Pureprofile

ANNUAL REPORT

2026

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

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

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

Capture Human Intelligence

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

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

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

Our Purpose

Aspiration
Pureprofile insights are used by every company in their decision making.

Mission
To reward people for sharing their thoughts, opinions and behaviours and provide valuable, actionable insights to organisations for better decision making.

Vision
To deliver more value from the world's information, allowing deeper connections between organisations and their audiences.

Our Values

Discovery
We stay curious and embrace new ideas.

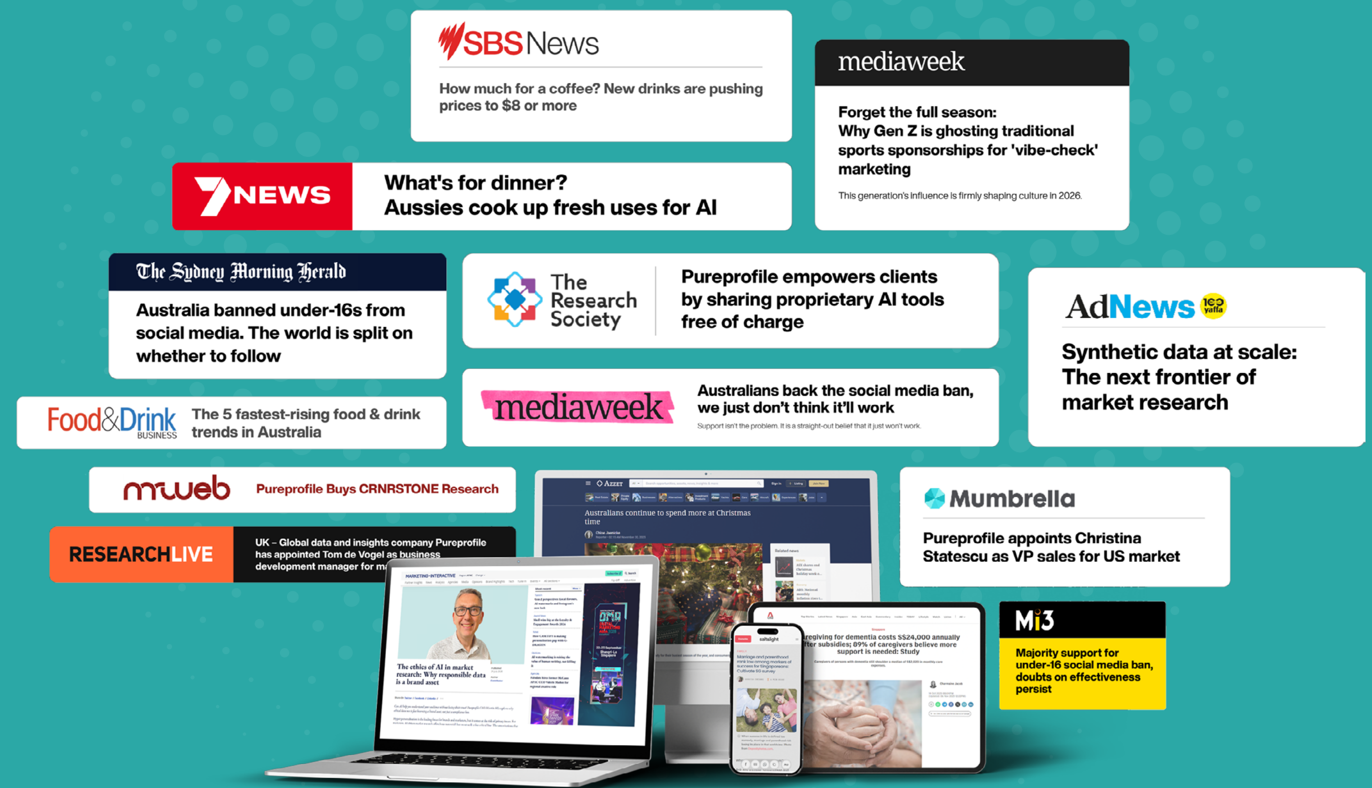
Ownership
We take responsibility and lead with purpose.

Trust
We build trusted relationships through integrity.

Team
We succeed together through collaboration and respect.

Pureprofile in the news

In FY26, Pureprofile was featured in **1,100+** articles and media mentions across leading business, marketing and research publications throughout Australia, New Zealand, Asia, Europe, the UK and the US.



Our Moat

Defensible advantages that are difficult to replicate and compound over time. These moats reinforce each other to deliver better quality, better economics and better outcomes for clients.

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)

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

Our 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

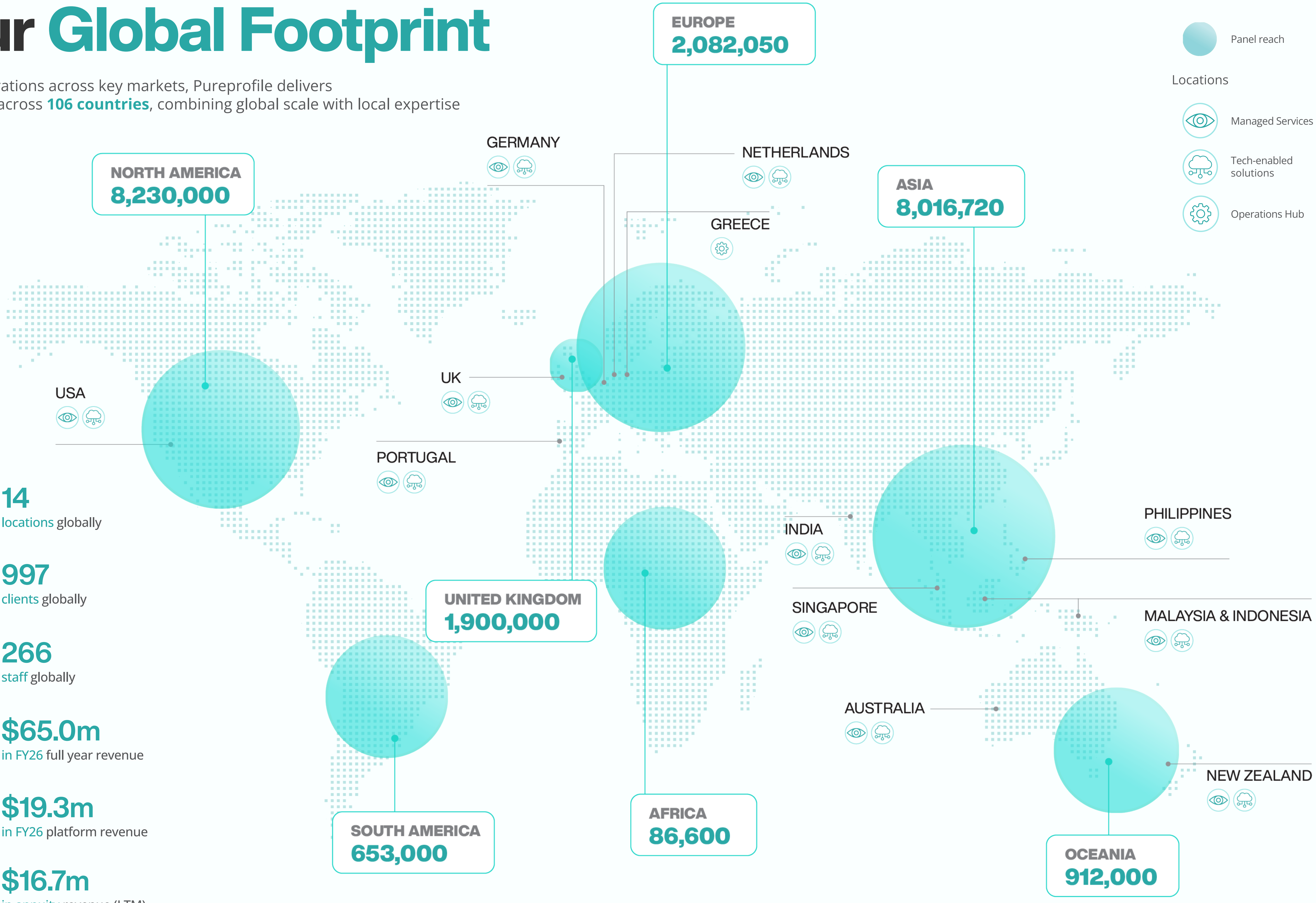
03. Data & Insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder

Our Global Footprint

With operations across key markets, Pureprofile delivers research 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)

Our People and Culture

Michelle Mowle, Global Head of Talent and Culture

Pureprofile's performance depends on approximately 266 people across 19 markets. In FY26 we reshaped the organisation to meet changing client demands, focussed on leadership capability and moved early on the adoption of AI.

Building a future-ready workforce

We restructured parts of the business to align our capability and cost base with the evolving demands of the industry and our clients, completing this in June and creating a more efficient platform for FY27. We continued to invest where growth is strongest: with the UK and US our fastest-growing markets, sales headcount increased by 24%, including our first US-based salesperson, while our US and EMEA operations teams grew by 19% to scale delivery alongside new business. The combined effect of efficiency in some parts of the organisation and targeted investment in others was an improvement in revenue per employee. It is a measure we will continue to track as the business scales.

Future-ready businesses need future-ready leaders. We embedded crucial and accountable conversations into everyday practice, supported by ongoing manager workshops, coaching and mentoring, and introduced a framework distinguishing the people-leadership pathway from the individual-contributor pathway - protecting both our technical depth and the quality of our leadership bench. Wellbeing and psychological safety remained central to absorbing this pace of change, with 90% of employees agreeing their manager cares about their wellbeing, per our independently run engagement survey.

AI and the future of work

We established enterprise-wide licences for Microsoft Copilot, Claude and ChatGPT, accompanied by a Company AI use policy, allowing our teams to experiment openly while giving the business the data privacy and security controls our clients require. Company-wide sharing channels, group-wide showcase sessions and recognition for smart, safe AI use have driven rapid adoption across every function, translating into higher-quality and more efficient outcomes for clients.

Awards and recognition

Alongside our quarterly and annual internal awards, we engaged Inspiring Workplaces to independently assess our culture. We achieved Certified PeopleFirst Gold with a score of 86 - the first organisation in Australia to do so - and FutureReady certification with a score of 90. In a knowledge-based business, the ability to attract, engage and retain capable people is a direct driver of client outcomes and financial performance.

Looking ahead

The June restructure provides a solid foundation for FY27. Leadership and management development remains a priority, supported by the roll-out of a skills-based career development matrix that gives our people transparent pathways to grow and the business a clearer view of the capabilities it holds and will need. We will continue to deepen AI capability, pairing the efficiency available from the technology with sustained investment in the people who use it.

Employee Spotlights

What keeps you excited about working at Pureprofile?

RAHUL DEVAN

Associate Manager - Research Operations, India

What keeps me excited about working at Pureprofile is the people and the culture. It's a genuinely employee-centric company that invests in helping us grow through regular learning opportunities, the right tools, and continuous support. But what really makes Pureprofile special is the people. The environment is collaborative and inclusive - you don't just work with colleagues, you work with friends here. If I had to describe Pureprofile in one sentence, it would be: ***"Come for the work, stay for the people".***

Joined June 2021

What makes Pureprofile truly special is its "people first" mantra. By valuing everyone's experiences and opinions, the company creates an environment where people feel genuinely heard and appreciated - something that has set an incredibly high standard for me. The culture was what first set Pureprofile apart for me, and after almost four years, it remains my greatest source of pride in being part of this incredible team. I'm equally proud of our exceptional ability to bring together talented people with amazing personalities.

Joined November 2022

BARBARA CENSI

Client Development Manager, UK

STAVROS PONTIKIS

Project Manager in Technology, Greece

Seeing an idea develop through discussion and technical challenges, then turning it into something innovative that genuinely improves our product and makes a difference to our users, is what I enjoy most. The process is even more rewarding because we get to work with new technologies and solve complex problems alongside smart, curious people who challenge each other and care about getting the solution right. In an industry evolving incredibly quickly, it's exciting to work somewhere that doesn't just keep pace with change, but embraces it and helps shape what comes next.

Joined December 2020

Being away from my home country and spending most of my time at home with my toddler, I really value the social connection I get from working at Pureprofile. Although it's all virtual, the conversations with clients and Slack chats with the team keep me connected and make me feel part of the team. I also love having something that feels like my own, where I can grow and feel a sense of accomplishment. Sometimes, a simple message of appreciation from a client can make my day. Most of all, working for a company where I genuinely feel valued and appreciated makes me enjoy what I do even more.

Joined May 2022

LOURDES SABELLANO

Associate Account Director, Philippines

People and Culture Metrics

Group diversity

Gender		48% Male	52% Female
Age	19% Under 30	58% Aged 30-40	23% Over 40
Executive team gender		40% Male	60% Female
Nationality & Ethnicity		17 different nationalities	40 ethnic backgrounds

Employee engagement

97% would recommend Pureprofile as a great place to work

92% have confidence in the leaders at Pureprofile

91% believe day-to-day decisions demonstrate that quality and improvement are top priorities

91% believe Pureprofile acts on promising new and innovative ideas

Key workforce metrics

4.5 yrs Average Tenure

9.1% Voluntary Turnover

87% overall employee engagement

46% Employee Referrals

In FY26, Pureprofile achieved Certified PeopleFirst™ Gold and Future Ready recognition from Inspiring Workplaces, recognising our people-first culture and readiness for AI and change. We were also named Research Partner of the Year by The Research Society for quality and innovation.

Our Products and Solutions

“

Niamh Fitzpatrick
Chief Product & Technology Officer

Product & Technology in FY26

FY26 marked another important step in Pureprofile’s evolution into a technology-enabled data and insights company. As AI continues to reshape how organisations access, interpret and act on information, the value of trusted, first-party data has never been greater. Throughout the year, we have continued to invest in the technology, platforms and products that help clients move from data to confident decision making faster, more efficiently, and with greater confidence in the quality of the insights they receive.

Trusted data in an AI-driven world

AI is only as powerful as the data that underpins it. In a world increasingly influenced by rapidly generated information and synthetic content, our clients need access to high quality, permissioned, first-party data they can trust. Pureprofile’s combination of real people, insights expertise and responsible AI allows clients to avail of the benefits of AI while maintaining the transparency and quality that meaningful insights demands.

Delivering flexibility through technology

Our clients increasingly expect insights solutions that fit seamlessly into their existing workflows. During FY26 we continued to expand the ways organisations can engage with us; Managed Services for clients who want expert-led execution, Datarubico as a self-serve SaaS platform for speed and control, APIs for clients who want to embed our data directly into their own workflows and Pureprofile Qual for rich, human-centred qualitative insight. This solution suite allows clients to choose the delivery model that best suits their needs while benefiting from the same trusted data, technology and insights expertise that underpin every project.

Continued investment in innovation

Innovation remains central to our product and technology strategy. Throughout the year we continued to invest in AI-powered capabilities that simplify insights generation, automate manual processes, improve operational efficiency and help clients uncover richer insights more quickly. Our goal is not to replace human expertise but to use AI to enhance it; where technology handles the heavy lifting and human expertise ensures the output is meaningful, accurate and actionable for our clients. This enables our clients to spend less time managing projects and more time acting on meaningful insights.

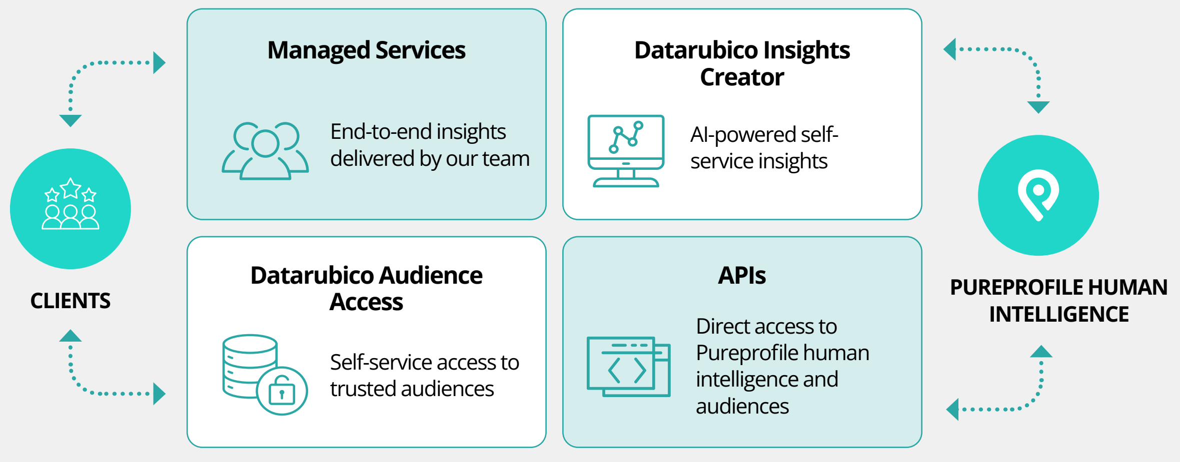
Looking ahead

Our focus remains on building products and platforms that strengthen the client experience while supporting Pureprofile’s long-term growth. By combining trusted first-party data, deep insights expertise and scalable technology, we are creating solutions that are both intelligent and dependable. As AI continues to transform the insights industry, we remain committed to responsible innovation, delivering technology that helps clients make better decisions while preserving the quality, transparency and trust that continue to differentiate Pureprofile.

How clients work with Pureprofile

Clients choose how they access Pureprofile data

WAYS TO ACCESS PUREPROFILE



DATA & INSIGHTS CAPABILITIES

- Quantitative Research
- Pureprofile Qual
- Audience Builder
- Message Testing
- Video Surveys
- Synthetic Responses
- Social Insights
- Reporting & Analytics

Our Clients

Tim Potter
Managing Director - UK/EU/US

FY26: Another year of strong international growth

FY26 has been another outstanding year for Pureprofile. Against the backdrop of a challenging global market, where many organisations across the insights industry have found growth increasingly difficult to achieve, we have continued to deliver exceptional results. Strong performances across the United States, the United Kingdom and Mainland Europe have driven another year of significant progress, demonstrating the strength of our strategy, the quality of our people and our commitment to delivering exceptional outcomes for our clients.

Continued momentum in the United States

The United States has remained one of our strongest growth markets during FY26. Building on the momentum of previous years, we have continued to expand our client relationships while strengthening our presence in the region with our first employee now based permanently in the US. This marks an important milestone in our international growth strategy and provides a strong platform as we continue to invest in the region, grow the team further and deepen our relationships with clients across North America.

Investing in our people

Our continued success is driven by the exceptional people who make up Pureprofile. Throughout FY26 we welcomed a number of highly experienced industry professionals across our global business. Their expertise, industry knowledge and strong client relationships have already made a significant contribution, helping us win new business, strengthen existing partnerships and continue delivering outstanding service to our clients. As we move into FY27, we remain committed to investing in talented people who share our passion for innovation and client success.

Growing our client partnerships

Our client base has continued to grow across every major region during FY26, reflecting the trust organisations place in Pureprofile to deliver high-quality data, innovative technology and exceptional service. We are proud of the long-term partnerships we have built and remain focused on supporting our clients with solutions that help them make better, faster and more confident business decisions.

An international growth story

While Australia remains a key part of our business, with a large market share in the region, our future growth will increasingly be driven by our international operations. With strong momentum across the United States, the United Kingdom and Mainland Europe, we have built a business that is well diversified and positioned to capitalise on opportunities in markets around the world. This international expansion provides a strong foundation for sustainable long-term growth and reinforces our position as one of the fastest-growing established global panel companies.

FY27 and beyond

I am incredibly proud of what the team has achieved during FY26. Delivering this level of growth in such a challenging market is a testament to the dedication, expertise and commitment of our people across every region. We have built significant momentum over the past year, expanded our global footprint and strengthened our client relationships, leaving us exceptionally well positioned for the opportunities ahead.

Finally, I would like to thank all of our clients for their continued trust and partnership. Your support has been fundamental to our success, and we look forward to continuing to work together and delivering even greater value throughout FY27.

Why clients work with us

Our NPS for FY26 was 80

which places Pureprofile in the top quartile* of organisations for client loyalty**

> As always, Pureprofile deliver on every project, we know that running of projects will be smooth, data quality will be great and that the team are on hand to support us at any time/as much as they can. We really value this relationship.
>
> **Marketing agency, UK**

> The team went above and beyond this wave to ensure we got as close to target as possible within the timeframe we needed. They also knew we were fighting the clock on reporting our end, so worked incredibly fast to process the data. Everyone from scripting to PM has been fantastic over the course of the project, since 2024. I couldn't fault the service, dedication to excellence, support in design or quality.
>
> **Research & insights industry client, Australia**

> The team has been amazing. First off, they've been so quick, both in comms and in survey execution - something which is immensely appreciated in the PR world given how urgently these survey projects often need to come together. They are highly professional and incredibly helpful, breaking down answers to any questions we had in easy-to-understand explanations, and guiding us with advice on what might work best.
>
> **PR agency, New Zealand**

> We are so pleased with how the partnership with Pureprofile turned out - we were able to quickly get insights for our Gen Z Neurodiversity research with full support from the Pureprofile team. They were very engaged and responsive, and asked great questions to ensure the research ran smoothly.
>
> **Nonprofit, US**

* Top quartile NPS is defined as 72 and above.
** Our NPS reflects our loyal clients who continually work with Pureprofile.

Our Clients

“

Mellyza Tanoto
General Manager, ANZ

Growing Together with Our Clients

Pureprofile ANZ continued to grow in FY26. We continue to see positive momentum and are successfully winning market share with new clients. This reflects the strength of our client relationships, our ability to respond quickly to changing customer needs, and our continued focus on delivering high-quality, human data-driven answers.

A particularly exciting development is the expansion of our offering into qualitative research. This strengthens our position in the market by enabling us to provide clients with both qualitative and quantitative solutions in one place.

Our combined proposition gives clients the ability to move seamlessly between understanding what consumers are doing at scale and exploring why they think and behave the way they do. Bringing these capabilities together creates a more comprehensive data and insights offering and provides opportunities to deepen existing client relationships, broaden the types of projects we can support, and open new conversations across the market.

Importantly, our growth is not simply coming from the expansion of our offering. We continue to compete effectively in our core business and win share in the ANZ market. The combination of a growing market presence, an evolving client proposition and a strong core business gives us confidence in the opportunity ahead.

AI and the Changing Data & Insights Landscape

In conversations with clients, it's clear that AI is changing expectations around how data and insights are delivered, particularly when it comes to speed and efficiency. But what hasn't changed is the need for high-quality data and genuine human insight. Technology can help us work faster and find new ways to generate insights, but delivering real value still comes down to understanding real people, asking the right questions and having the expertise to interpret what the data is telling us.

Clients want the benefits of AI, but they also want confidence in the quality and reliability of the data behind their decisions. This is where I believe Pureprofile is particularly well positioned - combining our people, trusted audiences and data expertise with technology and AI to deliver better outcomes for our clients.

Winning Through Our People

One of the things I'm most proud of this year is how our ANZ team has continued to evolve. We've created greater focus on new business while maintaining the strong relationships and service our existing clients expect from us. This has brought renewed energy to the team and strengthened how we identify and pursue new opportunities across the market.

Our people are a huge part of what differentiates Pureprofile. We have an experienced team that understands our clients, knows the data and insights landscape and genuinely cares about delivering the right outcome. Their responsiveness, expertise and commitment to quality are particularly important in a market where clients increasingly expect greater speed and flexibility without compromising on service.

We're already seeing this focus translate into new opportunities and stronger relationships. As we continue to grow, maintaining that combination of great people, strong client partnerships and exceptional service will remain central to how we compete and win in the ANZ market.

Looking Ahead to FY27

Our focus remains on building sustainable growth, strengthening our client relationships and continuing to evolve around what the market needs next. With first-class service, a high-quality verified panel and an expanding range of data and insights capabilities, I believe we are well positioned to build on the momentum we created in FY26 and continue winning market share in ANZ.

Thank you to all of our clients for your continued support, for evolving with us and, most importantly, for the trust you place in the Pureprofile team as your data and insights partner. We value every partnership and look forward to growing together in FY27.

Who uses our products and services

The brands below all use market research as part of their business decision-making processes

Teesside University
sky betting & gaming
afterpay
Barb
Microsoft
Unilever
Australian Red Cross
Disney+
Ford
Booking.com
Pernod Ricard
AMPOL

Our Growth

“

Martin Filz, CEO

One of the things I've always loved about the data and insights industry is that it never stands still. After more than 25 years working in this space, I'm as excited about its future today as I've ever been.

AI is changing our industry at an extraordinary pace, but for me, it has also reinforced something fundamental: technology is only as powerful as the data behind it. As organisations embrace AI, access to high-quality, trusted data and genuine human insight is becoming more important, not less.

