



FY27

Q1 Investor Presentation

PRESENTED BY

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01

Business Overview

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

Pureprofile's Achievements in Q1 FY27

Record quarterly revenue & EBITDA, strong ANZ growth and Platform revenue more than doubling

Group revenue increased **14%** on pcp to a record quarterly result of **\$18.3m**, with growth of **19%** in constant currency

Pureprofile now works with over **1,000** clients globally, collaborating with **1,035** clients in Q1 FY27 and marking a milestone in the Group's international growth

ROW revenue increased **7%** on pcp to **\$8.7m**, or **16%** in constant currency, reflecting stronger underlying growth masked by an adverse FX impact of approximately **\$0.7m**

Rolling 12-month annuity revenue reached **\$16.9m**, representing approximately **25%** of Group revenue, compared with **\$16.7m** at June 2026, supporting an ongoing revenue base.

ANZ revenue increased **21%** on pcp to **\$9.6m**, supported by broad-based client growth, increased share of wallet and higher average project values

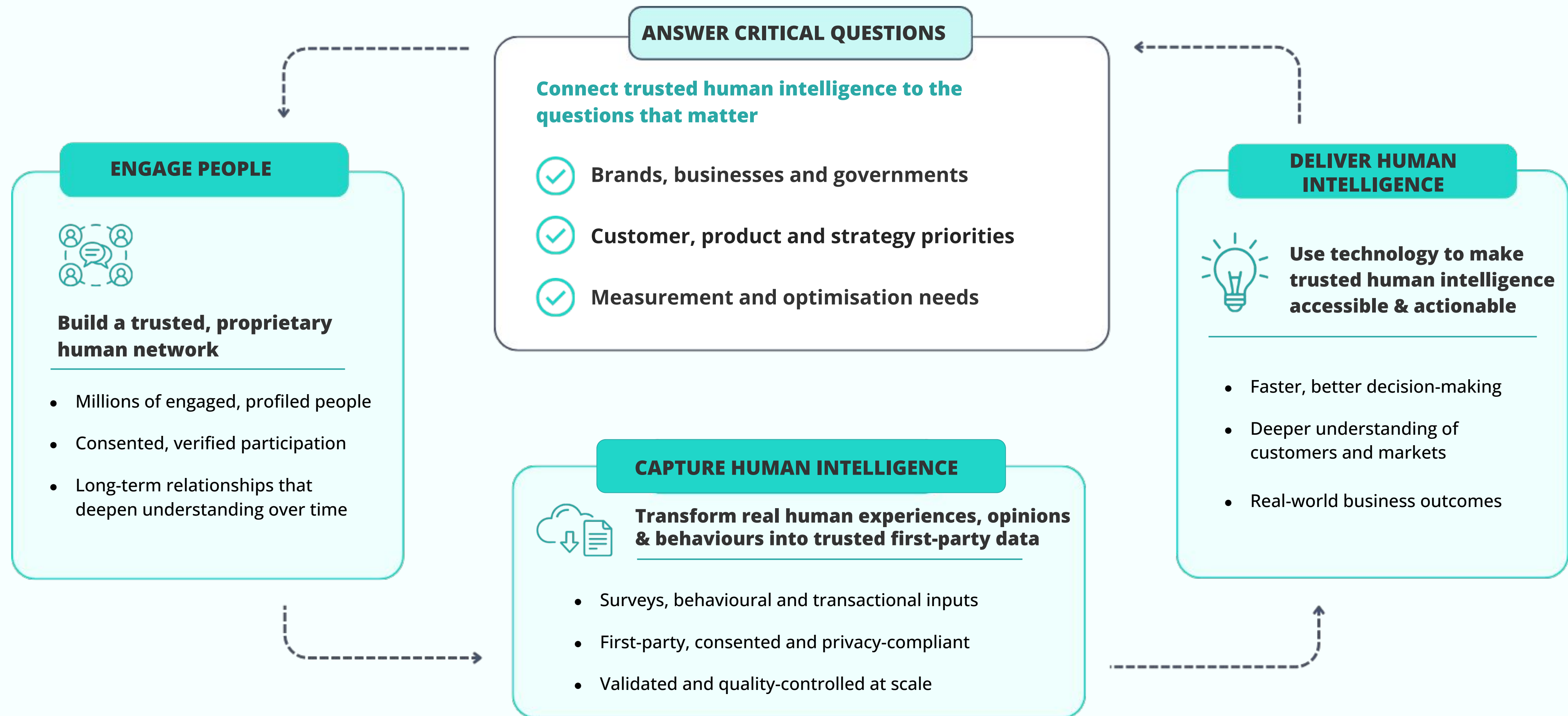
Platform revenue increased **108%** on pcp to **\$8.8m**, representing **48%** of Group revenue and reflecting the benefit of scalable technology-enabled solutions

