

ASX Announcement

26th October 2026

Pureprofile delivers record quarterly revenue and EBITDA, up 14% and 27% respectively on pcg, with ANZ revenue up 21%

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q1 FY27 business update for the period ended 30 September 2026

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

Q1 FY27 Key Highlights

Revenue	EBITDA	EBITDA margin
\$18.3m  up 14% on pcg	\$2.4m  up 27% on pcg	13% 1 ppt up on pcg
ANZ Revenue (inc Platform)	Rest of World Revenue (inc Platform)	Platform Revenue
\$9.6m  up 21% on pcg	\$8.7m  up 7% on pcg	\$8.8m  up 108% on pcg

- Over 6 years, Pureprofile has delivered internally funded, compound annual growth of approximately **22%** in revenue and **20%** in EBITDA
- FY27 financial guidance of **\$72m** to **\$75m** in revenue and an EBITDA margin of **11-12%**, reflecting continued revenue growth and margin improvement through scalable technology-enabled solutions and disciplined cost management



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia

- **Group revenue** increased **14%** on the prior corresponding period (pcp) to **\$18.3m** (**19%** on pcp in constant currency)
- **EBITDA** increased **27%** on pcp to **\$2.4m**, with EBITDA margin improved to **13%**, compared with **12%** in the pcp
- **Platform revenue** increased **108%** on pcp to **\$8.8m**, representing approximately **48%** of Group revenue compared with **26%** in the pcp
- **ANZ revenue** increased **21%** on pcp to **\$9.6m**. Rest of World (ROW) revenue increased **7%** on pcp to **\$8.7m**, (**16%** on pcp in constant currency)
- **CRNRSTONE** was rebranded *Pureprofile Qual* during the quarter, bringing the acquired qualitative research business under the Pureprofile brand, and contributing approximately 5 ppts to ANZ revenue growth for the quarter.
- Extended the **\$2.5m CBA loan facility** to November 2029 on improved commercial terms, reducing the annual line fee from **4.20%** to **2.85%**, plus BBSY interest

Commenting on the quarter, Pureprofile CEO Martin Filz said: “Pureprofile has made a strong start to FY27, with another record revenue quarter, revenue up 14% on pcp, and 19% in constant currency, and EBITDA up 27% on pcp, demonstrating operating leverage. Platform revenue more than doubled, while ANZ delivered broad-based growth of 21%. Our FY27 financial guidance is for revenue of 11-15% on the pcp and an EBITDA margin of 11%–12% (previously 10%). Our priorities remain growing US and UK market share, improving productivity and margins, and pursuing disciplined investment, primarily in the US, to build shareholder value.”

Q1 FY27 Detailed Commentary

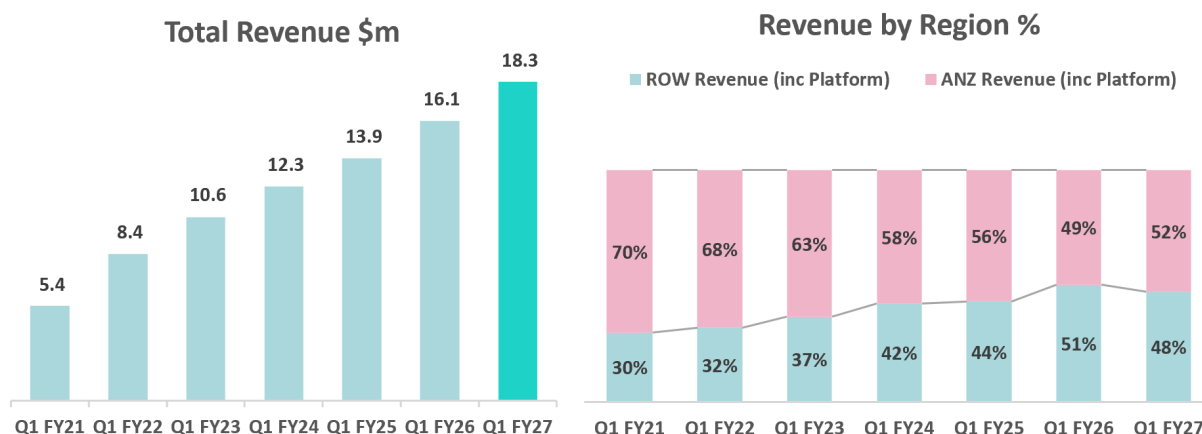
- Pureprofile delivered a record Q1 FY27 result, achieving record Q1 Group revenue of **\$18.3m**, up **14%** on pcp, and **19%** in constant currency. Growth was supported by ANZ revenue increasing **21%** on pcp, and continued underlying growth across ROW. Over the six years from Q1 FY21 to Q1 FY27, Group revenue has delivered a CAGR of approximately **22%**, demonstrating Pureprofile’s sustained revenue growth
- ROW’s contribution to Group revenue has increased from approximately **30%** in Q1 FY21 to **48%** in Q1 FY27, reflecting the successful execution of Pureprofile’s international growth strategy