That creates an exciting opportunity for Pureprofile. Over the past year, I've been incredibly proud to see us continue to evolve - growing internationally, expanding our capabilities and seeing greater adoption of our technology-enabled solutions. We're becoming a more scalable, technology-led data and insights business while staying true to what has always differentiated us: understanding real people and helping organisations make better decisions.

What excites me most is that I believe we're still at the beginning of that opportunity. We have the data, technology, people and global reach to keep building on the momentum we've created, and I'm looking forward to seeing where we take Pureprofile next.

Pureprofile's growth journey

Pureprofile's above-market 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 competition.

FY 2022 - FY 2025

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 2026 - 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 year in review

Financial

Record full-year revenue
$65.0m up to 14% on pcp

EBITDA growth
$6.5m up 25% on pcp

Cash at Bank
$6.8m

Panel

Global audience scale
20m+ audience reach

Total surveys completed
20% up on FY25

New Pureprofile website launched improving the experience for our global panel community

Business

95% of revenue from repeat clients

Multi country projects
44% up on FY25

Acquired CRNRSTONE expanding our qualitative research capability

Technology

Platform revenue
$19.3m up **74%** on pcp

API & automated solutions continued expansion and client adoption

Continued investment in AI to improve **speed, efficiency & quality**

Our Future

"

Leonard F. Murphy
Thought Leader, Advisor, Global Commentator

The Year the Industry Caught Up: Pureprofile at the Center of a Reshaped Insights Market - 2026 State of the Industry shareholder returns

Two years ago I wrote about a market reckoning with change on every dimension at once: how data was collected, how AI was reshaping the work, how consumers were showing up, how buyers were rethinking their partners. In 2026 the answer is yes. The industry has moved decisively toward the positions Pureprofile has been building, trusted first-party data, technology-enabled delivery, responsible AI, and global reach. The strategy is working, the market has caught up to it, and the opportunity ahead is materially larger than twelve months ago.

What changed in the industry in 2026

Five shifts stand out.

Verified human data has been recognized as strategic infrastructure. Public conversation, investment activity, and buyer briefs all shifted toward a shared recognition that trusted, consented, individual-level human data is now a scarce, defensible asset AI systems need to remain grounded, compliant, and useful. Companies that own high-quality, permissioned, globally sourced human data have moved from the back office of the research economy to its foundation.

Synthetic and generative AI have matured from promise to practice, and made the case for human data along the way. Synthetic products are being adopted rapidly for speed, coverage, and cost, alongside verified human research rather than instead of it, because synthetic outputs are powerful when grounded in real, validated human signal and less reliable when they are not. Exactly the model Pureprofile has been building.

Responsible AI moved from aspiration to expectation. New regulation on both sides of the Atlantic has turned data provenance, consent, and validation from research-methodology topics into procurement, legal, and board-level ones. Buyers now ask suppliers for documented answers about where data came from and how it is validated.

Insights delivery is becoming continuous, technology-enabled, and connected to AI systems. The traditional project-report-invoice shape of research is giving way to always-on, API-delivered, platform-delivered insight. Buyers want self-serve tools alongside expert services, integrations that fit their workflows, and the ability to license or subscribe to signal rather than commission it every time.

Global demand for high-quality, ethically sourced human data is expanding, not contracting. Budgets are growing in the categories that matter most to Pureprofile: AI training and validation, brand and CX measurement, retail-media effectiveness, healthcare and pharma, financial services, and government.

How Pureprofile aligns to these shifts today

The market's direction of travel maps closely to the strategy Pureprofile has been executing since 2021: proprietary first-party panels rather than resold rented sample, AI as an operating capability rather than a marketing story, a self-serve platform alongside a services business, capability acquisition rather than headcount, and responsible data practices held when it would have been cheaper not to.

A globally sourced, permissioned human data asset, deeper and broader than a year ago. Pureprofile enters FY27 with proprietary consented panels in 106 countries, meaningful scale in ANZ and the UK, a growing US presence, and, following Pureprofile Qual, expanded qualitative capability alongside its quantitative and behavioural foundations.

A platform business that is now a real part of the growth story. FY26 Platform revenue of AUD$19.3m, up 74% on the prior year and roughly 30% of Group revenue, is the visible signature of a strategy that is working. Responsible AI treated as a competitive asset, not a compliance overhead. Pureprofile's approach, consented data, validated outputs, transparent methodology, and human-in-the-loop review from the outset, is the posture regulation, procurement, and enterprise governance now demand as standard.

A team, a culture, and a track record that can execute. Pureprofile has delivered twenty consecutive quarters of year-on-year revenue growth, through a period in which most category peers have struggled to grow at all.

Where I see the biggest opportunities for FY27

Positioning as trusted data infrastructure for the AI era. The single largest opportunity is the appetite among AI developers, enterprise AI teams, and technology platforms for continuous access to trusted, permissioned, globally sourced human data, a buyer segment that did not meaningfully exist five years ago and is now among the fastest-growing sources of demand in the industry. Pureprofile already has the data asset, platform, API delivery model, and responsible-AI posture to serve it. Turning that alignment into a distinct, named, well-packaged offering, with the right commercial, legal, and technical scaffolding, is a large prize.

Human-grounded synthetic as a category, not a feature. The industry consensus is that synthetic outputs are most useful when grounded in and validated against real human data, and Pureprofile's synthetic responses capability was designed on that basis from the beginning. The opportunity is to lead the market's understanding of what "human-grounded synthetic" means in practice, through published methodology, transparent validation performance, and commercial framing that positions synthetic as a complement to verified human data rather than a substitute.

Expansion of the platform footprint in the UK and US. With ROW now roughly half of group revenue and the UK and US several multiples of Australia's in absolute size, the northern-hemisphere runway for the platform business is substantial. Datarubico, the Hub, and the API-delivered offering can serve mid-market and enterprise buyers looking for technology-enabled alternatives to legacy providers.

Continued capability acquisition in adjacent data types. The two tuck-in acquisitions have proven the model. The natural next expansion is into data types that complement the existing panel, behavioural, passive, transactional, or attention data.

What this means for the year ahead

Twenty consecutive quarters of growth, 25% EBITDA growth in a year of industry turbulence, platform revenue up 74%, and record contribution from international markets are the empirical signature of a business that has built the right assets, chosen the right partners, and made the right calls at each fork since 2021. The opportunities ahead are larger than the ones behind. Trusted human data is becoming the substrate of a much wider set of commercial activities than traditional research. That is the market Pureprofile has been preparing for, and the company enters FY27 with the team, technology, data, and momentum to lead in it.

Growth 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

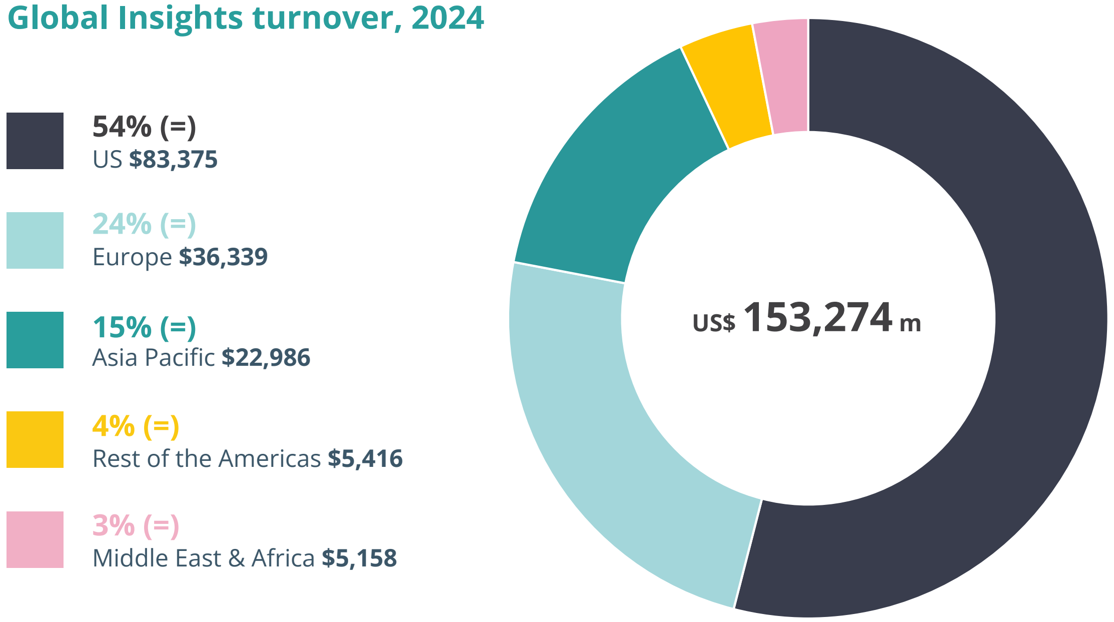
Compound earnings with capital discipline

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

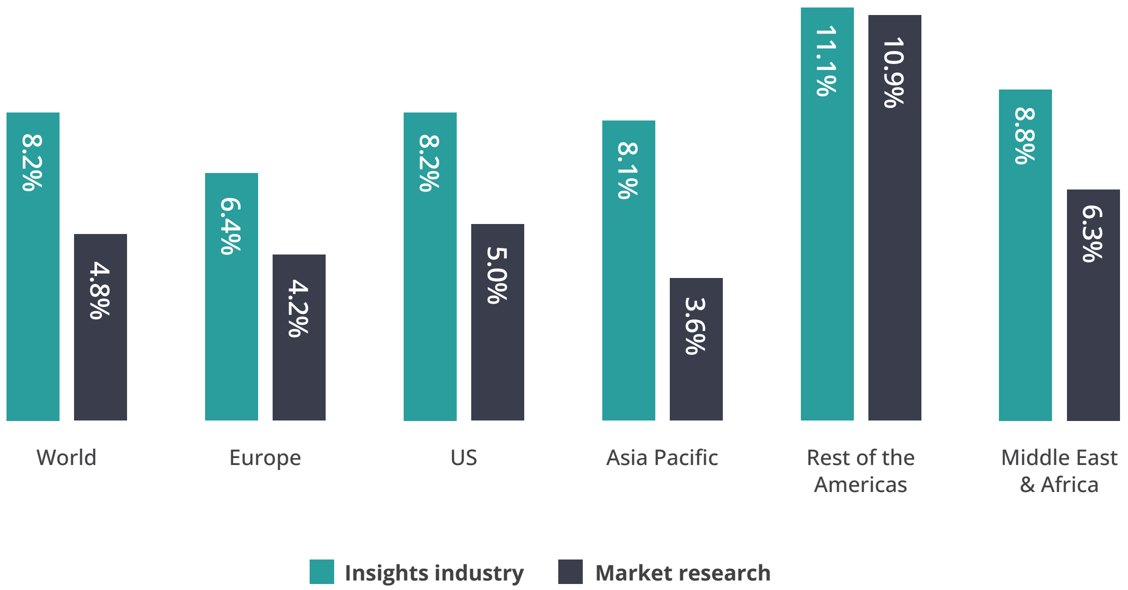
Total Addressable Market (TAM) charts

As a market leader in ANZ, the next phase of our expansion is to replicate the same success in the US and UK. These markets are currently 40 times and 11 times larger than Australia, respectively

Global Insights turnover, 2024

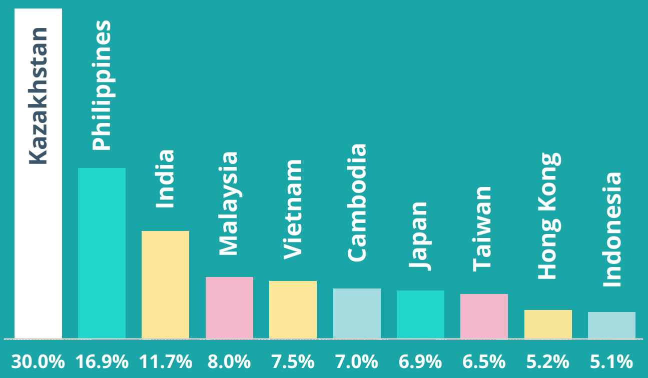


Absolute growth rates, 2024 (%)

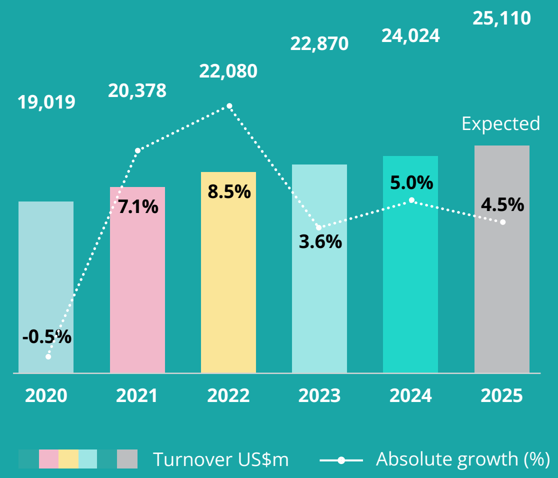


Top 10 Fastest growing markets in Asia Pacific

Absolute growth of market research sector in 2024 (%)

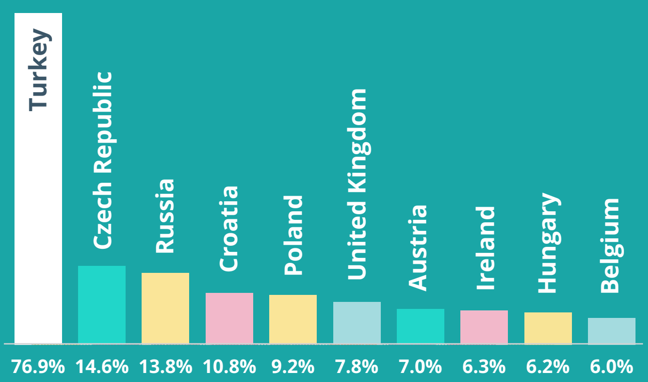


Market research turnover and absolute growth in the USA



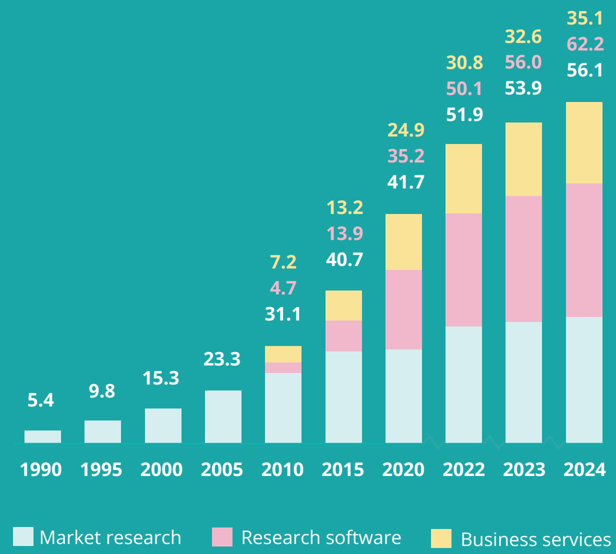
Top 10 Fastest growing markets in Europe

Absolute growth of market research sector in 2024 (%)



Only countries that participated in ESOMAR's Global Survey, and with a turnover above US$ 10 million. Exchange rate fluctuations eliminated.

Size of the global insights industry (US$ bn)



Source: ESOMAR Global Market Research 2025

Our Board

Michael Anderson
Non-Executive Chair

Martin Filz

Martin Filz
Managing Director and CEO

Chair & CEO's letter

Dear fellow shareholders,

We are pleased to present Pureprofile's Annual Report for the 2026 financial year, delivering another strong year of double-digit growth and continued progress against our strategic objectives. During the year, we maintained a disciplined focus on profitable growth, investing in our technology, product capabilities and market expansion initiatives while continuing to generate strong cashflows. This balanced approach enabled us to deliver growth across both domestic and international markets despite ongoing economic uncertainty and a competitive operating environment.

During FY26, we also expanded our capabilities through the acquisition of an Australian qualitative research business, marking Pureprofile's entry into the qualitative research market and broadening our ability to support clients across a wider range of insight needs. Combined with continued investment in technology and innovation, this strategic expansion further strengthened our market position and created additional opportunities for sustainable future growth.

Operating achievements

FY26 marked Pureprofile's fifth consecutive year of double-digit revenue growth, driven by strong performance across both ANZ and Rest of World (ROW). Revenue reached a record $65.0 million, representing a 14% increase on the prior corresponding period (pcp).

Notably, including an adverse impact from foreign exchange translation of $0.7 million during the year, EBITDA grew by 25% on pcp, to a record $6.5 million, resulting in an EBITDA margin of 10%. Importantly, EBITDA growth outpaced revenue growth, highlighting the increasing operating leverage within the business. This strong performance reflects the benefits of continued investment in new products and solutions, the effective adoption of technology to enhance productivity, and disciplined cost management across the Group.

Key highlights included ROW revenue growth of 24% in constant currency terms (20% reported), driven by strong demand in the UK and US, and supported by ongoing investment in sales capability and client engagement. Notwithstanding the maturity of the ANZ business, it still achieved organic growth of 6% on pcp, and 8% growth including the contribution from the recent CRNRSTONE acquisition. Platform revenue increased 74% to $19.3m, reflecting the Company's increasing adoption of scalable workflow solutions for projects delivery and as clients increased their use of Pureprofile's technology-enabled solutions.

Our closing cash balance of $6.8 million, up by $1.1 million on the previous year, was achieved including the internally funded $700,000 acquisition of CRNRSTONE in March 2026, highlighting our continued strong cash generation and disciplined capital management.

New Solutions Reflect The Evolving Landscape

FY26 marked a significant year in the commercialisation and adoption of the product innovations introduced in FY25, reinforcing Pureprofile's position as a technology-led insights company. During the year, we continued to invest in AI-enabled solutions that improve research efficiency, accelerate insight generation and create new ways for clients to understand their audiences.

The solutions launched in FY25, including Synthetic Responses and our suite of social insight products developed in partnership with Quilt.AI, gained further traction during FY26 as clients increasingly sought faster and more scalable research methodologies. Through our Datarubico platform, Insights Creator and Audience Access also expanded our self-service capabilities, giving clients greater flexibility in designing, managing and executing research projects.

Building on this foundation, we delivered a number of new AI-powered products during FY26. Conversational AI, powered by inca, introduced a next-generation survey experience that combines the depth of qualitative research with the scale and efficiency of quantitative methodologies. Using a natural, chat-style interface, the solution enables respondents to engage in more dynamic conversations while delivering richer, real-time insights and improved respondent engagement.

We also launched Message Testing, an AI-driven solution that leverages synthetic respondents built from Pureprofile's proprietary panel data. The tool enables clients to rapidly evaluate and optimise creative and messaging strategies across audience segments, providing immediate feedback and a faster, more scalable alternative to traditional testing approaches.

Another important addition was AI Coding, powered by inca, which applies advanced artificial intelligence and natural language processing to transform the analysis of open-ended survey responses. The platform significantly reduces the time required to process qualitative data, while enabling researchers to refine, edit and scale outputs with greater consistency, flexibility and accuracy.

To further support industry adoption of AI-enabled research practices, we also made our proprietary AI Translation and AI Coding capabilities available through the Pureprofile Hub. By opening access to these tools, we are encouraging greater collaboration across the research ecosystem while demonstrating the practical application of AI in insight generation and workflow automation.

These developments reflect our ongoing commitment to innovation and our strategy of combining proprietary technology, artificial intelligence and strategic partnerships to deliver differentiated solutions for clients. As the insights industry continues to evolve, we remain focused on developing products that enhance data quality, improve operational efficiency and enable businesses to make better decisions, faster.

Acquisition and Capability Expansion

A key strategic milestone during FY26 was the acquisition of CRNRSTONE, an established Australian qualitative research business with over 30 years of industry experience. The acquisition expands Pureprofile's research capabilities beyond its traditional quantitative strengths and marks the Group's entry into the qualitative research market. CRNRSTONE brings a strong client base, specialist qualitative fieldwork expertise and access to Soapbox, a proprietary panel of more than 100,000 Australians, enabling Pureprofile to offer a broader range of research services and deliver more comprehensive insights solutions to clients.

The addition of CRNRSTONE addresses a key capability gap within the Group, strengthening our Australian market offering and creating opportunities to cross-sell qualitative and quantitative research services across our combined client base.

Industry Recognition For Excellence

During the year, Pureprofile was honoured to receive from The Research Society, 2025 Research Partner of the Year Award. A recognition of our commitment to delivering high-quality research solutions, innovation and excellence in client service. The award acknowledges organisations that support research agencies and clients through outstanding research products and services, while also demonstrating leadership in employee engagement, industry advancement and broader community contribution.

This achievement reflects the dedication of our team, the strength of our technology-led offering and our continued focus on helping clients generate meaningful insights through innovative and effective research solutions.

Strategy and Priorities

As we enter FY27, our focus remains on driving sustainable growth, expanding the breadth of our client relationships and further strengthening our position as a technology-led insights provider. We will continue to pursue opportunities to increase both our global client base and share of wallet with existing customers, while further commercialising the products and solutions introduced over the past two years.
We will continue to evaluate and pursue opportunities in the United Kingdom and United States.

Improving operational leverage and margin performance will remain a strategic priority. We will continue to increase the proportion of technology-enabled solutions within our product mix, reducing reliance on traditional managed services and enhancing scalability. At the same time, we will further automate client workflows, leverage AI tools to improve productivity and streamline internal processes across the business. These initiatives are expected to support greater efficiency, improve margins and position Pureprofile for continued profitable growth.

Acknowledgements

On behalf of the Board, we thank our clients, partners, employees and shareholders for their continued support throughout FY26. Your trust and commitment have been integral to our success and have enabled Pureprofile to deliver another year of strong growth and strategic progress.

We are proud of what has been achieved during the year and remain confident in the opportunities ahead. With a strengthened platform, expanding capabilities and a clear strategic focus, we are well positioned to continue creating long-term value for all stakeholders.

Meet Our Directors

Michael Anderson

Non-Executive Chair

Michael is an accomplished Chair and Non-Executive Director with a distinguished career in leading media organisations through periods of intense competition and disruption.

As CEO of MediaWorks Group from 2016 to 2020, Michael spearheaded the integration of QMS Outdoor, establishing New Zealand's sole Radio/Outdoor business. He also facilitated the sale of MediaWorks' TV division to Discovery.

Michael's board experience is extensive. As the Non- Executive Chairman of oOh! Media, he prepared the company for a successful IPO, transforming it into a leading out-of-home media business in Australia and New Zealand.

During his tenure at Fairfax Media (Non-Executive Director, 2010-2016), he helped develop strategies that transformed the newsroom to a digital-first approach, reduced debt, and expanded new ventures like Domain and Stan.

Earlier in his career, Michael was with the Austereo Group for a total of 18 years, including 7 years as CEO.
Michael has also previously held roles as Non-Executive Chairman at Oztam Pty Ltd (2010-2017), Non-Executive Director at Lux Group (2016-2017) and Villa Maria Estate (2019-2021). He is currently a Non-Executive Director at Flooring xtra and the Black Dog Institute Foundation.

Michael holds a Bachelor of Political Science from La Trobe University.

Martin Filz

Managing Director and CEO

Martin Filz is one of the most highly respected and influential leaders in global research and was appointed as CEO of Pureprofile in 2020. A pioneer of online measurement and research, Martin has more than two decades of experience as a leader across the technology, media and research sectors.

At Pureprofile, Martin leads a global team across North America, Europe and APAC. He has been responsible for restructuring and reorienting the business towards growth and building the company's market-leading data and insights capabilities.

Martin has deep knowledge and expertise across business processes, technology and sales and marketing methodologies. Prior to joining Pureprofile, he was Managing Director of Eureka AI, where he also acted as Global Chief Revenue Officer. He previously held senior positions at Kantar-owned Lightspeed Research – including stints as CEO EMEA and CEO APAC. Previous to that he was Managing Director (EMEA and APAC) at Research Now (now Dynata) and has also worked in leadership roles at Capgemini, Nielsen and Citect.

Martin is active in many digital and research bodies including The Australian Data and Insights Association (ADIA) - where he currently holds the position of Non-Executive Director, The Research Society (TRS), ESOMAR, the Market Research Society (MRS), and the Interactive Advertising Bureau (IAB).

Elizabeth Smith

Non-Executive Director

Elizabeth (Liz) Smith is an experienced Non-Executive Director and Chair of Audit and Risk. Her executive career includes Corporate Finance Partner roles at William Buck and Grant Thornton, as well as audit experience at Ernst & Young.

Liz has strong skills in finance and accounting, strategy, M&A, risk and governance and extensive experience advising businesses with strong growth aspirations. She has worked across a range of industries and for businesses ranging from small privately owned companies to large ASX listed entities. Liz is on the Board of the Australian Red Cross, DGL Group (ASX:DGL) and on Nuchev (ASX: NUC). Liz holds a Bachelor of Commerce from the University of Melbourne and a Masters of Business Administration from La Trobe University.

