reflecting continued investment and the CRNRSTONE acquisition

Net assets increased **38%** to **$10.2m**, up from **$7.4m**, supported by the Group's third consecutive year of statutory profitability. Total liabilities increased to **$26.2m**, primarily reflecting higher trade payables and other current liabilities, while total borrowings reduced from **$2.7m** to **$2.5m**

Period Ending	30 June 2026	30 June 2025
Cash and cash equivalents	$6.8m	$5.7m
Trade and other receivables	$15.7m	$12.7m
Other assets	$3.3m	$3.3m
Total Current Assets	**$25.8m**	**$21.7m**
Right of use assets	$0.8m	$1.3m
Intangibles & PPE	$8.4m	$7.6m
Deferred Tax	$1.4m	$0.0m
Total Non-Current Assets	**$10.6m**	**$8.9m**
Total Assets	**$36.4m**	**$30.6m**
Trade and other payables	$15.8m	$13.7m
Borrowings	$2.5m	$0.2m
Provisions & other liabilities	$6.7m	$5.3m
Total Current Liabilities	**$25.0m**	**$19.2m**
Borrowings	$0.0m	$2.5m
Other liabilities	$1.2m	$1.5m
Total Non-Current Liabilities	**$1.2m**	**$4.0m**
Total Liabilities	**$26.2m**	**$23.2m**
Net Assets	**$10.2m**	**$7.4m**

Cash flow

FY26 delivered strong operating cash generation while continuing to fund technology, strategic assets and acquisitions.

Operating cash flow increased **6%** to **$5.1m**, supported by an $8.7m increase in customer receipts to **$65.5m**. This was partly offset by higher payments to suppliers and employees as the business grew, together with restructuring costs incurred during the year

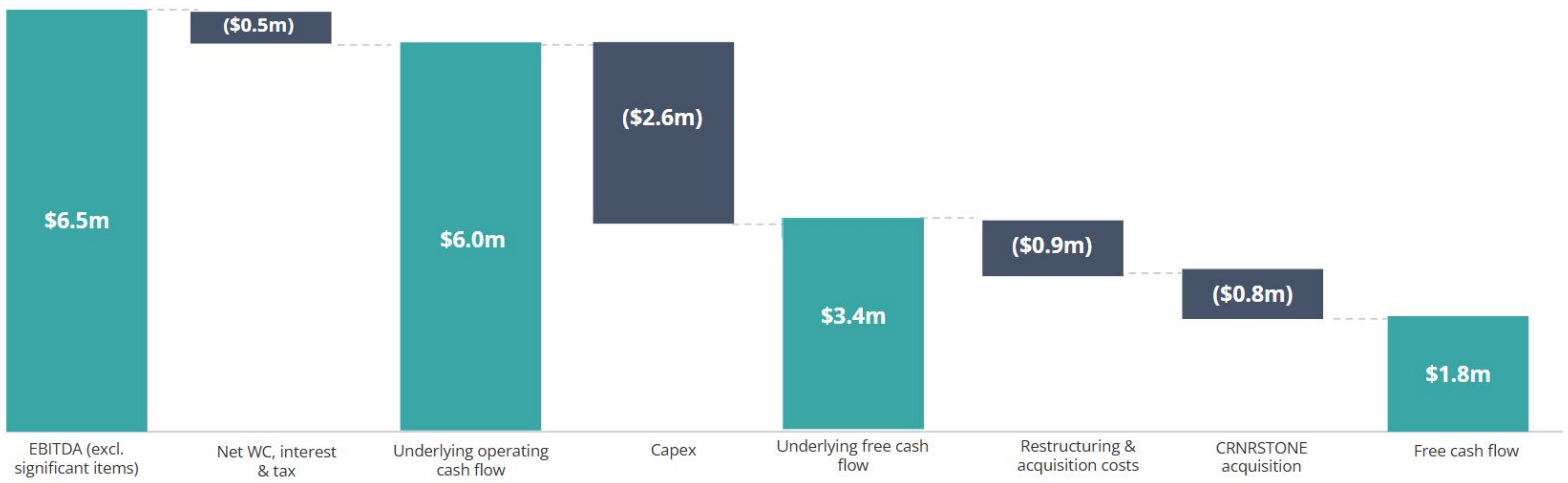
Investing cash outflows reduced to **$3.4m** from **$3.7m**, comprising **$2.6m** invested in PPE and intangibles and **$0.8m** for the CRNRSTONE acquisition (including transaction costs), reflecting continued investment in technology, capability and future growth