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia



- EBITDA increased **27%** on pcp to **\$2.4m**, materially outpacing revenue growth and generating a **13%** EBITDA margin, an improvement of approximately 1 ppt on pcp. The uplift was supported by revenue growth, operating leverage and disciplined cost management, with total operating expense growth of approximately **10%** remaining below revenue growth of **14%**. Over the past six years, EBITDA has delivered a CAGR of approximately **20%**, demonstrating the Group's ability to grow earnings alongside revenue
- ROW revenue increased **7%** on pcp to **\$8.7m**, approximately **16%** in constant currency, supported by higher project volumes, although volume growth moderated from prior periods. Average revenue per project remained broadly stable in constant currency. FX impacts masked stronger underlying ROW growth, reducing reported Q1 FY27 revenue by approximately **\$0.7m**, reflecting the Group's exposure to USD and GBP revenue. Over the past six years, ROW revenue has delivered a CAGR of approximately **32%** demonstrating the continued progress of Pureprofile's international growth strategy
- ANZ revenue increased **21%** on pcp to **\$9.6m**, supported by higher project volumes and increased average revenue per project across a broad base of clients. This performance reflects increased share of wallet and the depth of Pureprofile's client relationships in a core and profitable market. Over the past six years, ANZ revenue has delivered a CAGR of approximately **17%**, highlighting its consistent contribution to Group growth
- Platform revenue grew **108%** on pcp to **\$8.8m**, supported by continued expansion of API-driven integrations and growing adoption of automated data delivery solutions. The result reflects strong client demand for scalable, technology-enabled offerings, which are expected to support continued Platform growth and in turn, contribute to margin expansion as the business scales
- Client numbers increased by **38** to **1,035** over the quarter, supported by further investment in ROW sales capability during the prior year. Annuity revenue was **\$16.9m**