She is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of the Financial Services Institute of Australasia, a Fellow of the Governance Institute and is a graduate of the Australian Institute of Company Directors.

Mark Heeley

Non-Executive Director

Mark Heeley is a highly accomplished executive with a wealth of experience in building and fostering businesses in the media, marketing, software, consumer intelligence and social media management spaces. Between 1990 and 2002, Mark founded and was joint CEO of Claydon Heeley, a London based, direct marketing agency.

In the early 2000's, he became an advisor and early-stage investor in media and technology businesses, taking an active role on the boards of investee companies. He was appointed Chairman of Improveline, a UK based start-up providing property related services to the insurance industry and a Non-Executive Director of Hometrack, a digital business providing automated valuations, risk and insights to the property industry.

More recently, Mark was an early investor and Board member of Brandwatch, serving as Chairman for 12 years. Brandwatch grew rapidly from a five-person start-up to an international market leader in consumer research, with 1000+ people & offices in seven countries. The Company was acquired by private equity firm Platinum in 2021 for $450m USD.

Adrian Gonzalez

Non-Executive Director

Adrian is a seasoned growth leader known for transforming businesses and driving sales growth, profitability, and innovation.

As CEO of Kantar Insights APAC (2016-2021), Adrian led the world's foremost brand consultancy and data analytics company, overseeing 2,000 people across 12 countries. He executed large-scale structural, digital and cultural change programs, appointed new country leaders and enhanced the client service model.

Adrian co-founded Millward Brown in Australia in 1994, expanding the business regionally to become a major player in brand, media and communication optimisation across APAC. Upon the Company becoming part of the WPP Group, he led significant acquisitions in China, Korea, and New Zealand and formed strategic joint ventures in India, Japan, and Vietnam.

Adrian's previous management board roles have included Kantar Insights, Newspoll, various WPP subsidiaries across Asia and Africa and the China-Australia Chamber of Commerce. His community involvement spans Women Leading Change in Asia Awards, Habitat for Humanity Asia, You Can in China and the Special Olympics.

Currently, Adrian is the Head of Corporate Development & Strategy at Geoscape, a member of the Advisory Board at Quilt.AI, and a Non-Executive Director at Adgile Media Holdings.

He holds a Masters in Business Innovation, Change Management, Organisation Design and Culture from York St. John University.

The directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'group') consisting of Pureprofile Ltd (referred to hereafter as the 'company' or 'parent entity') and the entities it controlled at the end of, or during, the year ended 30 June 2026.

Directors
The following persons were directors of Pureprofile Ltd during the whole of the financial year and up to the date of this report, unless otherwise stated:

Michael Anderson - Non-Executive Director and Chair
Martin Filz - Chief Executive Officer and Managing Director
Elizabeth Smith - Non-Executive Director
Mark Heeley - Non-Executive Director
Adrian Gonzalez - Non-Executive Director

Principal activities
During the financial year, the principal continuing activities of the group consisted of the provision of profile marketing and insights technology services.

Dividends
There were no dividends paid, recommended or declared during the current or previous financial year.

Review of operations
The profit for the group after providing for income tax amounted to $2,262,198 (30 June 2025: $1,538,778). Profit after income tax exceeded profit before income tax due to the recognition of previously unrecognised deferred tax assets of $1,139,202, resulting in a net income tax benefit of $458,421. The recognition of these deferred tax assets reflects improved confidence in their recoverability following two consecutive years of taxable profits, which were offset against carried-forward tax losses, and the group’s expectation of generating taxable profits in FY26.

Earnings before interest, tax, depreciation, amortisation and significant items (‘EBITDA excluding significant items’) for the financial year, resulted in a profit of $6,502,732 (30 June 2025: $5,221,902).

EBITDA excluding significant items is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider EBITDA excluding significant items and operating profit before tax to be the two core earnings measures of the group.

The following table summarises key reconciling items between statutory profit/loss after income tax and EBITDA excluding significant items:

	Consolidated	
	2026	**2025**
	$	**$**
Profit after income tax from operations	2,262,198	1,538,778
Less:		
Interest income	(25,726)	(2,169)
Income tax benefit	(458,421)	-
Add back:		
Finance costs	216,395	248,783
Income tax expense	-	50,421
Depreciation and amortisation expense	2,974,321	2,873,717
Interest expense on leases	96,059	127,221
Restructuring and acquisition costs	825,668	40,539
Share-based payments expense	580,174	319,350
Professional fees and payroll tax on share-based payments	32,064	25,262
EBITDA (excluding significant items)	**6,502,732**	**5,221,902**

During the financial year ended 30 June 2026 (‘FY26’), Pureprofile continued to execute the acceleration of growth phase of its corporate strategy, delivering record revenue and EBITDA, improving profitability and further expanding its international and technology-enabled operations. The result reflects continued client demand, operating leverage, disciplined cost management and investment in products, technology and global growth.

The company delivered several key outcomes consistent with its strategy. Key financial highlights included:

- Revenue reached a record $65,031,701, up 14% on the prior corresponding period (pcp) and at the top end of the group’s $64 million–$65 million revenue guidance range.
- EBITDA excluding significant items increased 25% to $6,502,732, outpacing revenue growth. The EBITDA margin improved by approximately 1 percentage point to 10%, in line with EBITDA margin guidance.
- Net profit after tax from continuing operations increased 47% to $2,262,198 (FY25: $1,538,778), representing the group’s third consecutive year of profitability.
- Cash balance increased by $1,084,624 to $6,807,460, after funding the $700,000 acquisition of CRNRSTONE. At 30 June 2026, CBA term debt was $2,500,000, resulting in a net cash position of $4,307,460.

This performance was achieved despite a $340,489 foreign exchange loss in FY26, compared with a $337,186 gain in FY25, representing an adverse year-on-year movement of $677,675. The FY26 foreign exchange loss was primarily attributable to the strengthening of the Australian dollar against the US dollar, British pound, and euro.

The group continued to build a more scalable global data and insights business by expanding its international reach, increasing adoption of technology-enabled solutions and applying AI and process improvements to enhance client outcomes and internal efficiency.

Key achievements in FY26 include:

- Rest of World (ROW) revenue* increased 20% to $31,625,991 (30 June 2025: $26,357,926), reflecting continued strong underlying demand in key markets including the UK and US. Foreign exchange movements reduced reported FY26 revenue by approximately $1.0 million.
- ANZ revenue* increased 8% to $33,405,709 (30 June 2025: $30,819,914). This included approximately $601,170 from CRNRSTONE following its acquisition on 1 March 2026; excluding this contribution, organic ANZ revenue increased approximately 6%.
- Platform revenue increased 74% to $19,298,726 (30 June 2025: $11,058,353), supported by continued expansion of API-driven integrations and growing adoption of automated data delivery and other scalable, technology-enabled solutions.
- ROW represented approximately 49% of group revenue, compared with approximately 29% in FY21, demonstrating the progress made in diversifying the group's geographic revenue base.
- Client numbers increased by 31 to 997, supported by continued investment in ROW sales capability, while annuity revenue increased to $16.7 million for the 12 months ended 30 June 2026.
- The acquisition of CRNRSTONE, an Australian qualitative research business, was completed on 1 March 2026. The acquisition added experienced people, proprietary panel capability and qualitative research services, addressing an important capability gap and creating cross-sell opportunities across the group's client base.
- The group maintained disciplined cost management, with total operating expense growth of approximately 9% remaining below revenue growth of 14%. Technology, AI and process improvements supported increased efficiency and operating leverage.

* Revenue is attributed to regions based on the location of the sales team responsible for managing the customer relationship. This differs from the geographical revenue disclosure in note 4, Operating Segments, where revenue is attributed based on the location of the client.

Business risks

The following is a summary of the material business risks that could adversely affect the group's financial performance, operations and growth potential in future years, together with the principal measures the group uses to manage those risks. The group's risk management approach is designed to identify, assess and respond to material risks while supporting the execution of its strategy. No risk management framework can eliminate all risk, and the effectiveness of controls may vary over time as business, regulatory and market conditions evolve.

Macroeconomic and market conditions
The group's financial performance may be affected by changes in global and domestic economic conditions, including inflation, interest rates, foreign exchange movements and changes in business confidence. These factors may influence customer budgets and the timing or scope of expenditure on market research and data and insights services. The group seeks to manage this risk through geographic diversification, a broad customer base across a range of industry sectors, disciplined cost management and continued investment in scalable, technology-enabled solutions. The group's international footprint and diversified customer mix reduce its reliance on any single market or industry, while its digital delivery model provides flexibility to respond to changing customer needs and market conditions.

Competitive market and changes to market trends
The group operates in the Data and Insights industry, which continues to evolve in response to changing customer expectations, technological innovation and increasing demand for timely, high-quality insights. Changes in research methodologies, new market entrants and evolving customer preferences may affect the competitive environment and the way research and insights services are delivered. To manage this risk and capitalise on emerging opportunities, the group maintains experienced product development and technology teams that monitor industry developments and assess their implications. Strategic partnerships and alliances are pursued to co-develop innovative solutions, while the group's global growth strategy reduces dependency on any single market. The group also supports continuous learning across its workforce to maintain relevant and contemporary skills.

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Artificial intelligence and emerging technologies
The rapid development and adoption of artificial intelligence and other emerging technologies, including synthetic data, may create both opportunities and risks for the group. These technologies may enhance the way research is designed, analysed and delivered, but their use may also introduce risks relating to accuracy, reliability, privacy, intellectual property, regulatory compliance, customer expectations and appropriate human oversight. The group seeks to manage these risks through governance, policies and controls over the evaluation and use of AI-enabled capabilities, including appropriate human review, information security and privacy requirements, and ongoing monitoring of relevant regulatory and industry developments. The use of AI within client-related workflows is also subject to applicable client requirements and contractual commitments, including where a client restricts or prohibits the use of AI. The group continues to assess opportunities to use AI and synthetic data in ways that support innovation and customer value while maintaining appropriate governance and quality standards.

Privacy and data protection
The group handles personal information in the course of its operations and, in some circumstances, may also handle sensitive information. A privacy breach, inappropriate use or disclosure of information, or failure to comply with applicable privacy requirements could result in regulatory action, financial loss, service disruption or reputational damage. The group continues to invest in technology, governance and specialist resources to manage privacy and data protection risks. Its control environment includes mandatory training, internal review and audit processes, information security policies and procedures, and external assurance under its ISO/IEC 27001 certification. Privacy policies and related procedures are reviewed regularly across the jurisdictions in which the group operates. The group has also appointed an EU representative in relation to its General Data Protection Regulation obligations and monitors regulatory developments relevant to its operations.

Reliance on key personnel and organisational capability
The group relies on the experience, capability and leadership of key personnel across executive, commercial, operations, product and technology functions. The unexpected loss of key personnel, or an inability to attract and retain appropriately skilled employees, could adversely affect business performance and the execution of the group's strategy. The group seeks to manage this risk through succession planning for key roles, leadership and professional development, competitive remuneration, flexible working arrangements and short and long-term incentive programs. Employee engagement and retention are regularly monitored through employee surveys, performance reviews and management reporting, with a focus on maintaining a strong, people-focused culture and developing organisational capability over time.

Platform and technology risks
The group relies on its proprietary technology platforms, together with technology and services provided by third parties, to service customers and support its panels and operations. Technology may become unavailable, unreliable or obsolete, and material outages or failures could disrupt service delivery or impact customers and participants. The group seeks to manage these risks through ongoing investment in its technology platforms, regular assessment of infrastructure and system performance, preventative maintenance and upgrades, disaster recovery arrangements and business continuity planning. The group also maintains security and resilience controls designed to reduce the likelihood and impact of material technology disruptions and to support the scalability of its operations.

Cybersecurity and information technology infrastructure
The group is exposed to cybersecurity threats that could result in unauthorised access to systems or information, operational disruption, financial loss or reputational damage. The nature and sophistication of cyber threats continue to evolve, and no organisation can fully eliminate cybersecurity risk. The group maintains a cybersecurity program that includes regular penetration and security testing, multi-factor authentication, security awareness and governance processes, and controls aligned to recognised security frameworks. The group has implemented controls aligned to the Australian Cyber Security Centre Essential Eight and maintains information security management practices supported by its ISO/IEC 27001 certification.

Third-party service provider dependency
The group relies on a number of third-party technology, cloud, software and data service providers to support its operations and customer delivery. Disruption, service failure, security incidents or changes in the commercial arrangements of a critical provider could affect the group's ability to operate or provide services to customers. The group seeks to manage this risk through due diligence and ongoing assessment of material suppliers, contractual and service arrangements, security and privacy reviews, monitoring of key dependencies and business continuity planning. Where appropriate, the group also considers alternative service arrangements and recovery options to reduce the impact of a significant supplier disruption.

Regulatory and compliance risk
The group operates across multiple jurisdictions and is subject to a range of legal and regulatory requirements, including privacy, data protection, consumer, employment, corporate and market disclosure obligations. Regulatory requirements relevant to the group's operations continue to evolve and may increase compliance obligations or require changes to business practices. The group seeks to manage this risk through established governance and compliance processes, regular review of applicable obligations, staff training and the use of specialist legal, privacy and regulatory advisers where appropriate. Management monitors material regulatory developments and reports significant compliance matters through the group's governance framework.

Panel quality, integrity and engagement
The quality, integrity and engagement of the group's research panels are fundamental to the value of its data and insights services. Panel fraud, synthetic or duplicate participants, declining engagement or deterioration in response quality could affect the reliability of research outcomes, customer confidence and the group's reputation. The group seeks to manage this risk through panel quality controls, fraud detection and identity verification tools, behavioural and response-quality monitoring, participant engagement initiatives and ongoing review of panel performance. The group's research and quality management processes are also supported by its ISO 20252 certification, which provides an internationally recognised framework for market, opinion and social research. The group continues to invest in technology and processes designed to identify emerging forms of respondent fraud and maintain the quality and reliability of its panels.

Business continuity and operational resilience
The group may be exposed to operational disruption arising from technology outages, cyber incidents, supplier failures, natural events or other unforeseen circumstances. A significant or prolonged disruption could affect customer delivery, internal operations or financial performance. The group maintains business continuity, incident response and disaster recovery arrangements designed to support the continuation and recovery of critical operations. These arrangements are reviewed and tested periodically, with responsibilities and escalation processes established for material incidents.

Foreign exchange risk
The group operates across a number of international markets and derives a significant proportion of its revenue in foreign currencies, particularly US dollars and British pounds, while reporting its financial results in Australian dollars. Movements in exchange rates may therefore affect reported revenue, earnings, cash flows and the translation of the financial position and results of the group's overseas operations. Foreign exchange movements may also affect margins where revenue and associated costs are denominated in different currencies.

The group manages this risk by monitoring its foreign currency exposures and, where practicable, matching revenues and costs in the same currency to create a natural offset. However, the group does not currently use financial instruments to hedge its foreign exchange exposure, and significant or sustained currency movements may adversely affect its reported financial performance.

Significant changes in the state of affairs
On 17 February 2026, Pureprofile Limited announced that it had entered into a binding Asset Purchase Agreement to acquire the business and assets of Bastion Stable Research Pty Ltd (trading as CRNRSTONE), an Australian qualitative market research business.

Under the terms of the agreement, the assets were acquired by Pureprofile Australia Pty Ltd, a wholly owned subsidiary of Pureprofile Ltd, for total consideration of $700,000, payable in cash upon completion. The transaction completed on 1 March 2026.

There were no other significant changes in the state of affairs of the group during the financial year.

Matters subsequent to the end of the financial year
No matter or circumstance has arisen since 30 June 2026 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

Likely developments and expected results of operations
During the year, Pureprofile continued to focus on accelerating growth and enhancing operational efficiencies, laying the foundation for long-term success. The company is committed to expanding internationally, leveraging AI and automation, and driving higher profitability through strategic investments and process improvements. Building on this progress, Pureprofile enters FY27 with a more balanced geographic revenue base and a growing platform business, positioning the company to pursue sustainable revenue and earnings growth, margin expansion and disciplined capital allocation.

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Key priorities for FY27 and beyond include:

- Revenue growth
  - Grow market share in the large and underpenetrated UK and US markets
  - Increase share of wallet, win new clients and scale new products globally
  - Pursue targeted acquisitions that add scale, capability or geographic reach
- Margin expansion
  - Deliver operating leverage by growing revenue faster than the group's centralised cost base
  - Improve purchasing power across sample and other externally sourced services
  - Use technology, AI and process improvements to increase efficiency and scalability
- Shareholder value
  - Deliver sustainable revenue and earnings growth to maximise shareholder value
  - Target strategically aligned, earnings-accretive acquisitions
  - Maintain a disciplined approach to capital allocation

Environmental regulation
In relation to environmental compliance, the following disclosure standard will soon become effective.

AASB S2 'Climate-related Disclosures' sets out specific climate related disclosures. It applies to entities required to prepare and lodge a financial report with ASIC under Chapter 2M and is effective for different entities based on certain criteria. This mandatory sustainability reporting will be applicable for Pureprofile for the first time for the year ending 30 June 2028 based on our current size, growth and the reporting thresholds in the Corporations Act.

Information on directors

Name:	Michael Anderson
Title:	Non-Executive Director and Chair
Qualifications:	Bachelor of Political Science from La Trobe University
Experience and expertise:	Michael is an accomplished Chairman and Non-Executive Director with a distinguished career in leading media organisations through periods of intense competition and disruption. His expertise lies in strategic thinking, marketing, and innovation, making him adept at navigating fluid markets. As CEO of MediaWorks Group from 2016 to 2020, Michael spearheaded the integration of QMS Outdoor, establishing New Zealand's sole Radio/Outdoor business. He also facilitated the sale of MediaWorks' TV division to Discovery, a landmark transaction that positioned the company for future growth and sustainability. Michael's board experience is extensive. As the Non-Executive Chairman of oOh! Media, he prepared the company for a successful IPO, transforming it into a leading out-of-home media business in Australia and New Zealand through digital integration and consumer insights driven by data. During his tenure at Fairfax Media (Non-Executive Director, 2010-2016), he helped develop strategies that transformed the newsroom to a digital-first approach, reduced debt, and expanded new ventures like Domain and Stan. Earlier in his career, Michael was with the Austereo Group for a total of 18 years, including 7 years as CEO. Michael has also previously held roles as Non-Executive Chairman at Oztam Pty Ltd (2010-2017), Non-Executive Director at Lux Group (2016-2017) and Villa Maria Estate (2019-2021). He is currently a Non-Executive Director at Flooring xtra and the Black Dog Institute Foundation.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	None
Interests in options:	None
Interests in rights:	5,153,785 performance rights

Name:	Martin Filz
Title:	Chief Executive Officer and Managing Director
Qualifications:	Institutional Management - Northampton College
Experience and expertise:	Martin is one of the most well-respected and influential individuals in the market research industry and has held senior executive roles as Managing Director of EMEA & APAC at Research Now (now a part of Dynata) and CEO of EMEA / APAC at Kantar-owned, Lightspeed GMI. Most recently, Martin was the Managing Director and Chief Revenue Officer of Eureka AI, a business intelligence platform, which generates actionable insights from mobile data.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	26,704,544 ordinary shares
Interests in options:	None
Interests in rights:	22,471,037 performance rights

Name:	Elizabeth Smith
Title:	Non-Executive Director
Qualifications:	Liz holds a Bachelor of Commerce from the University of Melbourne and a Masters of Business Administration from La Trobe University. She is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of the Financial Services Institute of Australasia, a Fellow of the Governance Institute and is a graduate of the Australian Institute of Company Directors.
Experience and expertise:	Elizabeth (Liz) Smith is an experienced Non-Executive Director and Chair of Audit and Risk. Her executive career includes Corporate Finance Partner roles at William Buck and Grant Thornton, as well as audit experience at Ernst & Young. Liz has strong skills in finance and accounting, strategy, M&A, risk and governance and extensive experience advising businesses with strong growth aspirations. She has worked across a range of industries (including retail, advertising and technology) and for businesses ranging from small privately owned companies to large ASX listed entities. Liz is also on the Board of the Australian Red Cross, Nuchev (ASX: NUC) and DGL Group Limited (ASX: DGL).
Other current directorships:	Nuchev (ASX: NUC, Appointment date: 9/8/2024); DGL Group Limited (ASX: DGL, Appointment date: 3/5/2025)
Former directorships (last 3 years):	BikeExchange (ASX: BEX, Appointment date: 4/4/2022, delisted from ASX on 29/5/2024)
Special responsibilities:	None
Interests in shares:	None
Interests in options:	None
Interests in rights:	2,576,892 performance rights

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Name:	Mark Heeley
Title:	Non-Executive Director
Qualifications:	Mark Heeley holds a Bachelor degree from Durham University, United Kingdom.
Experience and expertise:	Mark Heeley is a highly accomplished executive with a wealth of experience in building and fostering businesses in the media, marketing, software, consumer intelligence and social media management spaces. Between 1990 and 2002, Mark founded and was joint CEO of Claydon Heeley, a London based, direct marketing agency. The business had offices in London and Beijing with 100+ employees when it was acquired in 1998 by Omnicon. In the early 2000's, he became an advisor and early-stage investor in media and technology businesses, taking an active role on the boards of investee companies. He was appointed Chairman of Improveline, a UK based start-up providing property related services to the insurance industry and a Non-Executive Director of Hometrack, a digital business providing automated valuations, risk and insights to the property industry. More recently, Mark was an early investor and Board member of Brandwatch, serving as Chairman for 12 years. Brandwatch grew rapidly from a five-person start-up to an international market leader in consumer research, employing 1000+ people, with offices in seven countries. Brandwatch's technology provides real time consumer insights to clients using a SaaS based platform. The Company was acquired by private equity firm Platinum in 2021 for $450m USD.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	16,232,231 ordinary shares
Interests in options:	None
Interests in rights:	2,576,892 performance rights

Name:	Adrian Gonzalez
Title:	Non-Executive Director
Qualifications:	Masters in Business Innovation, Change Management, Organisation Design and Culture from York St. John University
Experience and expertise:	Adrian is a seasoned growth leader known for transforming businesses and driving sales growth, profitability, and innovation. As CEO of Kantar Insights APAC (2016-2021), Adrian led the world's foremost brand consultancy and data analytics company, overseeing 2,000 people across 12 countries. He executed large-scale structural, digital, and cultural change programs, appointed new country leaders, and enhanced the client service model. Adrian co-founded Millward Brown in Australia in 1994, expanding the business regionally to become a major player in brand, media, and communication optimisation across APAC. Upon the Company becoming part of the WPP Group, he led significant acquisitions in China, Korea, and New Zealand, and formed strategic joint ventures in India, Japan, and Vietnam. His leadership in China resulted in the merger of Millward Brown and ACSR, creating the country's largest data-led brand builder. Adrian's previous board roles have included Kantar Insights, Newspoll, various WPP subsidiaries across Asia and Africa and the China-Australia Chamber of Commerce. His community involvement spans Women Leading Change in Asia Awards, Habitat for Humanity Asia, You Can in China and the Special Olympics. Currently, Adrian is the Head of Corporate Development & Strategy at Geoscape, a member of the Advisory Board at Quilt.AI, and a Non-Executive Director at Adgile Media Holdings.
Other current directorships:	None
Former directorships (last 3 years):	None
Special responsibilities:	None
Interests in shares:	1,187,202 ordinary shares
Interests in options:	None
Interests in rights:	2,576,892 performance rights

* Interests in shares, options and rights are correct as at the date that the individual ceased to be a director of the company.

'Other current directorships' quoted above are current directorships for listed entities only and excludes directorships of all other types of entities, unless otherwise stated.

'Former directorships (last 3 years)' quoted above are directorships held in the last 3 years for listed entities only and excludes directorships of all other types of entities, unless otherwise stated.

Company secretary

Mr Lee Tamplin resigned as the Company Secretary on 22 September 2023 and was re-appointed on 1 March 2025. Lee is the founder and Managing Director of Comply Corporate Advisory, a professional services company specialising in company secretarial and corporate advisory services. He has served as company secretary for several ASX-listed companies including Pureprofile from 2020 to 2023. Prior to founding Comply Corporate Advisory, Lee managed the largest team of outsourced company secretaries in Australia. He is a graduate of the Australian Institute of Company Directors and holds a Graduate Diploma of Applied Corporate Governance and Risk Management from the Governance Institute of Australia.

Meetings of directors

The number of meetings of the company's Board of Directors ('the Board') held during the year ended 30 June 2026, and the number of meetings attended by each director were:

	Full Board	
	Attended	Held
Michael Anderson	12	12
Martin Filz	11	12
Elizabeth Smith	12	12
Mark Heeley	10	12
Adrian Gonzalez	12	12

Held: represents the number of meetings held during the time the director held office.