EBITDA increased **27%** on pcp to **\$2.4m**, outpacing revenue growth of **14%**, with EBITDA margin improving to **13%**, compared with **12%** in the pcp

Extended the **\$2.5m** CBA facility to November 2029 on improved terms, reducing the annual line fee from **4.20%** to **2.85%**, plus BBSY interest

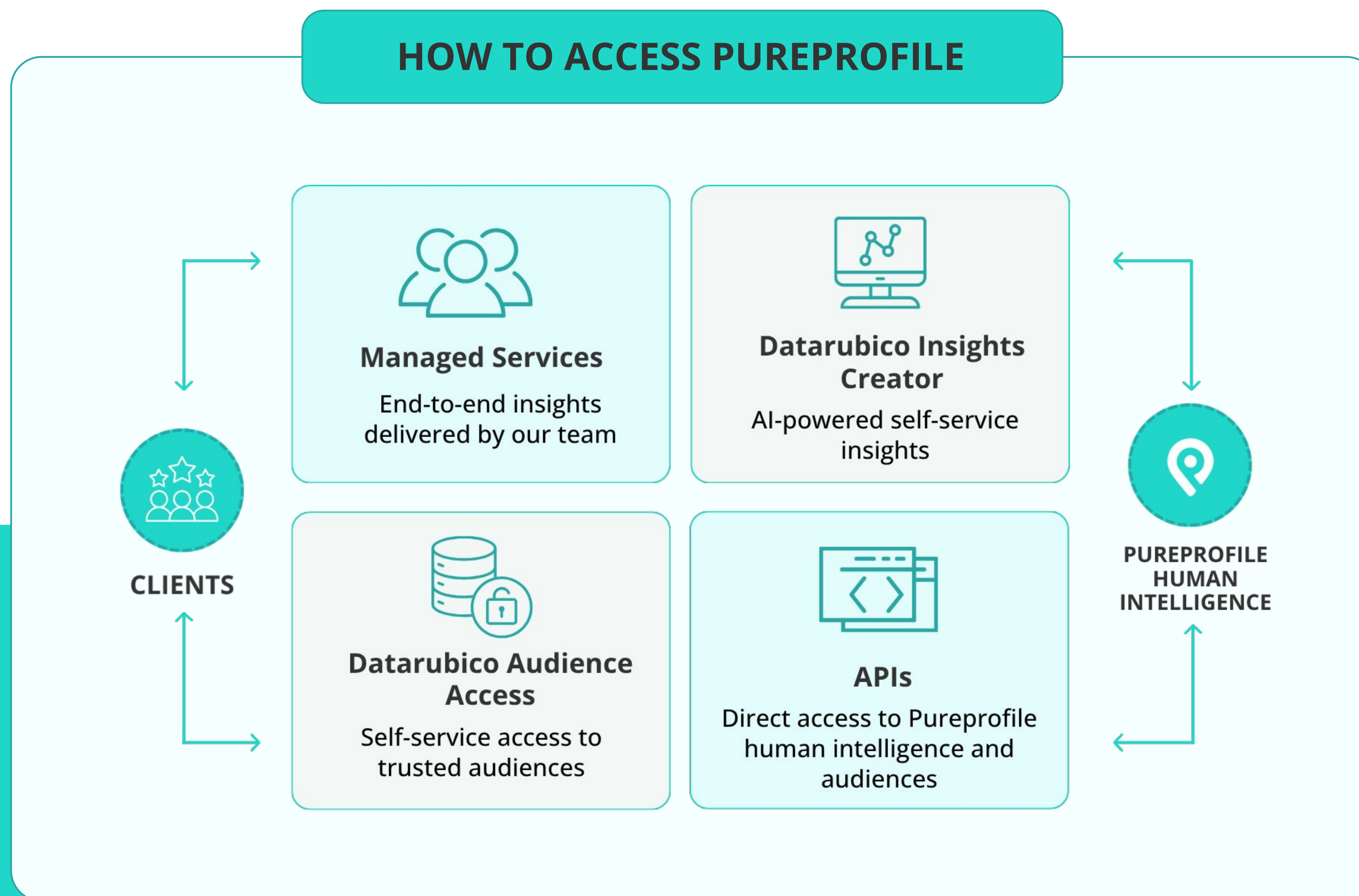
Pureprofile at a glance

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

How clients work with Pureprofile



Our global footprint

With operations across key markets, Pureprofile delivers insights across **111 countries**, combining global scale with local expertise