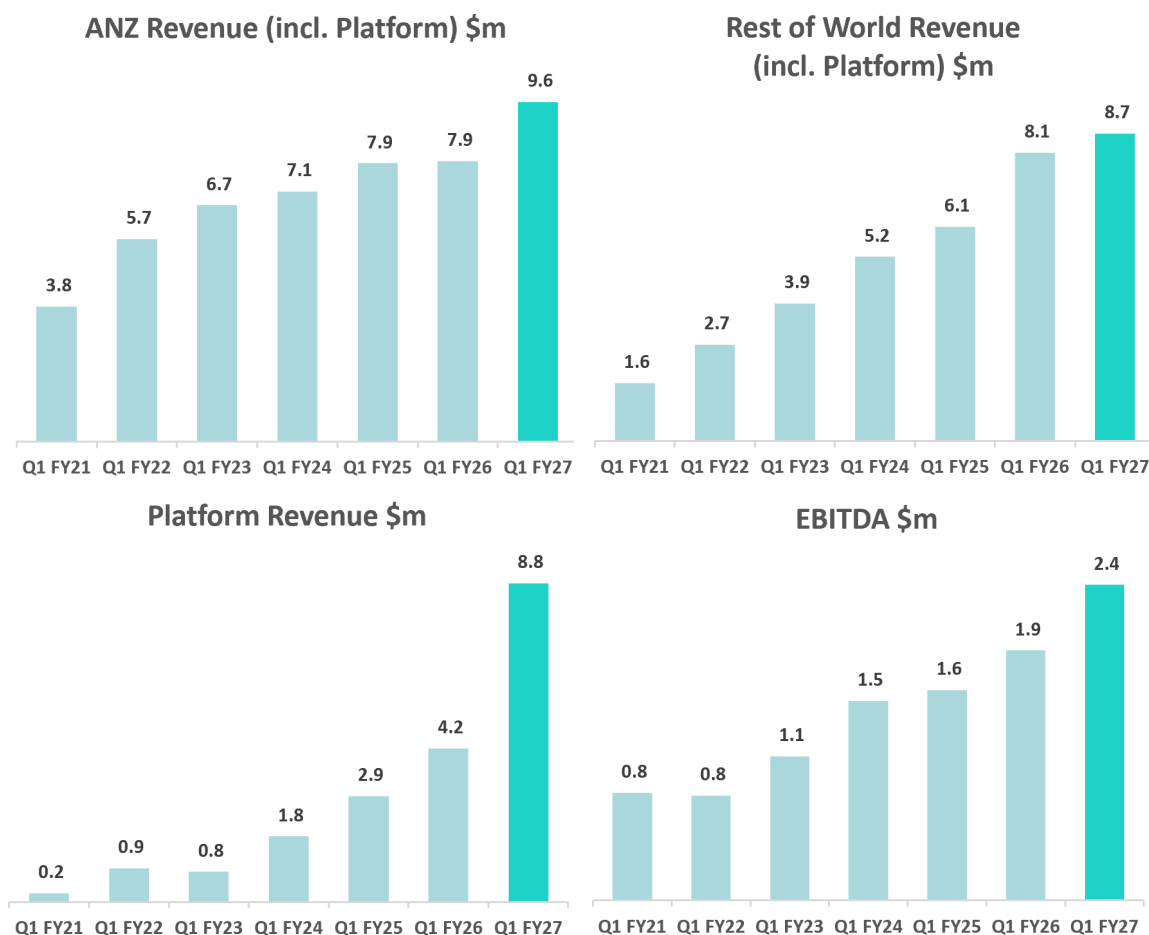


Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

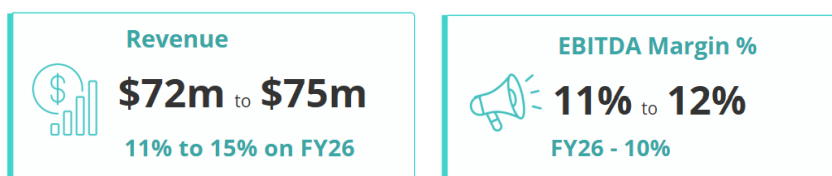
Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia

for the rolling 12 months to the end of 30 September 2026 (previously **\$16.7m** to the end of 30 June 2026)



FY27 Financial Guidance

Pureprofile provides FY27 guidance of \$72m–\$75m in revenue and an EBITDA margin of 11–12%. The outlook reflects continued growth across ANZ and ROW, including market share gains in the US and UK, and continued progress in shifting the revenue mix toward scalable, technology-enabled solutions. The Company remains focused on driving operating leverage and margin improvement through automation, AI integration and disciplined cost management.



Guidance is based on current expectations and assumes a continuation of current global macroeconomic conditions



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia

Key Priorities

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

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

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

- ENDS -

For further information, please contact:

George Kopsiaftis, IR Department

george.kopsiaftis@irdepartment.com.au | +61 409 392 687

About Pureprofile

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

We are a global data and insights organisation providing online research for agencies, marketers, researchers and publishers. The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 1000 clients.



Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
Thessaloniki Mumbai Malaysia Indonesia