The responsibilities ordinarily reserved for the Audit and Risk Committee and the Nomination and Remuneration Committee were undertaken by the full Board during the year ended 30 June 2026.

Remuneration report (audited)

The directors of Pureprofile Ltd present the Remuneration Report for the group for the year ended 30 June 2026. The Remuneration Report forms part of the Directors' Report and has been audited in accordance with the requirements of the Corporations Act 2001 and applicable Regulations.

The Remuneration Report sets out the remuneration arrangements for the group's Key Management Personnel ('KMP'), being those persons with authority and responsibility for planning, directing and controlling the activities of the group, directly or indirectly, including all directors.

The KMP of the group during FY26 were:

Name	Title	Term
Non-Executive Directors		
Michael Anderson	Chair	Full Financial Year
Elizabeth Smith	Director	Full Financial Year
Mark Heeley	Director	Full Financial Year
Adrian Gonzalez	Director	Full Financial Year
Executive Director		
Martin Filz	Chief Executive Officer and Managing Director	Full Financial Year
Other Key Executives		
Melinda Sheppard	Chief Operating Officer and Chief Financial Officer	Full Financial Year

The remuneration report is set out under the following main headings:

- Remuneration structure and framework review
- Remuneration principles
- Details of remuneration
- Service agreements
- Share-based compensation
- Additional disclosures relating to key management personnel

Remuneration framework

The Board is committed to maintaining a remuneration framework that supports the group's strategic objectives, enables the group to attract and retain appropriately skilled and experienced directors and executives, and promotes alignment between remuneration outcomes, business performance and the creation of sustainable shareholder value.

The group's remuneration framework is reviewed annually having regard to the group's performance and strategic priorities, market conditions, the need to attract and retain key talent, shareholder interests and the governance expectations applicable to an ASX-listed company.

During FY26, the group continued to operate its cash-based short-term incentive plan for eligible executives. Short-term incentive outcomes are determined by reference to performance measures established by the Board and are intended to recognise achievement against the group's financial, strategic and individual objectives. The Board retains discretion in determining incentive outcomes to ensure that they appropriately reflect overall group and individual performance and shareholder experience.

In FY26, the company introduced a new three-year long-term incentive arrangement for members of the executive team. The LTI forms the long-term variable component of executive remuneration and is delivered through performance rights under the company's Equity Plan. Separately, shareholders approved a one-off grant of performance rights to participating Non-Executive Directors at the company's 2025 Annual General Meeting.

The LTI has been designed to align the interests of participating executives and NEDs with those of shareholders by linking the vesting of performance rights to the achievement of sustained growth in the company's earnings over a three-year performance period, together with applicable retention conditions.

The principal performance measure applying to the FY26 LTI awards is compound annual growth in Earnings Per Share (EPS). EPS is calculated based on statutory Net Profit After Tax attributable to ordinary shareholders divided by the weighted average number of ordinary shares on issue. The base year for the EPS calculation is the financial year ended 30 June 2025, with performance measured over the three-year period from 1 July 2025 to 30 June 2028.

The target EPS CAGR over the performance period is 25%. Vesting is determined proportionately by reference to performance against this target, with no vesting where EPS CAGR is below 90% of the target, 50% vesting at 90% of target, and 100% vesting where the 25% target CAGR is achieved. The LTI provides for increased vesting for performance above target, subject to the maximum vesting opportunity specified under the terms of the relevant awards.

The Board considers EPS CAGR an appropriate measure of long-term performance as it directly links the value ultimately delivered under the LTI to sustained growth in earnings attributable to shareholders over the three-year performance period.

The participation of the NEDs in the LTI, and the issue of performance rights to the company's directors, was put to shareholders at the company's 2025 Annual General Meeting. Shareholders approved the allocation of performance rights to the Managing Director and each of the participating NEDs. The NED Performance Rights are subject to the same EPS CAGR performance framework and three-year performance period and are also subject to retention-based vesting conditions.

When determining to grant the Non-Executives with performance rights, the Board gave consideration to the guidance of the ASX Corporate Governance Principles and Recommendations however considered that, given Pureprofile's size, stage of development and long-term growth strategy, the one-off grant was appropriate to strengthen alignment between participating NEDs and shareholders and to support the attraction and retention of directors with the skills and experience required to oversee the company's next phase of growth. The grants are not intended to form part of the NEDs' ongoing annual remuneration arrangements. The Board considers that the long-term nature, objective performance conditions and one-off character of the grants appropriately mitigate the risk of short-term bias, provide meaningful alignment with shareholder outcomes and do not impact the non-executive directors' ability to bring an independent judgement to matters before the Board.

Together, the short-term and long-term incentive arrangements are intended to provide a balanced remuneration framework. For executives, the framework rewards achievement of near-term financial, strategic and individual objectives while creating a meaningful link between remuneration and longer-term earnings growth. For participating directors, the LTI provides direct exposure to the company's longer-term financial performance and is intended to strengthen alignment with shareholders.

The Board considers that the FY26 remuneration framework appropriately balances fixed remuneration, short-term performance-based reward and long-term equity-based remuneration, while supporting the attraction and retention of key executives and directors and aligning remuneration outcomes with the company's strategy and the creation of sustainable shareholder value.

Remuneration principles

The group's remuneration framework is designed to support the achievement of its strategic objectives, attract and retain appropriately skilled and experienced directors and executives, and align remuneration outcomes with performance and the creation of sustainable shareholder value.

In overseeing the remuneration framework, the Board seeks to ensure that remuneration arrangements are:

- competitive and appropriate having regard to the responsibilities and experience of the individual;
- aligned with the group's strategic objectives and long-term shareholder interests;
- appropriately linked to financial, strategic and individual performance;
- structured to support the attraction, motivation and retention of key talent;
- transparent and capable of being clearly understood by participants and shareholders; and
- subject to appropriate Board oversight and discretion.

The Board is responsible for reviewing and approving the group's remuneration framework, policies and remuneration arrangements for directors and executives. In doing so, the Board considers the group's performance and strategic priorities, individual responsibilities and performance, relevant market remuneration, shareholder interests and applicable governance requirements. The Board may obtain independent remuneration advice where it considers this appropriate. The remuneration framework seeks to balance fixed remuneration with short-term and long-term performance-based components where appropriate. For executives, this includes fixed remuneration, a cash-based short-term incentive and participation in the group's long-term incentive arrangements. Non-Executive Directors receive fixed directors' fees and, from FY26, may also participate in the group's long-term incentive arrangements through performance rights approved by shareholders.

The new long-term incentive framework introduced in FY26 is designed to strengthen alignment between participating directors and executives and shareholders by linking vesting outcomes to sustained growth in Earnings Per Share over a three-year performance period.

Non-executive directors' remuneration

Non-Executive Director remuneration is structured having regard to the responsibilities and demands of the role, the need to attract and retain appropriately experienced directors and relevant market practice. Non-Executive Director fees are reviewed periodically by the Board, which may obtain independent remuneration advice where appropriate. The Chair's fees are determined separately from those of other Non-Executive Directors having regard to the additional responsibilities of the role. A director does not participate in discussions or decisions relating specifically to their own remuneration.

Non-Executive Directors do not participate in the group's short-term incentive arrangements and their remuneration does not include commissions or amounts calculated by reference to operating revenue. Under the company's Constitution, the aggregate fees payable to Non-Executive Directors are subject to the maximum amount approved by shareholders. The current aggregate fee pool is $600,000 per annum.

In FY26, shareholders also approved the issue of performance rights to participating Non-Executive Directors under the company's Equity Plan. These performance rights form the long-term variable component of NED remuneration and are subject to performance and retention-based vesting conditions. Vesting is determined by reference to the company's compound annual growth in Earnings Per Share over the three-year performance period from 1 July 2025 to 30 June 2028. Further details are provided in the Long-Term Incentives section below.

Non-executive director fees (directors' fees and committee fees, inclusive of superannuation) proposed for the year ending 30 June 2027 are summarised as follows:

Name	**FY 2027 Fees**
Michael Anderson	$140,000
Elizabeth Smith	$70,000
Mark Heeley	$70,000
Adrian Gonzalez	$70,000

All directors are also eligible for additional long term incentives under the company's Long Term Incentive plan ('LTI'). The company from time to time grants directors securities under the LTI. Refer to Long Term Incentives section below for key terms and conditions of the LTI.

Executive remuneration
The group aims to provide executives with a remuneration structure that reflects the responsibilities of their role, rewards performance and supports the attraction and retention of key talent.

Executive remuneration comprises:
- fixed remuneration, including base salary, superannuation and any non-monetary benefits;
- a short-term incentive, which for FY26 is delivered as a cash-based incentive linked to the achievement of Board-approved performance objectives; and
- a long-term incentive delivered through performance rights, designed to align executive remuneration with sustained growth in shareholder value over a three-year performance period.

The combination of these components forms an executive's total remuneration opportunity.

Fixed remuneration is reviewed periodically by the Board having regard to individual responsibilities and performance, the overall performance of the group, relevant market remuneration and the need to attract and retain appropriately skilled executives. The Board may obtain independent external advice on the level or structure of executive remuneration where it considers this appropriate.

The short-term incentive (STI) is designed to reward eligible executives for the achievement of annual financial, strategic and individual performance objectives that support the group's business plan and strategic priorities. For FY26, the STI is delivered as a cash-based incentive. The Board determines each eligible executive's maximum STI opportunity and the performance measures applying for the relevant financial year. STI outcomes are determined following the end of the financial year based on performance against the approved measures. The Board retains discretion to adjust STI outcomes where appropriate to ensure that the resulting remuneration outcome appropriately reflects overall group performance, individual contribution and shareholder experience.

For FY26, the short-term incentive framework was designed to balance the delivery of financial performance with progress against key strategic and operational priorities. 50% of the STI opportunity was linked to financial performance, with the financial component equally weighted between group revenue and EBITDA outcomes. The remaining 50% was linked to non-financial measures established by the Board having regard to the group's strategic priorities for FY26. These measures covered a range of areas including:

- strategic growth and execution, including progress against key growth initiatives and market development priorities;
- operational efficiency, including initiatives designed to improve productivity, scalability and operating performance;
- governance, risk and compliance, including progress in sustainability readiness, cybersecurity, privacy and the maintenance of relevant quality and information security standards;
- people and culture, including employee engagement and organisational capability; and
- customer outcomes, including the maintenance of strong levels of customer satisfaction and service quality.

The Board selected these measures to complement the financial performance hurdles and ensure that STI outcomes reflected not only the group's financial results, but also progress against the broader strategic, operational and organisational priorities considered important to sustainable long-term performance. Specific non-financial targets are not disclosed where the Board considers that disclosure would reveal commercially sensitive information. STI outcomes are assessed by the Board following the end of the financial year based on performance against the approved financial and non-financial measures.

Percentage of STI awarded and forfeited for Executive KMP during the financial year
Details of the STI outcomes received by Executive KMP during the financial year are outlined in the table below:

Executive KMP	Year	Percentage of STI award granted	Percentage of STI award forfeited
Martin Filz	2026	100.0%	0.0%
	2025	98.4%	1.6%
	2024	53.6%	46.4%
	2023	72.0%	28.0%
Melinda Sheppard	2026	100.0%	0.0%
	2025	98.4%	1.6%
	2024	53.6%	46.4%
	2023	72.0%	28.0%

The long-term incentive ('LTI') is designed to align eligible executives with shareholder interests by rewarding sustained growth in the group's earnings and the creation of long-term shareholder value over a three-year performance period. During FY26, the company introduced a new three-year Long-Term Incentive Plan (LTI) for eligible executives. The LTI is delivered through performance rights under the company's Equity Plan and is designed to support the retention of key executives and align executive remuneration outcomes with the creation of sustainable long-term shareholder value.

Performance rights granted under the FY26 LTI are subject to both performance and retention-based vesting conditions. The performance condition is based on the company's compound annual growth rate (CAGR) in Earnings Per Share (EPS) over the three-year performance period from 1 July 2025 to 30 June 2028. The Board selected EPS growth as the performance measure because it provides a direct link between executive reward and sustained growth in earnings attributable to shareholders over the performance period.

The number of performance rights that ultimately vest will depend on the company's performance against the EPS CAGR hurdle and satisfaction of the applicable retention conditions. Performance rights that do not satisfy the relevant vesting conditions will lapse in accordance with the terms of the Equity Plan. The Board retains the discretions available to it under the Equity Plan and the terms of the relevant awards to ensure that vesting outcomes appropriately reflect the circumstances of the group and the intended operation of the LTI. Further details of performance rights granted to Executive KMP during FY26, including the number and fair value of awards, are provided in the share-based compensation disclosures below.

Percentage of LTI awarded and forfeited for Executive KMP during the financial year
Details of the LTI outcomes received by Executive KMP during the financial year are outlined in the table below:

Executive KMP	Year	Percentage of LTI award granted	Percentage of LTI award forfeited
Martin Filz	2026	100.0%	0.0%
	2025	0.0%	0.0%
	2024	0.0%	0.0%
	2023	66.7%	33.3%
Melinda Sheppard	2026	100.0%	0.0%
	2025	0.0%	0.0%
	2024	0.0%	0.0%
	2023	66.7%	33.3%

Group performance and link to remuneration
A portion of Executive remuneration is directly linked to the performance of the group through short-term and long-term incentive arrangements. For FY26, 50% of the short-term incentive (STI) opportunity was linked to financial performance, based equally on revenue and EBITDA measures, with the remaining 50% linked to non-financial and strategic measures aligned with the group's key priorities. The long-term incentive (LTI) further aligns remuneration outcomes with long-term group performance and shareholder interests. Performance rights granted under the FY26 LTI are subject to an Earnings Per Share (EPS) growth hurdle measured over the three-year performance period from 1 July 2025 to 30 June 2028. Together, the STI and LTI are designed to balance the achievement of annual financial and strategic objectives with sustained earnings growth and the creation of long-term shareholder value.

Consequences of performance on shareholder wealth
In considering the group's performance and benefits to shareholder wealth, the Board has had regard to the share price, EBITDA excluding significant items and profit after tax in respect of the current financial year and the previous four financial years.

	2026	2025	2024	2023	2022
Closing share price	$0.028	$0.044	$0.021	$0.025	$0.044
EBITDA (excluding significant items) at financial year end ($)	6,502,732	5,221,902	4,406,976	4,299,188	4,005,964
Profit/(loss) after tax ($)	2,262,198	1,538,778	94,352	(2,159,208)	(2,164,277)
Basic earnings per share (Cents)	0.1917	0.1325	0.0093	(0.1929)	(0.1987)

Use of remuneration consultants
During the financial year ended 30 June 2026, the group did not engage any remuneration consultants to review or provide recommendations regarding the group's remuneration practices, including share-based incentive programs. All decisions regarding remuneration were made internally by the Board, free from any undue influence by Executive KMPs.

Voting made at the company's 2025 Annual General Meeting ('AGM')
At the 2025 AGM, 97.47% of the votes received supported the adoption of the remuneration report for the year ended 30 June 2025.

Details of remuneration

Amounts of remuneration
Details of the remuneration of key management personnel of the group are set out in the following tables.

The key management personnel of the group consisted of the following directors of Pureprofile Ltd:
- Michael Anderson - Non-Executive Director and Chair
- Martin Filz - Chief Executive Officer and Managing Director
- Elizabeth Smith - Non-Executive Director
- Mark Heeley - Non-Executive Director
- Adrian Gonzalez - Non-Executive Director

And the following person:
- Melinda Sheppard - Chief Operating Officer/Chief Financial Officer

	Short-term benefits			Post-employment benefits	Long-term benefits	Share-based payments	
2026	Cash salary and fees $	Cash bonus $	Annual leave $	Super-annuation $	Long service leave $	Equity-settled* $	Total $
Non-Executive Directors:							
M. Anderson	140,000	-	-	-	-	36,834	176,834
E. Smith	70,000	-	-	-	-	18,416	88,416
M. Heeley	62,500	-	-	7,500	-	18,416	88,416
A. Gonzalez	62,500	-	-	7,500	-	18,416	88,416
Executive Directors:							
M. Filz	510,537	345,695	(6,924)	31,304	10,607	124,852	1,016,071
Other Key Management Personnel:							
M. Sheppard	379,009	242,698	(10,486)	31,304	14,870	69,530	726,925
	1,224,546	588,393	(17,410)	77,608	25,477	286,464	2,185,078

* Share-based payments for M. Filz consists of performance rights of $124,852. Share-based payments for M. Sheppard consists of performance rights of $69,530.

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	Short-term benefits			Post-employment benefits	Long-term benefits	Share-based payments	
2025 (Restated)	Cash salary and fees $	Cash bonus $	Annual leave** $	Super-annuation $	Long service leave** $	Equity-settled* $	Total $
Non-Executive Directors:							
M. Anderson	138,063	-	-	-	-	-	138,063
E. Smith	70,000	-	-	-	-	-	70,000
M. Heeley	62,780	-	-	7,220	-	-	70,000
A. Gonzalez	65,187	-	-	4,813	-	-	70,000
Executive Directors:							
M. Filz	470,458	345,239	14,898	30,000	3,035	57,923	921,553
Other Key Management Personnel:							
M. Sheppard	349,954	261,057	10,484	30,000	7,993	21,556	681,044
	1,156,442	606,296	25,382	72,033	11,028	79,479	1,950,660

* Share-based payments for M. Filz consists of performance rights of $57,923. Share-based payments for M. Sheppard consists of options of $4,665 and performance rights of $16,891.

** The 2025 table has been restated to include annual leave and long service leave entitlement movements, which were not disclosed in the prior period. The annual leave and long service leave disclosed in 2025 were nil and restated to $25,382 and $11,028, respectively. There has been no changes to the other remuneration amounts previously reported.

The proportion of remuneration linked to performance and the fixed proportion are as follows:

	Fixed remuneration		At risk - STI		At risk - LTI	
Name	2026	2025	2026	2025	2026	2025
Non-Executive Directors:						
M. Anderson	79%	100%	-	-	21%	-
E. Smith	79%	100%	-	-	21%	-
A. Gonzalez	79%	100%	-	-	21%	-
M. Heeley	79%	100%	-	-	21%	-
Executive Directors:						
M. Filz	54%	56%	34%	38%	12%	6%
Other Key Management Personnel:						
M. Sheppard	57%	59%	33%	38%	10%	3%

Service agreements
Remuneration and other terms of employment for key management personnel are formalised in service agreements. Details of these agreements are as follows:

Name:	Michael Anderson
Title:	Non-Executive Director and Chair
Agreement commenced:	1 June 2024
Term of agreement:	Mr Anderson's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary of $140,000 excluding any GST, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to short-term and long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Martin Filz
Title:	Chief Executive Officer and Managing Director
Agreement commenced:	3 August 2020
Term of agreement:	No fixed end date
Details:	Base salary of $450,000 plus superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies. Reimbursement of reasonable out-of-pocket expenses incurred in connection with the performance of duties. 3 month termination notice period by either party. Eligibility to short-term and long-term incentives, under the Incentives Scheme, which defines the amount, form, frequency, KPI's and targets to which the incentives relate.

Name:	Elizabeth Smith
Title:	Non-Executive Director
Agreement commenced:	1 March 2023
Term of agreement:	Ms Smith's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary of $70,000 excluding any GST, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Mark Heeley
Title:	Non-Executive Director
Agreement commenced:	17 October 2023
Term of agreement:	Mr Heeley's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary of $70,000 inclusive of superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Melinda Sheppard
Title:	Chief Operating Officer/Chief Financial Officer
Agreement commenced:	25 June 2018
Term of agreement:	No fixed end date
Details:	Base salary of $340,766 plus superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies. Reimbursement of reasonable out-of-pocket expenses incurred in connection with the performance of duties. 3 month termination notice period by either party. Eligibility to short-term and long-term incentives, under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Name:	Adrian Gonzalez
Title:	Non-Executive Director
Agreement commenced:	1 June 2024
Term of agreement:	Mr Gonzalez's continued appointment is subject to rotation in accordance with the requirements of the company's Constitution and the ASX Listing Rules.
Details:	Base salary of $70,000 inclusive of superannuation, to be reviewed from time to time by the Full Board in accordance with constitution and policies and eligibility to long-term incentives under the Incentives Scheme, which defines the amount, form, frequency, KPIs and targets to which the incentives relate.

Key management personnel have no entitlement to termination payments in the event of removal for misconduct.

Share-based compensation

Issue of shares
There were no shares issued to directors and other key management personnel as part of compensation during the year ended 30 June 2026 (2025: nil).

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Options
Values of options over ordinary shares granted, exercised and forfeited for directors and other key management personnel as part of compensation during the year ended 30 June 2026 are set out below:

Name	Value of options granted during the year $	Value of options exercised during the year $	Value of options forfeited during the year $
M. Filz	-	167,140	-
M. Sheppard	-	67,713	-

Share rights
There were no share rights over ordinary shares issued to directors and other key management personnel that affect their remuneration in this financial year or future financial years.

Performance rights
The terms and conditions of each grant of performance rights over ordinary shares affecting remuneration of directors and other key management personnel in this financial year or future reporting years are as follows:

Name	Number of rights granted	Grant date	Vesting date and exercisable date	Expiry date	Fair value per right at grant date
M. Filz	3,088,637	13/12/2022	01/09/2025	13/12/2027	$0.033
M. Filz	16,565,736	29/10/2025	29/10/2028	29/10/2030	$0.048
M. Sheppard	1,095,188	13/12/2022	01/09/2025	13/12/2027	$0.033
M. Sheppard	9,408,402	29/10/2025	29/10/2028	29/10/2030	$0.048
M. Anderson	5,153,785	29/10/2025	29/10/2028	29/10/2030	$0.048
M. Heeley	2,576,892	29/10/2025	29/10/2028	29/10/2030	$0.048
E. Smith	2,576,892	29/10/2025	29/10/2028	29/10/2030	$0.048
A. Gonzalez	2,576,892	29/10/2025	29/10/2028	29/10/2030	$0.048

Performance rights granted carry no dividend or voting rights.

All performance rights were granted over unissued fully paid ordinary shares in the company. The number of performance rights granted was determined having regard to the satisfaction of performance measures and weightings as described above in the section 'Group performance and link to remuneration'. Performance rights vest based on the provision of service over the vesting period whereby the executive becomes beneficially entitled to the rights on vesting date. Performance rights are exercisable by the holder as from the vesting date. There has not been any alteration to the terms or conditions of the grant since the grant date. There are no amounts paid or payable by the recipient in relation to the granting of such rights other than on their potential exercise.

Values of performance rights over ordinary shares granted, exercised and lapsed for directors and other key management personnel as part of compensation during the year ended 30 June 2026 are set out below:

Name	Value of rights granted during the year $	Value of rights exercised during the year $	Value of rights lapsed during the year $
M. Filz	795,155	-	101,925
M. Sheppard	451,603	-	36,141
M. Anderson	247,382	-	-
M. Heeley	123,691	-	-
E. Smith	123,691	-	-
A. Gonzalez	123,691	-	-

Additional disclosures relating to key management personnel

Shareholding
The number of shares in the company held during the financial year by each director and other members of key management personnel of the group, including their personally related parties, is set out below:

	Balance at the start of the year	Received as part of remuneration	Additions	Disposals/ other	Balance at the end of the year
Ordinary shares					
M. Filz	22,494,190	-	5,810,354	(1,600,000)	26,704,544
M. Sheppard	-	-	2,232,152	-	2,232,152
M. Heeley	16,232,231	-	-	-	16,232,231
A. Gonzalez	-	-	1,187,202	-	1,187,202
	38,726,421	-	9,229,708	(1,600,000)	46,356,129

Option holding
The number of options over ordinary shares in the company held during the financial year by each director and other members of key management personnel of the group, including their personally related parties, is set out below:

	Balance at the start of the year	Granted	Exercised	Disposals/ other	Balance at the end of the year
Options over ordinary shares					
M. Filz	10,955,902	-	(10,955,902)	-	-
M. Sheppard	17,347,959	-	(4,208,906)	-	13,139,053
	28,303,861	-	(15,164,808)	-	13,139,053

Employees have the option to use a cashless exercise as a method for exercising options without the need for the employees to make a cash payment to cover the exercise price. If this method is used, the resulting number of fully paid shares issued differs to the number of options exercised.

	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
Performance rights over ordinary shares					
M. Filz	8,993,938	16,565,736	-	(3,088,637)	22,471,037
M. Sheppard	2,190,376	9,408,402	-	(1,095,188)	10,503,590
M. Anderson	-	5,153,785	-	-	5,153,785
E. Smith	-	2,576,892	-	-	2,576,892
M. Heeley	-	2,576,892	-	-	2,576,892
A. Gonzalez	-	2,576,892	-	-	2,576,892
	11,184,314	38,858,599	-	(4,183,825)	45,859,088

Other transactions with key management personnel and their related parties
During the financial year, expenses totalling $7,709 (2025: $5,207) were reimbursed to key management personnel. There were no loans to or from key management personnel at the current and previous reporting date.