Financing cash outflows were **$0.7m**, including **$0.2m** of debt repayments and **$0.5m** of lease repayments. Overall, cash increased **$1.1m** to **$6.8m**, more than double the **$0.5m** increase achieved in FY25

Period ending 30 June	FY26	FY25
Receipts from customers	$65.5m	$56.8m
Payments to suppliers and employees	($59.8m)	($51.7m)
Interest and other financing	($0.2m)	($0.2m)
Other	($0.4m)	($0.1m)
Operating cash flows	**$5.1m**	**$4.8m**
Payments for PPE & intangibles	($2.6m)	($2.4m)
Payments for purchase of business	($0.8m)	($1.3m)
Investing cash flows	**($3.4m)**	**($3.7m)**
Proceeds from issue of shares	$0.0m	$0.1m
Repayment of borrowings	($0.2m)	($0.2m)
Repayment of lease liabilities	($0.5m)	($0.5m)
Financing cash flows	**($0.7m)**	**($0.6m)**
Total cash flows	$1.1m	$0.5m
Opening cash balance	$5.7m	$5.2m
Closing cash balance	**$6.8m**	**$5.7m**

FY26 EBITDA to free cash flow bridge

Strong underlying operating cash flow conversion



92% Cash conversion (Underlying Operating Cash Flow over EBITDA)

$0.9m restructuring & $0.8m CRNRSTONE acquisition

ANZ sales (Q1), tech (Q3) and Ops (Q4) — not repeated in FY27

Capex

In-line with depreciation and stable at around $2.5m pa

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03

Corporate growth strategy

Clear corporate growth strategy

01. Global Business

Focus on building a stronger **global business, trusted human intelligence** 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

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Our moat

Defensible advantages that are difficult to replicate and compound over time

People + Proprietary Data

One of the world's largest, high-quality first-party panels, richly profiled and actively managed

20M+ panel members

Collected with consent & transparency

266 Pureprofile insights experts around the world

Technology + Scale

Proprietary platform and automation built for research at scale, delivering speed, quality and better economics

30% of total revenue from Platform Solutions (FY26)

Global coverage in 100+ countries

Scale drives better feasibility, utilisation and cost efficiency

Trusted relationships

Deep, long-term relationships built on quality, security and reliability that clients depend on

Top 150 quality data suppliers globally [1]

997 active clients globally

95% revenue from repeat clients (FY26)