This concludes the remuneration report, which has been audited.

Shares under option
Unissued ordinary shares of Pureprofile Ltd under option at the date of this report are as follows:

Grant date	Expiry date	Exercise price	Number under option
16/09/2021	16/09/2026	0.027	18,634,437
16/09/2021	16/09/2026	0.027	16,598,173
27/11/2023	26/11/2028	0.028	5,000,000
			40,232,610

Shares issued on the exercise of options
The following ordinary shares of Pureprofile Ltd were issued during the year ended 30 June 2026 and up to the date of this report on the exercise of options granted:

Grant date	Exercise price	Number of shares issued
29/01/2021	$0.020	15,394,894
16/09/2021	$0.027	485,582
16/09/2021	$0.027	226,696
		16,107,172

Shares under share rights
Unissued ordinary shares of Pureprofile Ltd under share rights at the date of this report are as follows:

Grant date	Expiry date	Number under rights
17/02/2023	27/02/2028	12,743,350

No person entitled to exercise the share rights had or has any right by virtue of the right to participate in any share issue of the company or of any other body corporate.

Shares issued on the exercise of share rights
The following ordinary shares of Pureprofile Ltd were issued during the year ended 30 June 2026 and up to the date of thi report on the exercise of share rights granted:

Grant date	Exercise price	Number of shares issue
29/01/2021	$0.000	14,000,000
17/02/2023	$0.000	1,162,910
		15,162,910

Shares under performance rights
Unissued ordinary shares of Pureprofile Ltd under performance rights at the date of this report are as follows:

Grant date	Expiry date	Number under rights
26/10/2021	26/10/2026	2,816,666
20/12/2022	13/12/2027	7,385,335
29/10/2025	29/10/2030	30,648,475
28/11/2025	28/11/2030	26,878,208
29/10/2025	29/10/2030	12,884,461
		80,613,145

No person entitled to exercise the performance rights had or has any right by virtue of the performance rights to participate i any share issue of the company or of any other body corporate.

Shares issued on the exercise of performance rights
The following ordinary shares of Pureprofile Ltd were issued during the year ended 30 June 2026 and up to the date of thi report on the exercise of performance rights granted:

Grant date	Exercise price	Number of shares issuec
20/12/2022	$0.000	600,000

Indemnity and insurance of officers
The company has indemnified the directors, officers and executives of the company for costs incurred, in their capacity as director or executive, for which they may be held personally liable, except where there is a lack of good faith.

During the financial year, the company paid a premium in respect of a contract to insure the directors, officers and executive of the company against a liability to the extent permitted by the Corporations Act 2001. The contract of insurance prohibit disclosure of the nature of the liability and the amount of the premium.

Indemnity and insurance of auditor
The company has not, during or since the end of the financial year, indemnified or agreed to indemnify the auditor of th company or any related entity against a liability incurred by the auditor.

During the financial year, the company has not paid a premium in respect of a contract to insure the auditor of the compan or any related entity.

Proceedings on behalf of the company
No person has applied to the Court under section 237 of the Corporations Act 2001 for leave to bring proceedings on beha of the company, or to intervene in any proceedings to which the company is a party for the purpose of taking responsibility o behalf of the company for all or part of those proceedings.

Pureprofile Ltd
Directors' report
30 June 2026

Audit and non-audit services
Details of the amounts paid or payable to the external auditor and other firms for audit and non-audit services provided during the financial year are outlined in note 27 to the financial statements.

No non-audit services were provided by the external auditor, BDO Audit Pty Ltd, during the financial year.

Rounding of amounts
The company is of a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2026/183, issued by the Australian Securities and Investments Commission, relating to 'rounding-off'. Amounts in the Directors' Report and Financial Report have been rounded to the nearest dollar.

Auditor's independence declaration
A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

This report is made in accordance with a resolution of directors, pursuant to section 298(2)(a) of the Corporations Act 2001.

On behalf of the directors

Michael Anderson
Non-Executive Chair

27 August 2026
Sydney

BDO

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Parkline Place
Level 25, 252 Pitt Street
Sydney NSW 2000
Australia

DECLARATION OF INDEPENDENCE BY DRIES MARTENS TO THE DIRECTORS OF PUREPROFILE LIMITED

As lead auditor of Pureprofile Limited for the year ended 30 June 2026, I declare that, to the best of my knowledge and belief, there have been:

1. No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
2. No contraventions of any applicable code of professional conduct in relation to the audit.

This declaration is in respect of Pureprofile Limited and the entities it controlled during the period.

Dries Martens

Dries Martens

Director

BDO Audit Pty Ltd

Sydney, 27 August 2026

Pureprofile Ltd
Statement of profit or loss and other comprehensive income
For the year ended 30 June 2026

	Note	Consolidated 2026 $	Consolidated 2025 $
Revenue	5	65,031,701	57,177,840
Other (losses)/income	6	(309,424)	341,557
Interest revenue calculated using the effective interest method		25,726	2,169
Expenses			
Direct costs of sales		(30,002,918)	(25,713,330)
Panel expenses		(546,429)	(494,818)
Employee benefits expense	7	(22,775,424)	(21,084,803)
Depreciation and amortisation expense	7	(2,974,321)	(2,873,717)
Technology, engineering and licence fees		(2,479,713)	(2,498,458)
Share-based payment expense	35	(580,174)	(319,350)
Professional fees and payroll tax on share-based payments		(32,064)	(25,262)
Restructuring and acquisition costs		(825,668)	(40,539)
Occupancy costs		(399,046)	(391,387)
Other expenses		(2,016,015)	(2,114,699)
Finance costs	7	(312,454)	(376,004)
Profit before income tax benefit/(expense)		1,803,777	1,589,199
Income tax benefit/(expense)	8	458,421	(50,421)
Profit after income tax benefit/(expense) for the year attributable to the owners of Pureprofile Ltd		2,262,198	1,538,778
Other comprehensive profit/(loss)			
Items that may be reclassified subsequently to profit or loss			
Foreign currency translation		9,896	(143,901)
Other comprehensive profit/(loss) for the year, net of tax		9,896	(143,901)
Total comprehensive income for the year attributable to the owners of Pureprofile Ltd		2,272,094	1,394,877

	Note	2026 Cents	2025 Cents
Basic earnings per share	34	0.1917	0.1325
Diluted earnings per share	34	0.1756	0.1247

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of financial position
As at 30 June 2026

	Note	Consolidated 2026 $	2025 $
Assets			
Current assets			
Cash and cash equivalents	9	6,807,460	5,722,83
Trade and other receivables	10	15,655,456	12,703,57
Contract assets	11	2,405,317	1,917,51
Deposits		232,337	244,90
Prepayments		655,011	1,145,92
Total current assets		25,755,581	21,734,75
Non-current assets			
Property, plant and equipment	12	258,823	210,40
Right-of-use assets	13	831,590	1,229,26
Intangibles	14	8,174,249	7,376,30
Deferred tax	15	1,351,008	
Total non-current assets		10,615,670	8,815,97
Total assets		36,371,251	30,550,73
Liabilities			
Current liabilities			
Trade and other payables	16	15,768,195	13,642,33
Contract liabilities	17	2,948,284	2,226,33
Borrowings	18	2,516,311	219,17
Lease liabilities	19	429,435	368,44
Income tax		853,135	217,04
Provisions	20	2,453,510	2,553,58
Total current liabilities		24,968,870	19,226,92
Non-current liabilities			
Borrowings	18	-	2,500,00
Lease liabilities	19	585,367	1,007,83
Deferred tax	15	-	15,85
Provisions	20	612,230	447,60
Total non-current liabilities		1,197,597	3,971,29
Total liabilities		26,166,467	23,198,21
Net assets		10,204,784	7,352,51
Equity			
Issued capital	21	64,290,651	63,252,38
Reserves	22	2,335,797	3,054,83
Accumulated losses		(56,421,664)	(58,954,70
Total equity		10,204,784	7,352,51

The above statement of financial position should be read in conjunction with the accompanying notes

Pureprofile Ltd
Statement of changes in equity
For the year ended 30 June 2026

Consolidated	Issued capital $	Reserves $	Accumulated losses $	Total equity $
Balance at 1 July 2024	62,846,929	3,243,499	(60,550,741)	5,539,687
Profit after income tax expense for the year	-	-	1,538,778	1,538,778
Other comprehensive loss for the year, net of tax	-	(143,901)	-	(143,901)
Total comprehensive (loss)/profit for the year	-	(143,901)	1,538,778	1,394,877
Transactions with owners in their capacity as owners:				
Share-based payments (note 35)	12,000	307,350	-	319,350
Expired and unexercised options previously expensed (note 22)	-	(57,262)	57,262	-
Share options and rights exercised	393,456	(294,854)	-	98,602
Balance at 30 June 2025	63,252,385	3,054,832	(58,954,701)	7,352,516

Consolidated	Issued capital $	Reserves $	Accumulated losses $	Total equity $
Balance at 1 July 2025	63,252,385	3,054,832	(58,954,701)	7,352,516
Profit after income tax benefit for the year	-	-	2,262,198	2,262,198
Other comprehensive income for the year, net of tax	-	9,896	-	9,896
Total comprehensive income for the year	-	9,896	2,262,198	2,272,094
Transactions with owners in their capacity as owners:				
Share-based payments (note 35)	-	580,174	-	580,174
Expired and unexercised options previously expensed (note 22)	-	(270,839)	270,839	-
Share options and rights exercised	1,038,266	(1,038,266)	-	-
Balance at 30 June 2026	64,290,651	2,335,797	(56,421,664)	10,204,784

The above statement of changes in equity should be read in conjunction with the accompanying notes

	Note	Consolidated 2026 $	Consolidated 2025 $
Cash flows from operating activities			
Receipts from customers (inclusive of GST)		65,467,952	56,840,455
Payments to suppliers and employees (inclusive of GST)		(59,768,294)	(51,734,273)
		5,699,658	5,106,182
Interest received		25,726	2,169
Interest and other finance costs paid		(219,258)	(250,204)
Income taxes paid		(360,024)	(67,565)
Net cash from operating activities	37	5,146,102	4,790,582
Cash flows from investing activities			
Payment for purchase of business	31	(700,000)	(1,250,000)
Payments for property, plant and equipment	12	(188,586)	(160,124)
Payments for capitalised development costs	14	(2,417,438)	(2,269,866)
Proceeds from disposal of property, plant and equipment		7,345	4,079
Payment for expenses relating to acquisitions	31	(67,642)	(40,539)
Net cash used in investing activities		(3,366,321)	(3,716,450)
Cash flows from financing activities			
Proceeds from issue of shares		-	98,602
Repayment of borrowings		(200,000)	(200,000)
Repayment of lease liabilities		(490,079)	(504,746)
Net cash used in financing activities		(690,079)	(606,144)
Net increase in cash and cash equivalents		1,089,702	467,988
Cash and cash equivalents at the beginning of the financial year		5,722,836	5,237,973
Effects of exchange rate changes on cash and cash equivalents		(5,078)	16,875
Cash and cash equivalents at the end of the financial year	9	6,807,460	5,722,836

The above statement of cash flows should be read in conjunction with the accompanying notes

Note 1. General information

The financial statements cover Pureprofile Ltd as a group consisting of Pureprofile Ltd and the entities it controlled at the end of, or during, the year. The financial statements are presented in Australian dollars, which is Pureprofile Ltd's functional and presentation currency.

Pureprofile Ltd is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

263 Riley Street
Surry Hills NSW 2010
Australia

A description of the nature of the group's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 27 August 2026. The directors have the power to amend and reissue the financial statements.

Note 2. Material accounting policy information

The accounting policies that are material to the group are set out below. The accounting policies adopted are consistent with those of the previous financial year, unless otherwise stated.

New or amended Accounting Standards and Interpretations adopted

The group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the group.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

The following Accounting Standards and Interpretations are most relevant to the group:

AASB 2023-5 Amendments to Australian Accounting Standards – Lack of Exchangeability
AASB 2023-5 is applicable for annual reporting periods beginning from 1 January 2025, with early adoption permitted. This standard makes amendments to AASB 121 'The Effects of Changes in Foreign Exchange Rates' and AASB 1 'First-time Adoption of Australian Accounting Standards' to require entities to apply a consistent approach to determining whether a currency is exchangeable into another currency. The adoption of the amendments did not have a material impact on the group's financial statements.

Going concern

The consolidated financial report has been prepared on a going concern basis. The directors believe it is reasonably foreseeable that the group will continue as a going concern based on forecast cash flows, which indicate sufficient liquidity to meet its obligations as they fall due. As at 30 June 2026, the group had $2,500,000 of principal debt outstanding under its CBA facility. The directors expect that the facility will be refinanced or extended on terms acceptable to the group. If refinancing or an extension is not completed, the directors expect that the outstanding principal could be repaid from the group's existing cash reserves. Accordingly, the financial report has been prepared on a going concern basis and no adjustments have been made to the carrying amounts of assets and liabilities.

Basis of preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the Corporations Act 2001, as appropriate for for-profit oriented entities. These financial statements also comply with International Financial Reporting Standards ('IFRS') Accounting Standards as issued by the International Accounting Standards Board ('IASB').

Historical cost convention
The financial statements have been prepared under the historical cost convention.

Note 2. Material accounting policy information (continued)

Critical accounting estimates
The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the group's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 3.

Principles of consolidation
The consolidated financial statements incorporate the assets and liabilities of all subsidiaries of Pureprofile Ltd ('company' or 'parent entity') as at 30 June 2026 and the results of all subsidiaries for the year then ended. Pureprofile Ltd and its subsidiaries together are referred to in these financial statements as the 'group'.

Operating segments
Operating segments are presented using the 'management approach', where the information presented is on the same basis as the internal reports provided to the Chief Operating Decision Makers ('CODM'). The CODM is responsible for the allocation of resources to operating segments and assessing their performance.

Foreign currency translation
Foreign currency transactions
Foreign currency transactions are translated into the company's functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at financial year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss.

Foreign operations
The assets and liabilities of foreign operations are translated into Australian dollars using the exchange rates at the reporting date. The revenues and expenses of foreign operations are translated into Australian dollars using the average exchange rates, which approximate the rates at the dates of the transactions, for the period. All resulting foreign exchange differences are recognised in other comprehensive income through the foreign currency reserve in equity.

The foreign currency reserve is recognised in profit or loss when the foreign operation or net investment is disposed of.

Revenue recognition
Sales revenue - Data and Insights
Revenue relating to the provision of services for Data and Insights comprises online market research services that help businesses connect with, and receive feedback from, consumers registered on the group's online panel. The group generates revenue by providing clients with access to survey respondents and may also charge for related set-up and support services.

Contracts with clients generally comprise a single performance obligation, being the provision of market research services. Where contracts include set-up, support or other activities, management assesses whether those activities are distinct. Where the activities are highly integrated with the market research services and are not separately identifiable, they are combined and accounted for as a single performance obligation.

Revenue is recognised over time as services are provided because customers simultaneously receive and consume the benefits of the group's performance. Progress towards completion is measured based on survey responses completed relative to the total number of survey responses contractually agreed with the customer.

Customers are provided with access to survey responses as they are collected and therefore continuously receive and consume the benefits of the group's services throughout the contract term. In addition, the services performed do not create an asset with an alternative use to the group and management has assessed that the contractual terms provide an enforceable right to payment for performance completed to date. Accordingly, revenue is recognised over time as the services are performed.

Data and Insights - Platform
Revenue within the Data and Insights – Platform subcategory is generated through providing customers with access to panel networks and hosted technology solutions. These services include facilitating survey responses through partner panel arrangements and providing customers with ongoing access to the group's profiling platform and related functionality during the contract term.

Note 2. Material accounting policy information (continued)

Customers do not obtain control of the underlying software, technology or intellectual property. Rather, customers receive access to services that are hosted and managed by the group throughout the contractual period.

Customers receive access to the group's hosted platform and panel access service functionality, panel network and related services throughout the contract term. Revenue is recognised over time as customers simultaneously receive and consume the benefits of that access and the related services as they are provided.

Where survey responses are sourced through partner panel providers, management assesses whether the group controls the specified service before it is transferred to the customer when determining whether revenue is recognised on a gross or net basis.

The services provided do not create an asset with an alternative use to the group and, under the relevant contractual arrangements, the group has an enforceable right to payment for performance completed to date.

The group's performance does not result in the transfer of control of software or intellectual property to customers, rather, customers receive ongoing access to services provided and maintained by the group throughout the contractual period.

Other revenue
Other revenue is recognised when it is received or when the right to receive payment is established.

Direct cost of sales
Direct cost of sales comprises costs directly attributable to the generation of revenue. These include payments to Pureprofile's own panel (panel incentives), panel services and data acquired from partner panels and third-party data providers, and other direct project costs incurred to fulfill client deliverables.

Income tax
Pureprofile Ltd. (the 'head entity') and its wholly-owned Australian subsidiaries have formed an income tax consolidated group with tax funding agreements, under the tax consolidation regime, effective 7 November 2014. The head entity and each subsidiary in the tax consolidated group continue to account for their own current and deferred tax amounts. The tax consolidated group has applied the 'separate taxpayer within group' approach in determining the appropriate amount of taxes to allocate to members of the tax consolidated group.

In addition to its own current and deferred tax amounts, the head entity also recognises the current tax liabilities (or assets) and the deferred tax assets arising from unused tax losses and unused tax credits assumed from each subsidiary in the tax consolidated group.

Assets or liabilities arising under tax funding agreements with the tax consolidated entities are recognised as amounts receivable from or payable to other entities in the tax consolidated group. The tax funding arrangement ensures that the intercompany charge equals the current tax liability or benefit of each tax consolidated group member, resulting in neither a contribution by the head entity to the subsidiaries nor a distribution by the subsidiaries to the head entity.

Cash and cash equivalents
Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

Trade and other receivables
Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any allowance for expected credit losses. Trade receivables are generally due for settlement within 74 days.

The group has applied the simplified approach to measuring expected credit losses, which uses a lifetime expected loss allowance. To measure the expected credit losses, trade receivables have been grouped based on days overdue.

Other receivables are recognised at amortised cost, less any allowance for expected credit losses.

Note 2. Material accounting policy information (continued)

Contract assets

Contract assets represent the group's right to consideration in exchange for services transferred to customers where that right is conditional on something other than the passage of time. Contract assets primarily arise where revenue has been recognised for services performed in advance of the group's ability to invoice the customer.

For Data and Insights services, contract assets are recognised as survey responses are completed and revenue is recognised over time in accordance with the group's revenue recognition policy. Amounts recognised as contract assets are reclassified to trade receivables when the group's right to consideration becomes unconditional and an invoice is issued.

Contract assets are assessed for impairment in accordance with the group's expected credit loss policy.

Property, plant and equipment

Plant and equipment is stated at historical cost less accumulated depreciation and impairment. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Depreciation is calculated on a straight-line basis to write off the net cost of each item of property, plant and equipment over their expected useful lives as follows:

Office and computer equipment	3 to 9 years

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the group. Gains and losses between the carrying amount and the disposal proceeds are taken to profit or loss.

Right-of-use assets

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the group expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The group has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.

Intangible assets

Intangible assets acquired as part of a business combination, other than goodwill, are initially measured at their fair value at the date of the acquisition. Intangible assets acquired separately are initially recognised at cost. Indefinite life intangible assets are not amortised and are subsequently measured at cost less any impairment. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

Goodwill
Goodwill arises on the acquisition of a business. Goodwill is not amortised. Instead, goodwill is tested annually for impairment, or more frequently if events or changes in circumstances indicate that it might be impaired and is carried at cost less accumulated impairment losses. Impairment losses on goodwill are taken to profit or loss and are not subsequently reversed.

Pureprofile Ltd
Notes to the financial statements
30 June 2026

Note 2. Material accounting policy information (continued)

Software
Costs incurred in developing products or systems and costs incurred in acquiring software and licenses that will contribute to future period financial benefits through revenue generation and/or cost reductions are capitalised. Costs capitalised include external direct costs of materials and service and employee costs. Software development costs include only those costs directly attributable to the development phase and are only recognised following completion of technical feasibility and where the group has an intention and ability to use the asset. Software costs are amortised on a straight-line basis over the period of their expected benefit, being their finite life of between four and five years.

Customer contracts and partner network arrangements
Customer contracts and partner network arrangement acquired from the i-Link business are recorded at fair value at the acquisition date. They represent established relationships with existing customers and are amortised on a straight-line basis over a 5-year life. The carrying value is reviewed annually for any signs of impairment.

Membership base
Membership bases acquired are amortised over their useful economic life of 7 years on a straight line basis.

Brand names
Brand names acquired from the i-Link business on 1 July 2024 are recorded at fair value at the acquisition date. They have a finite life of 5 years and are amortised on a straight-line basis. The carrying value is reviewed annually for any signs of impairment.

Panel
The LiveTribe research panel was acquired as part of the i-Link business. It represents an established group of active survey participants and is recorded at fair value at the acquisition date. The panel has a finite life of 3 years and is amortised on a straight-line basis, with the value reviewed annually for any signs of impairment.

Impairment of non-financial assets

Intangible assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment, or more frequently if events or changes in circumstances indicate that they might be impaired. Other non-financial assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of an asset's fair value less costs of disposal and value-in-use. The value-in-use is the present value of the estimated future cash flows relating to the asset using a pre-tax discount rate specific to the asset or cash-generating unit to which the asset belongs. Assets that do not have independent cash flows are grouped together to form a cash-generating unit.

Trade and other payables

Trade and other payables represent liabilities for goods and services provided to the group prior to the end of the financial year and which are unpaid. Due to their short-term nature, they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 69 days of recognition.

Contract liabilities

Contract liabilities represent the group's obligation to transfer goods or services to a customer and are recognised when consideration is received, or when the group has an unconditional right to consideration, before the related services have been provided.

Contract liabilities also include customer rebate balances where customers are entitled to credits that can be applied against future services. These balances are recognised as a reduction of revenue and are released as the related future services are provided. Estimates of expected rebate entitlements are reviewed and updated monthly.

Borrowings

Loans and borrowings are initially recognised at the fair value of the consideration received, net of transaction costs. They are subsequently measured at amortised cost using the effective interest method.

Note 2. Material accounting policy information (continued)

Lease liabilities
A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the preser value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or if that rate cannot be readily determined, the group's incremental borrowing rate. Lease payments comprise of fixed payment less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be pai under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain t occur, and any anticipated termination penalties.

The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured there is a change in the following: future lease payments arising from a change in an index or a rate used; residual guarantee lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment i made to the corresponding right-of use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully writter down.

Provisions
Provisions are recognised when the group has a present (legal or constructive) obligation as a result of a past event, it i probable the group will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligatior The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at th reporting date, taking into account the risks and uncertainties surrounding the obligation. If the time value of money is materia provisions are discounted using a current pre-tax rate specific to the liability. The increase in the provision resulting from th passage of time is recognised as a finance cost.

Reward redemption
The group invites its internet panel members to complete surveys in exchange for a cash or points-based incentive. These amounts are not paid until a predetermined target value has accrued on a members account. An assessment of incentive likely to be paid (present obligation) is made taking into account past behaviour and activity. This is recognised as an expens in the period in which the service is provided.

Employee benefits

Short-term employee benefits
Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settle wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settlec

Other long-term employee benefits
The liability for employee benefits not expected to be settled wholly within 12 months of the reporting date are measured a the present value of expected future payments to be made in respect of services provided by employees up to the reportin date. Consideration is given to expected future wage and salary levels, experience of employee departures and periods c service. Expected future payments are discounted using market yields at the reporting date on high quality corporate bond with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

Defined contribution superannuation expense
Contributions to defined contribution superannuation plans are expensed in the period in which they are incurred.

Share-based payments
Equity-settled share-based compensation benefits are provided to employees. Equity-settled transactions are awards c shares, rights (share rights and performance rights) or options over shares, that are provided to employees in exchange fo the rendering of services.

The cost of equity-settled transactions is measured at fair value on grant date. Fair value is independently determined usin the Black-Scholes or Monte Carlo option pricing model that takes into account the exercise price, the term of the option, th impact of dilution, the share price at grant date and expected price volatility of the underlying share, the expected dividen yield and the risk free interest rate for the term of the option, together with non-vesting conditions that do not determine whethe the group receives the services that entitle the employees to receive payment. No account is taken of any other vestin conditions.

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Note 2. Material accounting policy information (continued)

The cost of equity-settled transactions is recognised as an expense with a corresponding increase in equity over the vesting period. The cumulative charge to profit or loss is calculated based on the grant date fair value of the award, the best estimate of the number of awards that are likely to vest and the expired portion of the vesting period. The amount recognised in profit or loss for the period is the cumulative amount calculated at each reporting date less amounts already recognised in previous periods.

Market conditions are taken into consideration in determining fair value. Therefore, any awards subject to market conditions are considered to vest irrespective of whether or not that market condition has been met, provided all other conditions are satisfied.

If equity-settled awards are modified, as a minimum an expense is recognised as if the modification has not been made. An additional expense is recognised, over the remaining vesting period, for any modification that increases the total fair value of the share-based compensation benefit as at the date of modification.

If the non-vesting condition is within the control of the group or employee, the failure to satisfy the condition is treated as a cancellation. If the condition is not within the control of the group or employee and is not satisfied during the vesting period, any remaining expense for the award is recognised over the remaining vesting period, unless the award is forfeited.

If equity-settled awards are cancelled, they are treated as if they had vested on the date of cancellation, and any remaining expense is recognised immediately. If a new replacement award is substituted for the cancelled award, the cancelled and new award are treated as if they were a modification.

Fair value measurement
When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use.

Assets and liabilities measured at fair value are classified into three levels, using a fair value hierarchy that reflects the significance of the inputs used in making the measurements. Classifications are reviewed at each reporting date and transfers between levels are determined based on a reassessment of the lowest level of input that is significant to the fair value measurement.

For recurring and non-recurring fair value measurements, external valuers may be used when internal expertise is either not available or when the valuation is deemed to be significant. External valuers are selected based on market knowledge and reputation. Where there is a significant change in fair value of an asset or liability from one period to another, an analysis is undertaken, which includes a verification of the major inputs applied in the latest valuation and a comparison, where applicable, with external sources of data.

Issued capital
Ordinary shares are classified as equity.

Incremental costs directly attributable to the issue of new shares or options are shown in equity as a deduction, net of tax, from the proceeds.

Business combinations
The acquisition method of accounting is used to account for business combinations regardless of whether equity instruments or other assets are acquired.

The consideration transferred is the sum of the acquisition-date fair values of the assets transferred, equity instruments issued, or liabilities incurred by the acquirer to former owners of the acquiree and the amount of any non-controlling interest in the acquiree. For each business combination, the non-controlling interest in the acquiree is measured at either fair value or at the proportionate share of the acquiree's identifiable net assets. All acquisition costs are expensed as incurred to profit or loss.

Note 2. Material accounting policy information (continued)

On the acquisition of a business, the group assesses the financial assets acquired and liabilities assumed for appropriate classification and designation in accordance with the contractual terms, economic conditions, the group's operating or accounting policies and other pertinent conditions in existence at the acquisition-date.

Where the business combination is achieved in stages, the group remeasures its previously held equity interest in the acquiree at the acquisition-date fair value and the difference between the fair value and the previous carrying amount is recognised in profit or loss.

Contingent consideration to be transferred by the acquirer is recognised at the acquisition-date fair value. Subsequent changes in the fair value of the contingent consideration classified as an asset or liability is recognised in profit or loss. Contingent consideration classified as equity is not remeasured and its subsequent settlement is accounted for within equity.

The difference between the acquisition-date fair value of assets acquired, liabilities assumed and any non-controlling interest in the acquiree and the fair value of the consideration transferred and the fair value of any pre-existing investment in the acquiree is recognised as goodwill. If the consideration transferred and the pre-existing fair value is less than the fair value of the identifiable net assets acquired, being a bargain purchase to the acquirer, the difference is recognised as a gain directly in profit or loss by the acquirer on the acquisition-date, but only after a reassessment of the identification and measurement of the net assets acquired, the non-controlling interest in the acquiree, if any, the consideration transferred and the acquirer's previously held equity interest in the acquirer.

Business combinations are initially accounted for on a provisional basis. The acquirer retrospectively adjusts the provisional amounts recognised and also recognises additional assets or liabilities during the measurement period, based on new information obtained about the facts and circumstances that existed at the acquisition-date. The measurement period ends on either the earlier of (i) 12 months from the date of the acquisition or (ii) when the acquirer receives all the information possible to determine fair value.

Earnings per share

Basic earnings per share
Basic earnings per share is calculated by dividing the profit attributable to the owners of Pureprofile Ltd, excluding any costs of servicing equity other than ordinary shares, by the weighted average number of ordinary shares outstanding during the financial year, adjusted for bonus elements in ordinary shares issued during the financial year.

Diluted earnings per share
Diluted earnings per share adjusts the figures used in the determination of basic earnings per share to take into account the after income tax effect of interest and other financing costs associated with dilutive potential ordinary shares and the weighted average number of shares assumed to have been issued for no consideration in relation to dilutive potential ordinary shares.

Rounding of amounts
The company is of a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2026/183, issued by the Australian Securities and Investments Commission, relating to 'rounding-off'. Amounts in this Report have been rounded to the nearest dollar.

New Accounting Standards and Interpretations not yet mandatory or early adopted
Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the group for the annual reporting period ended 30 June 2026. The group's assessment of the impact of these new or amended Accounting Standards and Interpretations, most relevant to the group, are set out below.

Note 2. Material accounting policy information (continued)

AASB 18 Presentation and Disclosure in Financial Statements
This standard is applicable to annual reporting periods beginning from 1 January 2027, with early adoption permitted. The standard replaces AASB 101 'Presentation of Financial Statements', although many of the requirements have been carried forward unchanged and is accompanied by limited amendments to the requirements in AASB 107 'Statement of Cash Flows'. The standard requires income and expenses to be classified into five categories: 'Operating' (residual category if income and expenses are not classified into another category), 'Investing', 'Financing', 'Income taxes' and 'Discontinued operations'. The standard introduces two mandatory sub-totals: 'Operating profit' and 'Profit before finance and income taxes'. There are also new disclosure requirements for 'management-defined performance measures', such as earnings before interest, taxes, depreciation and amortisation ('EBITDA') or 'adjusted profit'. The standard provides guidance on how to organise and group information (aggregation and disaggregation) in the financial statements and whether to provide it in the primary financial statements or in the notes. The group will adopt this standard from 1 July 2027 and it is expected that there will be a significant change to the layout of the statement of profit or loss.

AASB 2024-2 Amendments to the Classification and Measurement of Financial Instruments
AASB 2024-2 is applicable for annual reporting periods beginning from 1 January 2026, with early adoption permitted. This standard makes amendments to AASB 9 'Financial Instruments' and AASB 7 'Financial Instruments: Disclosures' to clarify how the contractual cash flows from financial assets should be assessed in determining how they should be classified. The group does not expect any material impact on the classification of the group's financial assets.

Note 3. Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Revenue recognition and contract assets
Revenue recognised over time requires management to estimate progress towards satisfaction of performance obligations at the reporting date. For market research contracts, progress is generally measured based on survey responses completed relative to the total survey responses required under the contract.

Estimation uncertainty arises in determining the total contract deliverables and the stage of completion of contracts at the reporting date. Changes in these estimates may affect the amount and timing of revenue and contract assets recognised.

Share-based payment transactions
The group measures the cost of equity-settled transactions with employees by reference to the fair value of the equity instruments at the date at which they are granted. The fair value is determined by using the Black-Scholes or Monte Carlo model taking into account the terms and conditions upon which the instruments were granted. The accounting estimates and assumptions relating to equity-settled share-based payments would have no impact on the carrying amounts of assets and liabilities within the next annual reporting period but may impact profit or loss and equity.

Allowance for expected credit losses
The allowance for expected credit losses assessment requires a degree of estimation and judgement. It is based on the lifetime expected credit loss, grouped based on days overdue, and makes assumptions to allocate an overall expected credit loss rate for each group. These assumptions include recent sales experience, historical collection rates and forward-looking information that is available. The allowance for expected credit losses, as disclosed in note 10, is calculated based on the information available at the time of preparation. The actual credit losses in future years may be higher or lower.

Capitalised software development costs
Distinguishing the research and development phases of a new customised software project and determining whether the recognition requirements for the capitalisation of development costs are met requires judgement. After capitalisation, management monitors whether the recognition requirements continue to be met and whether there are any indicators that capitalised costs may be impaired.

Note 3. Critical accounting judgements, estimates and assumptions (continued)

Estimation of useful lives of assets
The group determines the estimated useful lives and related depreciation and amortisation charges for its property, plant a equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations some other event. The depreciation and amortisation charge will increase where the useful lives are less than previous estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or writt down.

Impairment of goodwill
Goodwill is tested annually for impairment and whenever events or changes in circumstances indicate that the carrying val may not be recoverable.

The impairment assessment requires significant judgement in determining the recoverable amount of the relevant cas generating units. Key assumptions include forecast revenue growth, operating margins, terminal growth rates and discou rates. These assumptions are inherently uncertain and are affected by future market and economic conditions. Changes the assumptions used may result in a material adjustment to the carrying amount of goodwill.

Impairment of non-financial assets other than indefinite life intangible assets
The group assesses impairment of non-financial assets other than indefinite life intangible assets at each reporting date evaluating conditions specific to the group and to the particular asset that may lead to impairment. If an impairment trigg exists, the recoverable amount of the asset is determined.

Recovery of deferred tax assets
Judgement is required in assessing whether deferred tax assets should be recognised. Deferred tax assets are recognis only to the extent that it is probable that future taxable profits will be available against which deductible temporary difference tax losses and tax credits can be utilised.

This assessment requires management to make assumptions regarding the timing and level of future taxable profits, t reversal of existing temporary differences and the application of relevant tax legislation. Changes in these assumptions m affect the amount of deferred tax assets recognised in future reporting periods.

Reward redemption provision
In determining the level of provision required for reward redemptions the group has made judgements in respect of t expected outflows necessary to settle the redemptions. The provision represents the maximum amount that the gro estimates is likely to be claimed by panel members and is based on estimates made from historical data and likely redempti patterns. Balances accrued by panel members that have been inactive (i.e. not completed any transaction) for more than o year are written back to profit or loss.

Note 4. Operating segments

Identification of reportable operating segments
The group is organised into one reportable operating segment in the current period:
● Data & Insights

This operating segment is based on the internal reports that are reviewed and used by the Board of Directors (who a identified as the Chief Operating Decision Makers ('CODM')) in assessing performance and in determining the allocation resources. There is no aggregation of operating segments.

The CODM reviews adjusted EBITDA (earnings before interest, tax, depreciation and amortisation, adjusted for non-cash a significant items). The accounting policies adopted for internal reporting to the CODM are consistent with those adopted the financial statements.

Note 4. Operating segments (continued)

A reconciliation of the statutory result after income tax to EBITDA is as follows:

	Consolidated	
	2026	2025
	$	$
Profit after income tax	2,262,198	1,538,778
Less:		
Interest income	(25,726)	(2,169)
Income tax benefit	(458,421)	-
Add back:		
Finance costs	216,395	248,783
Income tax expense	-	50,421
Depreciation and amortisation expense	2,974,321	2,873,717
Interest expense on leases	96,059	127,221
Restructuring and acquisition costs	825,668	40,539
Share-based payments expense	580,174	319,350
Professional fees and payroll tax on share-based payments	32,064	25,262
EBITDA	**6,502,732**	**5,221,902**

Types of products and services
The principal products and services relate to Data & Insights, and Data & Insights - Platform. These products and services relate to conducting market research and accessing insights and campaigns through our proprietary self-service platform.

All assets and liabilities, including taxes are not allocated to the operating segments as they are managed on an overall group basis.

Major customers
During the years ended 30 June 2026 and 30 June 2025, no single customer contributed more than 10% to the group's external revenue.

Revenue by geographical area (continuing operations)
The group has operations in 7 countries working with clients based in 3 (2025: 3) regions. The sales revenue based on each client region is as follows:

	Consolidated	
	2026	2025
	$	$
Australasia	37,064,600	33,986,890
Europe	13,908,430	10,387,235
United States	14,058,671	12,803,715
	65,031,701	57,177,840

Note 5. Revenue

	Consolidated	
	2026	2025
	$	$
Data & Insights	45,732,975	46,119,487
Data & Insights - Platform	19,298,726	11,058,353
Revenue	65,031,701	57,177,840

Note 5. Revenue (continued)

Disaggregation of revenue
Refer to note 4 'Operating segments' for analysis of revenue by major product line and geographical region.

During the financial years ended 30 June 2026 and 30 June 2025, all revenue was recognised based on services transferred over time.

Note 6. Other (losses)/income

	Consolidated 2026 $	Consolidated 2025 $
Net foreign exchange (loss)/gain	(340,489)	337,186
Net gain on disposal of property, plant and equipment	7,345	4,079
Miscellaneous	23,720	292
Other (losses)/income	(309,424)	341,557

Note 7. Expenses

	Consolidated 2026 $	Consolidated 2025 $
Profit before income tax includes the following specific expenses:		
Depreciation		
Right-of-use assets	404,150	461,713
Office and computer equipment	134,224	88,558
Total depreciation	538,374	550,271
Amortisation		
Software	2,244,670	2,153,113
Customer contracts and partner network arrangement	93,038	83,400
Brand names	11,600	11,600
Panel	86,639	75,333
Total amortisation	2,435,947	2,323,446
Total depreciation and amortisation	2,974,321	2,873,717
Finance costs		
Interest and finance charges paid/payable on borrowings	216,395	248,783
Interest and finance charges paid/payable on lease liabilities	96,059	127,221
Finance costs expensed	312,454	376,004
Leases		
Short-term lease payments	115,747	58,911
Employee benefits expense		
Defined contribution superannuation expense	1,280,997	1,228,385
Employee benefits expense excluding superannuation	21,494,427	19,856,418
Total employee benefits expense	22,775,424	21,084,803

Note 8. Income tax (benefit)/expense

	Consolidated 2026 $	Consolidated 2025 $
Income tax (benefit)/expense		
Current tax	1,049,879	226,934
Deferred tax - origination and reversal of temporary differences	(1,461,112)	(194,443)
Adjustment recognised for prior periods	(47,188)	17,930
Aggregate income tax (benefit)/expense	(458,421)	50,421
Deferred tax included in income tax (benefit)/expense comprises:		
Increase in deferred tax assets (note 15)	(304,990)	(194,443)
Numerical reconciliation of income tax (benefit)/expense and tax at the statutory rate		
Profit before income tax benefit/(expense)	1,803,777	1,589,199
Tax at the statutory tax rate of 30%	541,133	476,760
Tax effect amounts which are not deductible/(taxable) in calculating taxable income:		
Entertainment expenses	24,476	23,536
Share-based payments	155,542	95,805
Merger and acquisition expenditure	43,993	17,005
Sundry items	13,424	6,326
	778,568	619,432
Adjustment recognised for prior periods	(47,188)	17,930
Current year tax losses not recognised	13,910	2,399
Prior year tax losses not recognised now recouped	(23,459)	(573,208)
Current year temporary differences not recognised	-	(12,948)
Difference in overseas tax rates	(24,130)	(30,421)
Recognition of previously unrecognised deferred tax assets	(1,156,122)	27,237
Income tax (benefit)/expense	(458,421)	50,421

	Consolidated 2026 $	Consolidated 2025 $
Tax losses not recognised		
Potential unused tax benefit for which no deferred tax asset has been recognised	-	342,553

The recognition of previously unrecognised deferred tax assets in the reconciliation above reflects management's assessment at 30 June 2026 that it is probable sufficient future taxable profits will be available to utilise deductible temporary differences giving rise to deferred tax assets. In making this assessment, management considered the group's recent history of taxable profits, together with board-approved forecasts of continued profitability. No carried-forward tax losses have been recognised, as none remain available to the group.

Note 9. Cash and cash equivalents

	Consolidated 2026 $	Consolidated 2025 $
Current assets		
Cash at bank	6,807,460	5,722,836

Note 10. Trade and other receivables

	Consolidated 2026 $	Consolidated 2025 $
Current assets		
Trade receivables	15,985,211	13,018,098
Less: Allowance for expected credit losses	(348,777)	(342,208)
	15,636,434	12,675,890
Other receivables	19,022	27,687
	15,655,456	12,703,577

Allowance for expected credit losses
The group has recognised a loss of $7,551 (2025: $197,029) in profit or loss in respect of impairment of receivables for the year ended 30 June 2026.

The ageing of the receivables and allowance for expected credit losses provided for above are as follows:

	Expected credit loss rate		Carrying amount		Allowance for expected credit losses	
Consolidated	2026 %	2025 %	2026 $	2025 $	2026 $	2025 $
Not overdue	-	-	10,483,785	8,956,882	-	-
0 to 3 months overdue	0.0614%	0.0241%	3,929,351	3,066,322	2,413	739
3 to 6 months overdue	0.3164%	0.3795%	623,067	376,689	1,971	1,430
Over 6 months overdue	35.5767%	52.6464%	968,030	645,892	344,393	340,039
			16,004,233	13,045,785	348,777	342,208

Movements in the allowance for expected credit losses are as follows:

	Consolidated 2026 $	Consolidated 2025 $
Opening balance	342,208	197,322
Additional provisions recognised	7,551	197,029
Receivables written off during the year as uncollectible	-	(39,160)
Unused amounts reversed	(982)	(12,983)
Closing balance	348,777	342,208

Note 11. Contract assets

	Consolidated 2026 $	Consolidated 2025 $
Current assets		
Contract assets	2,405,317	1,917,510

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Note 11. Contract assets (continued)

Reconciliation
Reconciliation of the written down values at the beginning and end of the current and previous financial year are set out below:

	Consolidated 2026 $	Consolidated 2025 $
Opening balance	1,917,510	1,127,333
Additions	2,405,235	1,917,428
Cumulative catch-up adjustments	(6,030)	4,195
Transfer to trade receivables	(1,911,398)	(1,131,446)
Closing balance	2,405,317	1,917,510

Allowance for expected credit losses
The allowance for expected credit losses on contract assets for the year ended 30 June 2026 is $nil (2025: $nil).

Note 12. Property, plant and equipment

	Consolidated 2026 $	Consolidated 2025 $
Non-current assets		
Office and computer equipment - at cost	578,003	402,266
Less: Accumulated depreciation	(319,180)	(191,864)
	258,823	210,402

Reconciliations
Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

Consolidated	Office and computer equipment $
Balance at 1 July 2024	136,075
Additions	160,124
Disposals	(1,332)
Exchange differences	4,093
Depreciation expense	(88,558)
Balance at 30 June 2025	210,402
Additions	188,586
Disposals	(1,660)
Exchange differences	(4,281)
Depreciation expense	(134,224)
Balance at 30 June 2026	258,823

Note 13. Right-of-use assets

	Consolidated 2026 $	Consolidated 2025 $
Non-current assets		
Buildings - right-of-use	2,569,166	2,675,922
Less: Accumulated depreciation	(1,737,576)	(1,446,654)
	831,590	1,229,268

The group leases buildings under agreements of between 1 to 5 years with, in some cases, options to extend. The leases have various escalation clauses. On renewal, the terms of the leases are renegotiated.

Reconciliations
Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

Consolidated	Buildings - right-of-use $
Balance at 1 July 2024	1,590,442
Additions	51,920
Exchange differences	48,619
Depreciation expense	(461,713)
Balance at 30 June 2025	1,229,268
Additions	32,540
Exchange differences	(26,068)
Depreciation expense	(404,150)
Balance at 30 June 2026	831,590

For other AASB 16 lease disclosures refer to:
- note 7 for depreciation on right-of-use assets, interest on lease liabilities and other lease expenses;
- note 19 for lease liabilities at the reporting date;
- note 24 for undiscounted future lease commitments; and
- consolidated statement of cash flows for repayment of lease liabilities.

Note 14. Intangibles

	Consolidated 2026 $	Consolidated 2025 $
Non-current assets		
Goodwill - at cost	17,125,883	16,623,585
Less: Impairment	(15,503,285)	(15,503,285)
	1,622,598	1,120,300
Software - at cost	37,904,905	35,487,467
Less: Accumulated amortisation	(27,408,073)	(25,163,403)
Less: Impairment	(4,598,724)	(4,598,724)
	5,898,108	5,725,340
Customer contracts and partner network arrangement - at cost	4,183,564	4,039,000
Less: Accumulated amortisation	(1,345,428)	(1,252,390)
Less: Impairment	(2,453,010)	(2,453,010)
	385,126	333,600
Membership base - at cost	2,694,410	2,694,410
Less: Accumulated amortisation	(2,694,410)	(2,694,410)
	-	-
Brand names - at cost	58,000	58,000
Less: Accumulated amortisation	(23,200)	(11,600)
	34,800	46,400
Panel - at cost	395,589	226,000
Less: Accumulated amortisation	(161,972)	(75,333)
	233,617	150,667
	8,174,249	7,376,307

Reconciliations
Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

Consolidated	Goodwill* $	Software $	Customer contracts and partner network arrangement $	Brand names $	Panel $	Total $
Balance at 1 July 2024	-	5,608,587	-	-	-	5,608,587
Additions	-	2,269,866	-	-	-	2,269,866
Additions through business combinations (note 31)	1,120,300	-	417,000	58,000	226,000	1,821,300
Amortisation expense	-	(2,153,113)	(83,400)	(11,600)	(75,333)	(2,323,446)
Balance at 30 June 2025	1,120,300	5,725,340	333,600	46,400	150,667	7,376,307
Additions	-	2,417,438	-	-	-	2,417,438
Additions through business combinations (note 31)	502,298	-	144,564	-	169,589	816,451
Amortisation expense	-	(2,244,670)	(93,038)	(11,600)	(86,639)	(2,435,947)
Balance at 30 June 2026	1,622,598	5,898,108	385,126	34,800	233,617	8,174,249

Note 14. Intangibles (continued)

* Refer to note 36 for impairment testing of goodwill.

Note 15. Deferred tax

	Consolidated 2026 $	Consolidated 2025 $
Non-current assets		
Deferred tax asset comprises temporary differences attributable to:		
Amounts recognised in profit or loss:		
Tax losses	-	49,453
Allowance for expected credit losses	101,431	99,218
Prepayments	(3,746)	(5,620)
Capitalised expenditure	782,815	470,202
Intangible assets recognised on acquisition	(196,063)	(159,200)
Employee benefits	409,311	339,206
Accrued expenses and other payables	563,455	582,356
Provision for reward redemptions	386,342	419,371
Business related capital expenditure	23,090	87,694
Unrecognised deferred tax assets	(696,496)	(1,852,617)
Unrealised foreign exchange loss	(19,131)	(45,920)
	1,351,008	(15,857)
Movements:		
Opening balance	(15,857)	-
Credited to profit or loss (note 8)	304,990	194,443
Additions through business combinations (note 31)	(94,247)	(210,300)
Recognition of previously unrecognised deferred tax assets (note 8)	1,156,122	-
Closing balance	1,351,008	(15,857)

	Consolidated 2026 $	Consolidated 2025 $
Net deferred tax		
Deferred tax asset	1,351,008	-
Deferred tax liability	-	(15,857)
Net deferred tax asset/(liability)	1,351,008	(15,857)

The group has unused tax losses of $nil (2025: $342,553) for which no tax benefit has been recognised. Based on management's assessment, taking into consideration the group's future forecasts, deferred tax assets on tax losses have only been recognised to the extent that it is probable that there will be taxable future income from which to offset the tax losses.

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Note 16. Trade and other payables

	Consolidated 2026 $	Consolidated 2025 $
Current liabilities		
Trade payables	7,662,617	7,038,520
Accrued expenses	6,986,153	5,830,453
Other payables	1,119,425	773,364
	15,768,195	13,642,337

Refer to note 24 for further information on financial instruments.

Note 17. Contract liabilities

	Consolidated 2026 $	Consolidated 2025 $
Current liabilities		
Contract liabilities	2,948,284	2,226,336

Reconciliation
Reconciliation of the written down values at the beginning and end of the current and previous financial year are set out below:

	Consolidated 2026 $	Consolidated 2025 $
Opening balance	2,226,336	1,882,710
Payments received in advance	3,283,568	1,899,212
Transfer to revenue	(2,551,055)	(1,562,221)
Foreign exchange differences	(10,565)	6,635
Closing balance	2,948,284	2,226,336

Unsatisfied performance obligations
The aggregate amount of the transaction price allocated to the performance obligations that are unsatisfied at the end of the reporting period was $2,948,284 as at 30 June 2026 ($2,226,336 as at 30 June 2025) and is expected to be recognised as revenue in future periods as follows:

	Consolidated 2026 $	Consolidated 2025 $
Within 6 months	2,278,361	1,943,533
6 to 12 months	669,923	282,803
	2,948,284	2,226,336

Note 18. Borrowings

	Consolidated 2026 $	Consolidated 2025 $
Current liabilities		
Loans	2,500,000	200,000
Interest accrued on loans	16,311	19,174
	2,516,311	219,174
Non-current liabilities		
Loans	-	2,500,000

The group has one facility of $3,000,000 with the Commonwealth Bank of Australia. The facility's pricing structure encompasses a line fee of 4.20% per annum, calculated on the facility limit and payable in arrears on the first day of each calendar quarter. Additionally, interest on the loan balance is computed on the last calendar day of each month, based on a variable rate tied to the BBSY rate and payable the next day, utilising a 365-day year. The facility is scheduled to terminate on 30 November 2026. As part of the facility terms, a principal repayment of $50,000 is required on the last day of each calendar quarter. As of 30 June 2026, $500,000 in principal has been repaid.