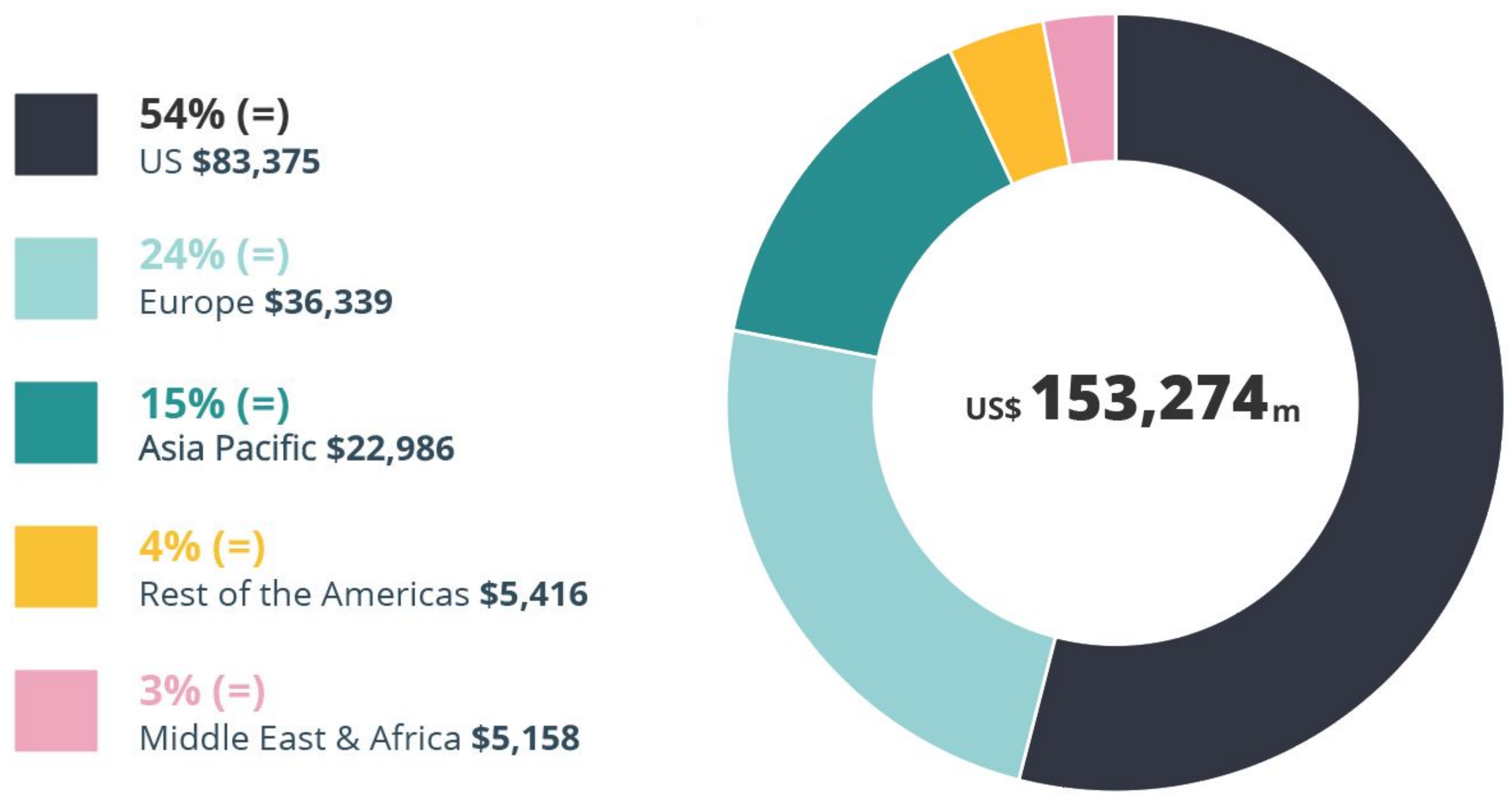
These moats reinforce each other to deliver better quality, better economics and better outcomes for clients.

1. Verisoul 2025 Market Research Quality Report – ranked in the top 150 for the lowest survey fraud (over 50m sessions, 3,700+ apps).

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 40 times and 11 times larger than Australia, respectively

Global insights industry turnover, 2024



Source: ESOMAR Global Market Research 2026

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 revenue 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

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Pureprofile's Growth Journey

Pureprofile's above-market historic growth is driven by our extensive access to global human intelligence, 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

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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

$65.0m

RECORD REVENUE

Increased **14%** (or **16%** in constant currency) on pcp, delivering at the top end of guidance and demonstrating strong execution

$6.5m

EBITDA PERFORMANCE

Increased **25%**, outpacing revenue growth with a **10%** margin

74%

PLATFORM REVENUE

Grew **74%** on pcp as more clients leverage solutions to drive outcomes, contributing to key margin expansion

+8% / +20%

ANZ & ROW REVENUE

ANZ revenue up **8%** (6% organic), while Rest of World (ROW) revenue increased **20%** (**24%** in constant currency)

$2.3m

NET PROFIT AFTER TAX

Statutory NPAT rose **47%** to **$2.3m** up from **$1.5m** for FY25

$6.8m

CASH GENERATION

Strong generation increased the balance to **$6.8m**, including funding CRNRSTONE and debt reduction, supporting FY27 growth priorities

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