Total secured liabilities
The total secured liabilities (current and non-current) are as follows:

	Consolidated 2026 $	Consolidated 2025 $
Loans	2,516,311	2,719,174

Assets pledged as security
The loans are secured by the assets of the Australian entities in the group.

Financing arrangements
Unrestricted access was available at the reporting date to the following lines of credit:

	Consolidated 2026 $	Consolidated 2025 $
Total facilities		
Loans	3,000,000	3,000,000
Used at the reporting date		
Loans	2,500,000	2,700,000
Unused at the reporting date		
Loans	500,000	300,000

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Note 19. Lease liabilities

	Consolidated 2026 $	Consolidated 2025 $
Current liabilities		
Lease liability	429,435	368,448
Non-current liabilities		
Lease liability	585,367	1,007,834

Refer to note 24 for further information on financial instruments.

Note 20. Provisions

	Consolidated 2026 $	Consolidated 2025 $
Current liabilities		
Employee benefits	988,992	960,841
Reward redemption	1,464,518	1,592,748
	2,453,510	2,553,589
Non-current liabilities		
Employee benefits	519,267	349,885
Lease make-good	92,963	97,716
	612,230	447,601

Lease make-good
The provision represents the present value of the estimated costs to make good the premises leased by the group at the end of the respective lease terms.

Reward redemption
This provision represents the estimated costs of rewards awarded to customers in respect of services sold. The provision is estimated based on historical reward redemption information, sales levels and any recent trends that may suggest future reward redemptions could differ from historical amounts.

Movements in provisions
Movements in each class of provision during the current financial year, other than employee benefits, are set out below:

Consolidated - 2026	Reward redemption $	Lease make-good $
Carrying amount at the start of the year	1,592,748	97,716
Additional provisions recognised	7,953,565	-
Amounts used	(7,350,741)	-
Payments	(61,065)	-
Exchange differences	(22,147)	(4,753)
Unused amounts reversed	(647,842)	-
Carrying amount at the end of the year	1,464,518	92,963

Note 21. Issued capital

	Consolidated			
	2026 Shares	2025 Shares	2026 $	2025 $
Ordinary shares - fully paid	1,204,433,560	1,169,196,802	64,290,651	63,252,385

Movements in ordinary share capital

Details	Date	Shares	Issue price	$
Balance	1 July 2024	1,159,374,658		62,846,929
Shares issued (Restricted Employee Shares)	10 December 2024	256,848	$0.047	12,000
Shares issued on exercise of performance rights	27 February 2025	72,018	$0.040	2,881
Shares issued on exercise of performance rights	27 February 2025	623,278	$0.033	20,568
Shares issued on exercise of share options*	12 March 2025	867,389	$0.032	27,587
Shares issued on exercise of share options*	12 March 2025	793,230	$0.109	86,655
Shares issued on exercise of performance rights	12 March 2025	962,161	$0.040	38,486
Shares issued on exercise of performance rights	12 March 2025	892,376	$0.033	29,448
Shares issued on exercise of performance rights	19 May 2025	424,688	$0.033	14,015
Balance	30 June 2025	1,169,196,802		63,252,385
Shares issued on exercise of performance rights	2 September 2025	600,000	$0.040	24,000
Shares issued on exercise of share options*	4 March 2026	5,810,354	$0.029	167,140
Shares issued on exercise of share options*	4 March 2026	9,584,540	$0.030	290,751
Shares issued on exercise of share options*	4 March 2026	712,278	$0.100	70,899
Shares issued on exercise of share rights	18 March 2026	14,000,000	$0.024	336,000
Shares issued on exercise of share rights	18 March 2026	2,450,288	$0.033	80,860
Shares issued on exercise of share rights	31 March 2026	1,162,910	$0.033	38,376
Shares issued on exercise of share rights	25 May 2026	916,388	$0.033	30,240
Balance	30 June 2026	1,204,433,560		64,290,651

* The exercise price is a notional amount that is not paid in cash.

Ordinary shares
Ordinary shares entitle the holder to participate in any dividends declared and any proceeds attributable to shareholders should the company be wound up in proportions that consider both the number of shares held and the extent to which those shares are paid up. The fully paid ordinary shares have no par value and the company does not have a limited amount of authorised capital.

On a show of hands every member present at a meeting in person or by proxy shall have one vote and upon a poll each share shall have one vote.

Share buy-back
There is no current on-market share buy-back.

Capital risk management
The group's objectives when managing capital is to safeguard its ability to continue as a going concern so that it can provide returns for shareholders and benefits for other stakeholders and to maintain an optimum capital structure to reduce the cost of capital.

Capital is regarded as total equity, as recognised in the statement of financial position, plus net debt. Net debt is calculated as total borrowings less cash and cash equivalents.

In order to maintain or adjust the capital structure, the group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares or sell assets to reduce debt.

Note 21. Issued capital (continued)

The group would look to raise capital when an opportunity to invest in a business or company was seen as value adding relative to the current company's share price at the time of the investment.

The capital risk management policy remains unchanged from the previous period.

Note 22. Reserves

	Consolidated	
	2026 $	2025 $
Foreign currency reserve	(278,094)	(287,990)
Share-based payments reserve	2,613,891	3,342,822
	2,335,797	3,054,832

Foreign currency reserve
The reserve is used to recognise exchange differences arising from the translation of the financial statements of foreign operations to Australian dollars. It is also used to recognise gains and losses on hedges of the net investments in foreign operations.

Share-based payments reserve
The reserve is used to recognise the value of equity benefits provided to employees and directors as part of their remuneration, and other parties as part of their compensation for services.

Movements in reserves
Movements in each class of reserve during the current and previous financial year are set out below:

Consolidated	Foreign currency $	Share-based payments $	Total $
Balance at 1 July 2024	(144,089)	3,387,588	3,243,499
Foreign currency translation	(143,901)	-	(143,901)
Share-based payments	-	307,350	307,350
Transfer due to expiry of vested but unexercised share options	-	(57,262)	(57,262)
Share options and rights exercised	-	(294,854)	(294,854)
Balance at 30 June 2025	(287,990)	3,342,822	3,054,832
Foreign currency translation	9,896	-	9,896
Share-based payments	-	580,174	580,174
Transfer due to expiry of vested but unexercised share options	-	(270,839)	(270,839)
Share options and rights exercised	-	(1,038,266)	(1,038,266)
Balance at 30 June 2026	(278,094)	2,613,891	2,335,797

Note 23. Dividends

There were no dividends paid, recommended or declared during the current or previous financial year.

Note 24. Financial instruments

Financial risk management objectives
The group's activities expose it to a variety of financial risks: market risk (including foreign currency risk, price risk and interest rate risk), credit risk and liquidity risk. The group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the group. These methods include sensitivity analysis in the case of interest rate, foreign exchange and other price risks and ageing analysis for credit risk.

Note 24. Financial instruments (continued)

Risk management is carried out by senior finance executives ('finance') under policies approved by the Board of Directors ('the Board'). These policies include identification and analysis of the risk exposure of the group and appropriate procedures, controls and risk limits. Finance identifies, evaluates and hedges financial risks within the group's operating units. Finance reports to the Board on a monthly basis.

Market risk

Foreign currency risk
The group operates internationally and is exposed to foreign currency risk from various currency exposures, primarily with respect to the US dollar and GB Pound.

Foreign exchange risk arises from future commercial transactions and recognised financial assets and financial liabilities denominated in a currency that is not the entity's functional currency. The risk is measured using sensitivity analysis and cash flow forecasting.

The carrying amount of the group's foreign currency denominated financial assets and financial liabilities at the reporting date were not significant.

Price risk
The group is not exposed to any significant price risk.

Interest rate risk
The group's main interest rate risk arises from long-term borrowings. Borrowings issued at variable rates expose the group to interest rate risk. Borrowings issued at fixed rates expose the group to fair value risk.

An analysis by remaining contractual maturities is shown in the liquidity section below.

As at 30 June 2026 and 30 June 2025, the group's borrowings were subject to a variable interest rate, linked to the BBSY rate (see note 18 - Borrowings), and the group is therefore exposed to interest rate risk arising from fluctuations in this rate. A reasonably possible increase or decrease of 100 basis points in the applicable variable rate, applied to the loan balance outstanding at each reporting date, would increase or decrease the group's finance costs by approximately $25,000 at 30 June 2026 (based on the outstanding facility balance of $2,500,000).

Credit risk
Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in financial loss to the group. The group has a strict code of credit, including obtaining agency credit information, confirming references and setting appropriate credit limits. The group obtains guarantees where appropriate to mitigate credit risk. The maximum exposure to credit risk at the reporting date to recognised financial assets is the carrying amount, net of any provisions for impairment of those assets, as disclosed in the statement of financial position and notes to the financial statements. The group does not have any material credit risk exposure to any single debtor or group of debtors and does not hold any collateral.

The group has adopted a lifetime expected loss allowance in estimating expected credit losses to trade receivables through the use of a provisions matrix using fixed rates of credit loss provisioning. These provisions are considered representative across all customers of the group based on recent sales experience, historical collection rates and forward-looking information that is available.

Generally, trade receivables are written off when there is no reasonable expectation of recovery. Indicators of this include the failure of a debtor to engage in a repayment plan, no active enforcement activity and a failure to make contractual payments for a period greater than 1 year.

Liquidity risk
Vigilant liquidity risk management requires the group to maintain sufficient liquid assets (mainly cash and cash equivalents) and available borrowing facilities to be able to pay debts as and when they become due and payable.

The group manages liquidity risk by maintaining adequate cash reserves and available borrowing facilities by continuously monitoring actual and forecast cash flows and matching the maturity profiles of financial assets and liabilities.

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Note 24. Financial instruments (continued)

Financing arrangements
Unused borrowing facilities at the reporting date:

	Consolidated 2026 $	Consolidated 2025 $
Loans	500,000	300,000

Remaining contractual maturities
The following tables detail the group's remaining contractual maturity for its financial instrument liabilities. The tables have been drawn up based on the undiscounted cash flows of financial liabilities based on the earliest date on which the financial liabilities are required to be paid. The tables include both interest and principal cash flows disclosed as remaining contractual maturities and therefore these totals may differ from their carrying amount in the statement of financial position.

Consolidated - 2026	Weighted average interest rate %	1 year or less $	Between 1 and 2 years $	Between 2 and 5 years $	Over 5 years $	Remaining contractual maturities $
Non-derivatives						
Non-interest bearing						
Trade payables	-	7,662,617	-	-	-	7,662,617
Other payables	-	1,119,425	-	-	-	1,119,425
Reward redemption provision	-	1,464,518	-	-	-	1,464,518
Interest-bearing - variable						
Loans	7.94%	2,516,311	-	-	-	2,516,311
Interest-bearing - fixed rate						
Lease liability	7.58%	489,372	301,713	335,772	-	1,126,857
Total non-derivatives		13,252,243	301,713	335,772	-	13,889,728

Consolidated - 2025	Weighted average interest rate %	1 year or less $	Between 1 and 2 years $	Between 2 and 5 years $	Over 5 years $	Remaining contractual maturities $
Non-derivatives						
Non-interest bearing						
Trade payables	-	7,038,520	-	-	-	7,038,520
Other payables	-	773,364	-	-	-	773,364
Reward redemption provision	-	1,592,748	-	-	-	1,592,748
Interest-bearing - variable						
Loans	7.94%	219,174	2,500,000	-	-	2,719,174
Interest-bearing - fixed rate						
Lease liability	8.42%	467,566	500,587	633,911	-	1,602,064
Total non-derivatives		10,091,372	3,000,587	633,911	-	13,725,870

The cash flows in the maturity analysis above are not expected to occur significantly earlier than contractually disclosed above.

Note 25. Fair value measurement

Unless otherwise stated, the carrying amounts of financial instruments reflect their fair value. The carrying amounts of trade receivables and trade payables are assumed to approximate their fair values due to their short-term nature. The fair value of financial liabilities is estimated by discounting the remaining contractual maturities at the current market interest rate that is available for similar financial instruments.

Note 26. Key management personnel disclosures

Compensation
The aggregate compensation made to directors and other members of key management personnel of the group is set out below:

	Consolidated	
	2026 $	2025 $
Short-term employee benefits	1,795,529	1,788,120
Post-employment benefits	103,085	83,061
Share-based payments	286,464	79,479
	2,185,078	1,950,660

Note 27. Remuneration of auditors

During the financial year, the following fees were paid or payable for services provided by BDO Audit Pty Ltd (2025: Grant Thornton Audit Pty Ltd), the auditor of the company, and unrelated firms:

	Consolidated	
	2026 $	2025 $
Audit services - Grant Thornton Audit Pty Ltd		
Audit or review of the financial statements	-	216,220
Total services provided by Grant Thornton Audit Pty Ltd	**-**	**216,220**
Audit services - BDO Audit Pty Ltd related network firms		
Audit or review of the financial statements	185,000	-
Total services provided by BDO Audit Pty Ltd	**185,000**	**-**
Audit services - other firms		
Audit or review of the financial statements	46,316	46,553
Other services - other firms		
Due diligence	3,985	-
Taxation services	-	15,899
Total services provided by other auditors (excluding BDO Audit Pty Ltd and Grant Thornton Audit Pty Ltd)	**50,301**	**62,452**

Note 28. Contingent liabilities

The group had no contingent liabilities as at 30 June 2026 (2025: none).

Note 29. Related party transactions

Parent entity
Pureprofile Ltd is the parent entity.

Subsidiaries
Interests in subsidiaries are set out in note 32.

Key management personnel
Disclosures relating to key management personnel are set out in note 26.

Transactions with related parties
The following transactions occurred with related parties:

	Consolidated	
	2026 $	2025 $
Payment for goods and services:		
Payment for expenses reimbursed to key management personnel	7,709	5,207

Receivable from and payable to related parties
There were no trade receivables from or trade payables to related parties at the current and previous reporting date.

Loans to/from related parties
There were no loans to or from related parties at the current and previous reporting date.

Terms and conditions
All transactions were made on normal commercial terms and conditions and at market rates.

Note 30. Parent entity information

Set out below is the supplementary information about the parent entity.

Statement of profit or loss and other comprehensive income

	Parent	
	2026 $	2025 $
Profit/(loss) after income tax	1,549,279	(332,418)
Total comprehensive profit/(loss)	1,549,279	(332,418)

Note 30. Parent entity information (continued)

Statement of financial position

	Parent 2026 $	Parent 2025 $
Total current assets	347	101,945
Total assets	12,155,697	10,534,264
Total current liabilities	670,634	199,858
Total liabilities	8,787,433	9,294,636
Equity		
Issued capital	64,291,609	63,253,343
Foreign currency reserve	(2,473)	(1,656)
Share-based payments reserve	2,613,891	3,342,822
Accumulated losses	(63,534,763)	(65,354,881)
Total equity	3,368,264	1,239,628

Guarantees entered into by the parent entity in relation to the debts of its subsidiaries
The parent entity is a party to a deed of cross guarantee (refer note 33), under which it guarantees the debts of certain of its subsidiaries as at 30 June 2026 and 30 June 2025.

Contingent liabilities
The parent entity had no contingent liabilities as at 30 June 2026 and 30 June 2025.

Capital commitments - Property, plant and equipment
The parent entity had no capital commitments for property, plant and equipment as at 30 June 2026 and 30 June 2025.

Material accounting policy information
The accounting policies of the parent entity are consistent with those of the group, as disclosed in note 2, except for the following:
- Investments in subsidiaries are accounted for at cost, less any impairment, in the parent entity.

Note 31. Business combination

Acquisition of the business assets of Bastion Stable Research Pty Ltd (trading as CRNRSTONE)
The transaction met the definition of a business combination, as the group acquired an integrated set of assets, employees and processes capable of being conducted and managed as a business, over which it obtained control.

On 1 March 2026, the company, through its subsidiary Pureprofile Australia Pty Ltd, acquired the business and net assets of Bastion Stable Research Pty Ltd ('BSR'), trading as CRNRSTONE, for total consideration of $700,000. Founded in 1992 and rebranded to CRNRSTONE in 2022, BSR is an Australian market research fieldwork provider based in Sydney, operating a proprietary consumer research panel (Soapbox) of approximately 97,000 registered members and a specialist healthcare panel of approximately 1,850 professionals. The acquisition included the Soapbox and Health research panels, established customer relationships with a portfolio of research agencies, corporates and government organisations, and the transfer of BSR's 11-person team to Pureprofile. It was acquired to expand Pureprofile's market share in Australia and to enhance its panel capabilities, reducing reliance on third-party sample providers.

In addition to the identifiable intangible assets acquired, goodwill of $502,298 represents the anticipated synergistic benefits arising from the integration of the two businesses. This includes the value attributed to BSR's assembled and experienced workforce, expected operational efficiencies from the consolidation of Sydney premises, reduced reliance on third-party panel providers through the combination of both organisations' panel bases, and the opportunity for expanded qualitative and quantitative research services across Pureprofile's existing client base. These factors underscore the strategic value of the acquisition, which exceeds the fair value of the identifiable assets acquired.

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Note 31. Business combination (continued)

The acquired business contributed revenues of $601,170 and profit after tax of $71,305 to the group for the period from 1 March 2026 to 30 June 2026. If the acquisition occurred on 1 July 2025, the full year contributions would have been revenues of $1,831,486 and profit after tax of $103,719. The values identified in relation to the acquisition of CRNRSTONE are final as at 30 June 2026.

Details of the acquisition are as follows:

	Fair value $
Customer relationships	144,564
Research panels	169,589
Deferred tax liability	(94,247)
Employee benefits	(22,204)
Net assets acquired	197,702
Goodwill	502,298
Acquisition-date fair value of the total consideration transferred	700,000
Representing:	
Cash paid or payable to vendor	700,000

Total acquisition costs in relation to the acquisition of CRNRSTONE of $68,632 were expensed to the profit or loss during the year ended 30 June 2026.

Note 32. Interests in subsidiaries

The consolidated financial statements incorporate the assets, liabilities and results of the following subsidiaries in accordance with the accounting policy described in note 2:

Name	Principal place of business / Country of incorporation	Ownership interest 2026 %	Ownership interest 2025 %
Pureprofile.com, Inc.	USA	100%	100%
Pureprofile Australia Pty Limited	Australia	100%	100%
Pureprofile Global Pty Ltd	Australia	100%	100%
Pureprofile UK Ltd	United Kingdom	100%	100%
Pureprofile US Inc.	USA	100%	100%
ACN 605 146 567 PTY LTD	Australia	100%	100%
Sparc Media sp. Z o.o.	Poland	100%	100%
Pureprofile NZ Ltd	New Zealand	100%	100%
Pureprofile Singapore Pte. Ltd	Singapore	100%	100%
Pureprofile Philippines Limited Inc.	Philippines	100%	100%

Note 33. Deed of cross guarantee

The following entities are party to a deed of cross guarantee under which each company guarantees the debts of the others:

Pureprofile Australia Pty Limited
Pureprofile Global Pty Ltd
ACN 605 146 567 PTY LTD

By entering into the deed, the wholly-owned entities have been relieved from the requirement to prepare financial statements and directors' report under Corporations Instrument 2016/785 issued by the Australian Securities and Investments Commission.

Note 33. Deed of cross guarantee (continued)

The above companies represent a 'Closed Group' for the purposes of the Corporations Instrument, and as there are no other parties to the deed of cross guarantee that are controlled by Pureprofile Ltd, they also represent the 'Extended Closed Group'.

Set out below is a consolidated statement of profit or loss and other comprehensive income and statement of financial position of the 'Closed Group'.

Statement of profit or loss and other comprehensive income	2026 $	2025 $
Revenue	60,748,497	53,918,752
Other income	28,586	3,868
Interest revenue calculated using the effective interest method	21,707	2,162
Direct costs of sales	(28,344,079)	(24,700,347)
Panel expenses	(543,444)	(491,018)
Employee benefits expense	(16,358,866)	(16,023,616)
Foreign exchange loss	295,074	(43,081)
Depreciation and amortisation expense	(2,766,088)	(2,626,427)
Technology, engineering and licence fees	(2,456,549)	(2,482,807)
Share-based payment expense	(580,174)	(319,350)
Professional fees and payroll tax on share-based payments	-	(25,262)
Restructuring and acquisition costs	(848,477)	(40,539)
Occupancy costs	(167,718)	(211,001)
Other expenses	(7,479,660)	(5,549,007)
Finance costs	(290,152)	(340,343)
Profit before income tax benefit	1,258,657	1,071,984
Income tax benefit	593,009	10,443
Profit after income tax benefit	1,851,666	1,082,427
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	1,851,666	1,082,427

Equity - accumulated losses	2026 $	2025 $
Accumulated losses at the beginning of the financial year	(57,020,460)	(58,160,149)
Profit after income tax benefit	1,851,666	1,082,427
Transfer from share-based payments reserve	270,839	57,262
Accumulated losses at the end of the financial year	(54,897,955)	(57,020,460)

Note 33. Deed of cross guarantee (continued)

Statement of financial position	2026 $	2025 $
Current assets		
Cash and cash equivalents	5,559,056	4,958,476
Trade and other receivables	14,585,382	12,039,399
Contract assets	2,225,906	1,843,936
Deposits	135,936	128,775
Prepayments	469,651	946,671
	22,975,931	19,917,257
Non-current assets		
Investment in subsidiaries	820,442	820,442
Property, plant and equipment	182,394	143,434
Right-of-use assets	662,777	860,762
Intangibles	8,174,249	7,376,307
Deferred tax	1,283,880	-
Related party receivables	6,050,640	5,728,695
	17,174,382	14,929,640
Total assets	40,150,313	34,846,897
Current liabilities		
Trade and other payables	14,667,185	12,664,264
Contract liabilities	2,786,194	2,093,900
Borrowings	2,516,311	219,174
Lease liabilities	244,784	216,769
Income tax	670,634	199,857
Provisions	2,119,916	2,178,705
Related party payables	4,128,622	4,228,560
	27,133,646	21,801,229
Non-current liabilities		
Borrowings	-	2,500,000
Lease liabilities	585,367	806,463
Provisions	560,267	390,885
	1,145,634	3,697,348
Total liabilities	28,279,280	25,498,577
Net assets	11,871,033	9,348,320
Equity		
Issued capital	64,291,610	63,253,344
Reserves	2,477,378	3,115,436
Accumulated losses	(54,897,955)	(57,020,460)
Total equity	11,871,033	9,348,320

Note 34. Earnings per share

Options and rights have been excluded from the calculation of diluted earnings per share when they are considered anti-dilutive.

	Consolidated 2026 $	Consolidated 2025 $
Profit after income tax attributable to the owners of Pureprofile Ltd	2,262,198	1,538,778
	Number	**Number**
Weighted average number of ordinary shares used in calculating basic earnings per share	1,179,966,366	1,161,048,441
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	24,420,569	20,900,988
Performance rights over ordinary shares	83,816,203	51,647,199
Weighted average number of ordinary shares used in calculating diluted earnings per share	1,288,203,138	1,233,596,628
	Cents	**Cents**
Basic earnings per share	0.1917	0.1325
Diluted earnings per share	0.1756	0.1247

Note 35. Share-based payments

The group operates an equity incentive plan under which the Board may, at its discretion, grant options, performance rights or share rights to eligible participants, including directors, key management personnel and employees. Awards are granted in accordance with the terms of the group's Equity Plan and any specific performance, service or other vesting conditions determined by the Board. The general terms under which the options and rights are granted are summarised in the Remuneration report section of the Directors' report.

During FY26, the group introduced a new three-year long-term incentive ('LTI') arrangement under the Equity Plan for eligible executives and Non-Executive Directors. The group's short-term incentive ('STI') arrangements for FY26 are cash-based and therefore do not form part of share-based payments for the current financial year.

The share-based payments expense for the financial year was $580,174 (2025: $319,350).

Performance rights - Historical Grants
On 13 December 2022 and 20 December 2022, the company issued a total of 47,227,344 performance rights to its key management personnel and other executives, which consists of 25,256,404 STI performance rights and 21,970,940 LTI performance rights. The number of STI performance rights that will be eligible to vest is based on performance against set objectives in five strategic priorities: revenue growth, profitability, key clients and partnerships, growth initiatives, and technology and innovation. The performance will be measured during the period from 1 July 2022 to 30 June 2023 (STI performance period). Once the performance against these strategic priorities has been evaluated, the number of eligible awards will be determined, and the STI unlisted performance rights will vest following the release of the FY23 audited results. Subject to the performance hurdle outlined below, participants' LTI performance rights will vest (Eligible Awards) equally over three years following the release of the FY23, FY24 and FY25 audited results. The number of eligible LTI awards which vest will be determined by the company's total shareholder return ('TSR') in comparison to the ASX Small Ordinaries Index ('Index') at the end of the third year i.e. 30 June 2025. For the FY23 LTI grant, the third and final tranche was subject to the applicable performance condition measured at the end of the three-year performance period. As the performance condition was not met, the third tranche did not vest and the associated performance rights were forfeited during FY26.

Note 35. Share-based payments (continued)

Performance rights – FY26 LTI Grants
During FY26, the company granted performance rights under a new three-year LTI arrangement to eligible executives and Non-Executive Directors. The performance rights are designed to align participants' remuneration outcomes with sustained growth in the company's earnings and long-term shareholder value. The number of performance rights eligible to vest is determined by the company's compound annual growth rate (CAGR) in Earnings Per Share (EPS). EPS is calculated based on statutory Net Profit After Tax attributable to ordinary shareholders divided by the weighted average number of ordinary shares on issue. The base year for the EPS calculation is the financial year ended 30 June 2025 and performance is measured over the three-year period from 1 July 2025 to 30 June 2028. The target EPS CAGR is 25% over the performance period. No performance rights vest where EPS CAGR is below 90% of the target. At 90% of the target, equivalent to EPS CAGR of 22.5%, 50% of the applicable performance rights vest. At the target EPS CAGR of 25%, 100% of the applicable performance rights vest. Vesting increases for performance above target, subject to the maximum vesting opportunity specified in the terms of the relevant awards. The performance rights are also subject to applicable service and retention conditions and the terms of the group's Equity Plan. Further details of performance rights granted to KMP are included in the Remuneration Report.

Share options
Set out below are summaries of options granted by the company:

2026

Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
29/01/2021	01/04/2026	$0.000	10,955,903	-	(10,955,903)	-	-
01/04/2021	01/04/2026	$0.000	4,208,907	-	(4,208,907)	-	-
01/04/2021	01/04/2026	$0.000	13,863,535	-	(13,863,535)	-	-
16/09/2021	16/09/2026	$0.000	13,138,866	-	-	-	13,138,866
17/09/2021	17/09/2026	$0.000	24,019,075	-	(1,925,331)	-	22,093,744
16/02/2023	16/02/2026	$0.000	2,000,000	-	-	(2,000,000)	-
27/11/2023	15/01/2029	$0.000	5,000,000	-	-	-	5,000,000
			73,186,286	-	(30,953,676)	(2,000,000)	40,232,610
Weighted average exercise price			$0.025	$0.000	$0.020	$0.053	$0.027

Employees have the option to use a cashless exercise as a method for exercising options without the need for the employees to make a cash payment to cover the exercise price. If this method is used, the resulting number of fully paid shares issued differs to the number of options exercised.

2025

Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
29/01/2021	01/04/2026	$0.000	4,930,156	-	(4,930,156)	-	-
29/01/2021	01/04/2026	$0.000	10,955,903	-	-	-	10,955,903
01/04/2021	01/04/2026	$0.000	4,208,907	-	-	-	4,208,907
01/04/2021	01/04/2026	$0.000	15,578,274	-	(1,714,739)	-	13,863,535
16/09/2021	16/09/2026	$0.000	13,138,866	-	-	-	13,138,866
17/09/2021	17/09/2026	$0.000	26,372,257	-	(2,353,182)	-	24,019,075
15/08/2022	30/06/2025	$0.000	3,000,000	-	-	(3,000,000)	-
16/02/2023	16/02/2026	$0.000	2,000,000	-	-	-	2,000,000
27/11/2023	15/01/2029	$0.000	5,000,000	-	-	-	5,000,000
			85,184,363	-	(8,998,077)	(3,000,000)	73,186,286
Weighted average exercise price			$0.026	$0.000	$0.022	$0.060	$0.025

Employees have the option to use a cashless exercise as a method for exercising options without the need for the employees to make a cash payment to cover the exercise price. If this method is used, the resulting number of fully paid shares issued differs to the number of options exercised.

Note 35. Share-based payments (continued)

Set out below are the options that have vested and are exercisable at the end of the financial year:

Grant date	Expiry date	2026 Number	2025 Number
29/01/2021	01/04/2026	-	10,955,903
01/04/2021	01/04/2026	-	4,208,907
01/04/2021	01/04/2026	-	13,863,535
16/09/2021	16/09/2026	13,138,866	13,138,866
17/09/2021	17/09/2026	22,093,744	24,019,075
16/02/2023	16/02/2026	-	2,000,000
27/11/2023	15/01/2029	5,000,000	5,000,000
		40,232,610	73,186,286

The weighted average share price during the financial year was $0.03 (2025: $0.04).

The weighted average remaining contractual life of options outstanding at the end of the financial year was 0.49 years (2025: 1.17 years).

Share rights
There were no share rights granted during the current year. Set out below are summaries of share rights by the company:

2026

Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Forfeited	Balance at the end of the year
29/01/2021	01/04/2026	$0.000	14,000,000	-	(14,000,000)	-	-
17/02/2023	17/02/2028	$0.000	17,272,936	-	(4,529,586)	-	12,743,350
			31,272,936	-	(18,529,586)	-	12,743,350

2025

Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Forfeited	Balance at the end of the year
29/01/2021	01/04/2026	$0.000	14,000,000	-	-	-	14,000,000
17/02/2023	17/02/2028	$0.000	18,388,087	-	-	(1,115,151)	17,272,936
			32,388,087	-	-	(1,115,151)	31,272,936

Set out below are the share rights exercisable at the end of the financial year:

Grant date	Expiry date	2026 Number	2025 Number
29/01/2021	01/04/2026	-	14,000,000
17/02/2023	17/02/2028	12,743,350	-
		12,743,350	14,000,000

The weighted average remaining contractual life of share rights outstanding at the end of the financial year was 1.64 years (2025: 1.79 years).

Pureprofile Ltd
Notes to the financial statements
30 June 2026

Note 35. Share-based payments (continued)

Performance rights
2026

Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
26/10/2021	26/10/2026	$0.000	2,816,666	-	-	-	2,816,666
13/12/2022	13/12/2027	$0.000	8,792,335	-	-	(4,608,512)	4,183,823
20/12/2022	20/12/2027	$0.000	1,693,360	-	(600,000)	-	1,093,360
20/12/2022	20/12/2027	$0.000	4,467,089	-	-	(2,358,943)	2,108,146
29/10/2025	29/10/2030	$0.000	-	30,648,475	-	-	30,648,475
28/11/2025	28/11/2030	$0.000	-	26,878,208	-	(5,528,491)	21,349,717
29/10/2025	29/10/2030	$0.000	-	12,884,461	-	-	12,884,461
			17,769,450	70,411,144	(600,000)	(12,495,946)	75,084,648

2025

Grant date	Expiry date	Exercise price	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
26/10/2021	26/10/2026	$0.000	2,816,666	-	-	-	2,816,666
13/12/2022	13/12/2027	$0.000	9,217,023	-	(424,688)	-	8,792,335
20/12/2022	20/12/2027	$0.000	2,727,539	-	(1,034,179)	-	1,693,360
20/12/2022	20/12/2027	$0.000	5,982,743	-	(1,515,654)	-	4,467,089
			20,743,971	-	(2,974,521)	-	17,769,450

Set out below are the performance rights exercisable at the end of the financial year:

Grant date	Expiry date	2026 Number	2025 Number
26/10/2021	26/10/2026	2,816,666	2,816,666
13/12/2022	13/12/2027	4,183,823	4,183,823
20/12/2022	20/12/2027	1,093,360	1,693,360
20/12/2022	20/12/2027	2,108,146	2,108,146
		10,201,995	10,801,995

The weighted average remaining contractual life of performance rights outstanding at the end of the financial year was 3.92 years (2025: 2.28 years).

Note 36. Impairment testing of goodwill

Goodwill is allocated to the group's cash-generating units (CGUs) for the purpose of impairment testing. The group operates as a single CGU — Data and Insights — to which all goodwill is allocated, including goodwill arising on the acquisition of assets from Bastion Stable Research Pty Ltd (trading as CRNRStone) during the year. As at 30 June 2026, goodwill of $1,622,598 (2025: $1,120,300) was allocated to the CGU.

The group tests goodwill for impairment annually by comparing the carrying amount of the CGU to its recoverable amount. Recoverable amount has been determined based on value in use, using a discounted cash flow model, applying the following key assumptions:

- cash flows were projected over a five-year explicit period based on board-approved budgets and management forecasts, with a terminal value applied beyond that period;
- cash flows beyond the explicit forecast period were extrapolated using a long-term growth rate of 3%, consistent with long-term growth expectations for the Australian economy; and
- a post-tax discount rate of 10.154% was applied, reflecting the group's weighted average cost of capital.

Note 36. Impairment testing of goodwill (continued)

Based on this assessment, the recoverable amount of the CGU ($65,020,938) exceeded its carrying amount ($5,913,532) by $59,107,406, and no impairment loss was recognised (2025: nil).

The group has tested the sensitivity of this conclusion to reasonably possible changes in key assumptions. A 1% increase in the discount rate, or a 10% reduction in forecast cash flows, would reduce the recoverable amount by approximately $8.2 million and $1.7 million respectively — in each case, the recoverable amount would remain substantially in excess of the CGU's carrying amount. Accordingly, no reasonably possible change in a key assumption would result in an impairment of goodwill.

Note 37. Cash flow information

Reconciliation of profit after income tax to net cash from operating activities

	Consolidated 2026 $	Consolidated 2025 $
Profit after income tax benefit/(expense) for the year	2,262,198	1,538,778
Adjustments for:		
Depreciation and amortisation	2,974,321	2,873,717
Share-based payments	580,174	319,350
Net gain on disposal of non-current assets	(7,345)	(4,079)
Interest on lease liabilities	96,059	127,221
Restructuring and acquisition costs	67,642	40,539
Change in operating assets and liabilities:		
Increase in trade and other receivables	(2,951,879)	(2,357,006)
Increase in contract assets	(487,807)	(790,177)
Increase in net deferred tax	(1,461,112)	(194,443)
Decrease/(increase) in prepayments	474,646	(48,631)
Decrease in deposits	12,571	24,259
Increase in trade and other payables	2,185,898	2,852,579
Increase in contract liabilities	721,948	343,626
Increase in provision for income tax	636,093	207,540
Increase/(decrease) in employee benefits	156,530	(153,723)
(Decrease)/increase in other provisions	(113,835)	11,032
Net cash from operating activities	5,146,102	4,790,582

Non-cash investing and financing activities

	Consolidated 2026 $	Consolidated 2025 $
Additions to the right-of-use assets	32,540	51,920

Note 37. Cash flow information (continued)

Changes in liabilities arising from financing activities

Consolidated	Loans $	Lease liabilities $	Total $
Balance at 1 July 2024	2,920,594	1,701,887	4,622,481
Net cash used in financing activities	(200,000)	(504,746)	(704,746)
Interest accumulated	(1,420)	-	(1,420)
Interest on lease liabilities	-	127,221	127,221
Acquisition of leases	-	51,920	51,920
Balance at 30 June 2025	2,719,174	1,376,282	4,095,456
Net cash used in financing activities	(200,000)	(490,079)	(690,079)
Interest accumulated	(2,863)	-	(2,863)
Interest on lease liabilities	-	96,059	96,059
Acquisition of leases	-	32,540	32,540
Balance at 30 June 2026	2,516,311	1,014,802	3,531,113

Note 38. Events after the reporting period

No matter or circumstance has arisen since 30 June 2026 that has significantly affected, or may significantly affect the group's operations, the results of those operations, or the group's state of affairs in future financial years.

Pureprofile Ltd
Consolidated entity disclosure statement
As at 30 June 2026

This Consolidated Entity Disclosure Statement (CEDS) has been prepared in accordance with the Corporations Act 2001, reflecting the amendments to section 295(3A)(vi) and (vii) which clarify the definition of foreign resident as being an entity that is treated as a resident of a foreign country under the tax laws of that foreign country. The CEDS includes certain information for each entity that was part of the consolidated entity at the end of the financial year in accordance with AASB 10 Consolidated Financial Statements.

Entity name	Entity type	Place formed / Country of incorporation	Ownership interest %	Tax residency**
Pureprofile Ltd	Body corporate	Australia	-	Australia
Pureprofile.com, Inc.	Body corporate	USA	100%	USA
Pureprofile Australia Pty Limited	Body corporate	Australia	100%	Australia*
Pureprofile Global Pty Ltd	Body corporate	Australia	100%	Australia*
Pureprofile UK Ltd	Body corporate	United Kingdom	100%	United Kingdom
Pureprofile US Inc.	Body corporate	USA	100%	USA
ACN 605 146 567 PTY LTD	Body corporate	Australia	100%	Australia*
Sparc Media sp. Z o.o.	Body corporate	Poland	100%	Poland
Pureprofile NZ Ltd	Body corporate	New Zealand	100%	New Zealand
Pureprofile Singapore Pte. Ltd	Body corporate	Singapore	100%	Singapore
Pureprofile Philippines Limited Inc.	Body corporate	Philippines	100%	Philippines

* Pureprofile Ltd. (the 'head entity') and its wholly-owned Australian subsidiaries have formed an income tax consolidated group with tax funding agreements, under the tax consolidation regime.

** Entities are disclosed by reference to the jurisdictions in which they are tax resident at 30 June 2026. No entity within the consolidated group was tax resident in more than one jurisdiction at 30 June 2026.

Pureprofile Ltd
Directors' declaration
30 June 2026

In the directors' opinion:

- the attached financial statements and notes comply with the Corporations Act 2001, the Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes comply with IFRS Accounting Standards as issued by the International Accounting Standards Board as described in note 2 to the financial statements;
- the attached financial statements and notes give a true and fair view of the group's financial position as at 30 June 2026 and of its performance for the financial year ended on that date;
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable;
- at the date of this declaration, there are reasonable grounds to believe that the members of the Extended Closed Group will be able to meet any obligations or liabilities to which they are, or may become, subject by virtue of the deed of cross guarantee described in note 33 to the financial statements; and
- the information disclosed in the attached consolidated entity disclosure statement is true and correct as at 30 June 2026.

The directors have been given the declarations required by section 295A of the Corporations Act 2001.

Signed in accordance with a resolution of directors made pursuant to section 295(5)(a) of the Corporations Act 2001.

On behalf of the directors

Michael Anderson
Non-Executive Chair

27 August 2026
Sydney

BDO

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INDEPENDENT AUDITOR'S REPORT

To the members of Pureprofile Limited

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Pureprofile Limited (the Company) and its subsidiaries (the Group), which comprises the consolidated statement of financial position as at 30 June 2026, the consolidated statement of profit or loss and other comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the financial report, including material accounting policy information, the consolidated entity disclosure statement and the directors' declaration.

In our opinion the accompanying financial report of the Group, is in accordance with the *Corporations Act 2001*, including:

(i) Giving a true and fair view of the Group's financial position as at 30 June 2026 and of its financial performance for the year ended on that date; and

(ii) Complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the Financial Report* section of our report. We are independent of the Group in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to audits of the financial report of public interest entities in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

BDO

Key audit matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial report of the current period. These matters were addressed in the context of our audit of the financial report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Revenue Recognition

Key audit matter	How the matter was addressed in our audit
Revenue recognition was a key focus of our audit due to the material nature of revenue, with $65.0 million recognised during the year, and its significance to users of the financial statements. Further details of the Group's revenue streams are disclosed in Note 5 to the financial statements. Revenue comprises Data and Insights and Data and Insights - Platform services, with all revenue recognised over time as services are provided to customers. The recognition of revenue over time requires management to exercise judgement in assessing contractual arrangements, performance obligations and the appropriateness of recognising revenue as services are performed. Revenue recognised over time also requires management to estimate the stage of completion of customer engagements at the reporting date, which impacts the measurement of contract assets. Given the significance of revenue, together with the judgement and estimation involved in recognising revenue and measuring accrued revenue and contract assets, we considered this to be a Key Audit Matter.	Our audit procedures to address this key audit matter included, but were not limited to, the following: • Evaluated the Group's revenue recognition policies and assessed whether they were consistent with the requirements of AASB 15 Revenue from Contracts with Customers. • Tested a sample of revenue transactions by assessing customer agreements and supporting documentation, including evidence of agreed terms, survey delivery records, invoices and customer payment receipts, to determine whether revenue was recognised in accordance with the agreed terms and the Group's accounting policy and recorded in the correct period. • Performed substantive testing over contract asset balances, including assessing the reasonableness of management's estimate of revenue recognised from surveys completed at year-end and verifying survey completion records and agreed rates to supporting documentation. • Performed cut-off testing around year-end to assess whether revenue had been recognised in the correct reporting period. • Assessed the adequacy and appropriateness of the revenue related disclosures in the financial statements, including the disclosure of revenue streams, contract assets and the Group's revenue recognition policies.

BDO

Other information

The directors are responsible for the other information. The other information comprises the information in the Group's annual report for the year ended 30 June 2026, but does not include the financial report and the auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the directors for the Financial Report

The directors of the Company are responsible for the preparation of:

a) the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and

b) the consolidated entity disclosure statement that is true and correct in accordance with the Corporations Act 2001, and

for such internal control as the directors determine is necessary to enable the preparation of:

i) the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error; and

ii) the consolidated entity disclosure statement that is true and correct and is free of misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website (http://www.auasb.gov.au/Home.aspx) at: https://www.auasb.gov.au/media/bwvjcgre/ar1_2024.pdf

This description forms part of our auditor's report.

BDO

Report on the Remuneration Report

Opinion on the Remuneration Report

We have audited the Remuneration Report included in the directors' report for the year ended 30 June 2026.

In our opinion, the Remuneration Report of Pureprofile Limited, for the year ended 30 June 2026, complies with section 300A of the *Corporations Act 2001*.

Responsibilities

The directors of the Company are responsible for the preparation and presentation of the Remuneration Report in accordance with section 300A of the *Corporations Act 2001*. Our responsibility is to express an opinion on the Remuneration Report, based on our audit conducted in accordance with Australian Auditing Standards.

BDO Audit Pty Ltd

BDO

Dries Martens

Dries Martens
Director

Sydney 27 August 2026

Directors	Michael Anderson Martin Filz Elizabeth Smith Mark Heeley Adrian Gonzalez
Company secretary	Lee Tamplin
Notice of annual general meeting	The details of the annual general meeting of Pureprofile Ltd are: 28 October 2026 at 11:30am at: Automic Level 5, 126 Phillip Street Sydney NSW 2000 Further to Listing Rule 3.13.1, Listing Rule 14.3 and clause 11.7 of the Company's Constitution, nominations for election of directors at the AGM must be received not less than 35 business days before the meeting, being no later than Tuesday, 8 September 2026.
Registered office and Principal place of business	263 Riley Street Surry Hills NSW 2010 Tel: +61 2 9333 9700
Share register	Automic Level 5, 126 Phillip Street Sydney NSW 2000 Tel: +61 2 9698 5414
Auditor	BDO Audit Pty Ltd Level 25, 252 Pitt Street Sydney NSW 2000 Tel: +61 2 9251 4100
Stock exchange listing	Pureprofile Ltd. shares are listed on the Australian Securities Exchange (ASX code: PPL)
Website	pureprofile.investorportal.com.au
Corporate Governance Statement	The directors and management are committed to conducting the business of Pureprofile Limited in an ethical manner and in accordance with the highest standards of corporate governance. Pureprofile Limited has adopted and has substantially complied with the ASX Corporate Governance Principles and Recommendations (Fourth Edition) ('Recommendations') to the extent appropriate to the size and nature of its operations. The group's Corporate Governance Statement, which sets out the corporate governance practices that were in operation during the financial year and identifies and explains any Recommendations that have not been followed, and ASX Appendix 4G are released to the ASX on the same day the Annual Report is released. The Corporate Governance Statement can be found on the company's website at pureprofile.investorportal.com.au

The shareholder information set out below was applicable as at 31 July 2026.

Distribution of equitable securities

	Ordinary shares		Unlisted options over ordinary shares		Rights over ordinary shares		Performance rights over ordinary shares		Restricted employee shares	Restricted employee shares over ordinary shares
	Number of holders	% of total shares issued	Number of holders	% of total shares issued	Number of holders	% of total shares issued	Number of holders	% of total shares issued	Number of holders	% of total shares issued
1 to 1,000	55	-	-	-	-	-	-	-	-	-
1,001 to 5,000	100	0.03	-	-	-	-	-	-	-	-
5,001 to 10,000	93	0.07	-	-	-	-	-	-	-	-
10,001 to 100,000	807	2.62	-	-	-	-	-	-	11	100.00
100,001 and over	516	97.29	7	100.00	17	100.00	14	100.00	-	-
	1,571	100.01	7	100.00	17	100.00	14	100.00	11	100.00
Holding less than a marketable	651	1.03	-	-	-	-	-	-	-	-

Equity security holders

Twenty largest quoted equity security holders
The names of the twenty largest security holders of quoted equity securities are listed below:

	Ordinary shares	
	Number held	% of total shares issued
Dany Kontos	273,974,303	22.75
Principis Master Fund SPC	124,570,713	10.34
J P Morgan Nominees Australia Pty Limited	81,181,900	6.74
BNP Paribas Nominees Pty Ltd (IB AU NOMS RETAILCLIENT)	54,861,354	4.55
APPWAM Pty Ltd	51,300,000	4.26
DMX Capital Partners Limited	28,701,104	2.38
GEMH Pty Ltd (GEMH A/C)	26,149,544	2.17
BNP Paribas Noms Pty Ltd	18,232,967	1.51
HSBC Custody Nominees (Australia) Limited	17,069,526	1.42
Mr Christopher Wayne Lonergan	16,526,104	1.37
Depofo Pty Ltd (Ordinary A/C)	16,500,000	1.37
Mr Mark Heeley	16,232,231	1.35
Vanward Investments Limited	16,066,395	1.33
Vadina Pty Limited (Jordan Super Fund A/C)	15,000,000	1.25
Andrew Edwards	14,000,000	1.16
Mr Dezhi Dong	9,325,521	0.77
Depofo Pty Ltd (Depofo TT A/C)	9,000,000	0.75
Bkleb Pty Ltd (The BK Lebsanft SF A/C)	8,200,000	0.68
Mr Christian James Hausted	7,342,314	0.61
J & A Reeve Pty Ltd (Reeve Family A/C)	7,228,309	0.60
	811,462,285	67.36

Substantial holders

Substantial holders in the company are set out below:

	Ordinary shares	
	Number held	% of total shares issued
Danny Kontos	273,974,303	22.75
Lucerne Investment Partners	124,570,713	10.34
DMX Asset Management Limited	76,082,521	6.32
Jencay Capital Pty Ltd	67,808,617	5.63

Classes of unquoted equity securities

	Number of Holders	Number of Securities
Unlisted Options	7	40,232,610
Share Rights	17	12,106,986
Performance Rights	14	80,613,139
Restricted Employee Shares	11	235,444

The holders in the above unquoted security classes holding more than 20% of the unquoted class were issued the securities under the company's Equity Plan.

Securities subject to voluntary escrow

Class	Release date	Number of shares
Ordinary shares	10/12/2027	235,444

There are no other classes of equity securities subject to voluntary escrow.

Voting rights

The voting rights attached to each class of equity securities are set out below:

Ordinary shares
On a show of hands every member present at a meeting in person or by proxy shall have one vote and upon a poll each share shall have one vote.

Unlisted Options, Share Rights and Performance Rights
These classes do not have voting rights.

Restricted Employee Shares
This class of shares has voting rights.

On-market buy-back

The company is not currently conducting an on-market buy-back.

Pureprofile

The financial statements cover Pureprofile Ltd. as a Group consisting of Pureprofile Ltd. and the entities it controlled at the end of, or during, the year. The financial statements are presented in Australian dollars, which is Pureprofile Ltd.'s functional and presentation currency. Pureprofile Ltd. is a listed public Company limited by shares, incorporated and domiciled in Australia. Its registered address is Level 5, 126 Phillip Street, Sydney NSW 2000. Its principal business address is 263 Riley Street, Surry Hills NSW 2010. A description of the nature of the Group's operations and its principal activities are included in the directors' report, which is not part of the financial statements. The financial statements were authorised for issue in accordance with a resolution of directors, on 27 August 2026. The directors have the power to amend and reissue the financial statements.