14
locations globally



1,035
clients globally



271
staff globally



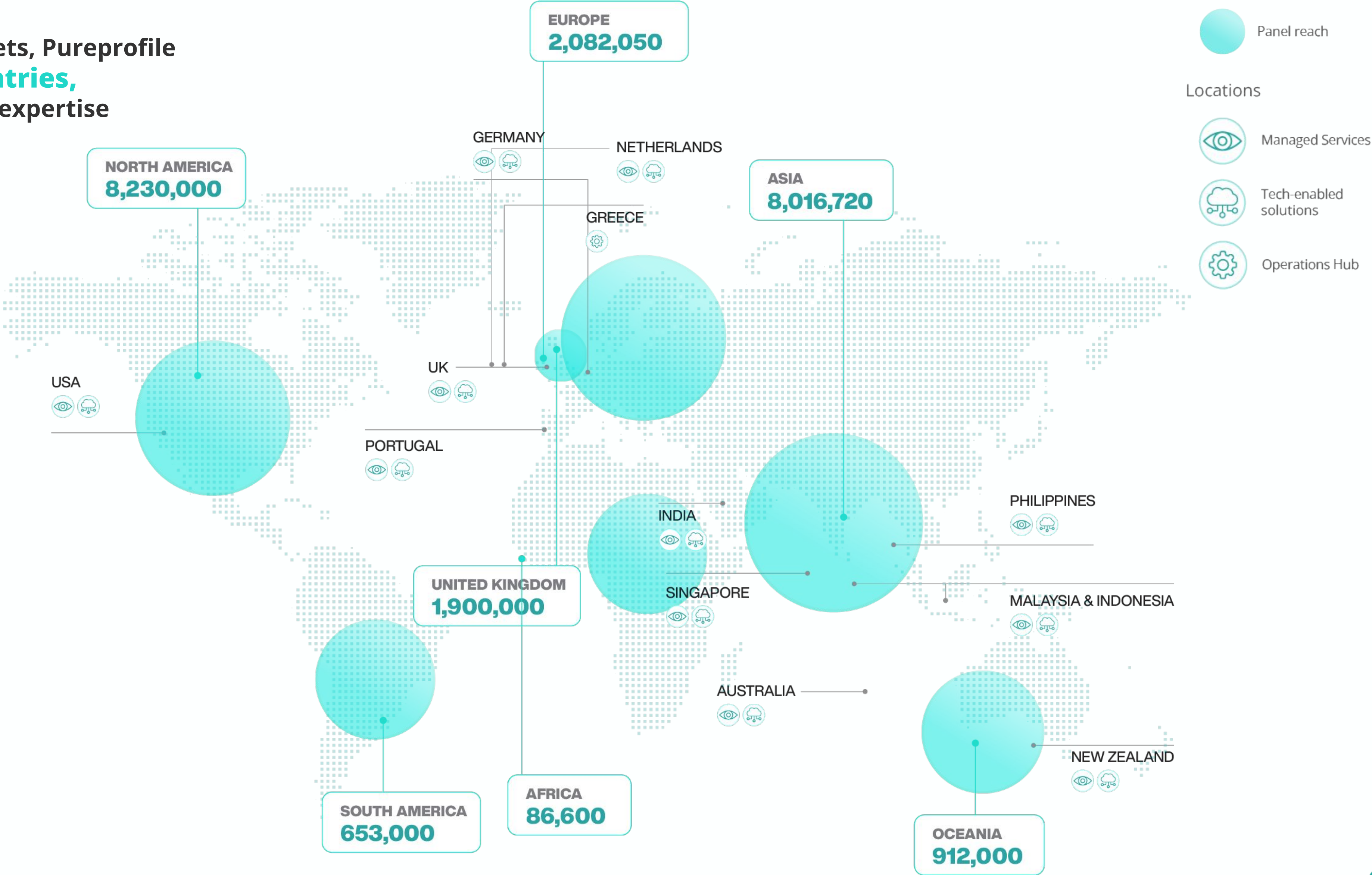
\$18.3m
in Q1 FY27 revenue



\$8.8m
in Q1 FY27 platform revenue



\$16.9m
in annuity revenue (LTM)



02

Q1 FY27 Financial Results

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

Record quarterly revenue and 27% EBITDA growth drive margin expansion

Group revenue increased **14%** on pcp to a record of **\$18.3m**, or **19%** in constant currency, reflecting continued demand across global markets. Platform revenue increased **108%** to **\$8.8m**, demonstrating growing adoption of scalable, technology-enabled solutions

EBITDA increased **27%** on pcp to **\$2.4m** outpacing revenue growth of **14%** and demonstrating operating leverage. EBITDA margin improved by approximately **1 ppt** to **13.0%** supported by employee expense growth of just **5%** on pcp, despite a **\$79k** FX loss during the quarter

Business Results	Q1 FY27	vs Q1 FY26
Revenue	\$18.3m	14% 
EBITDA	\$2.4m	27% 
EBITDA Margin %	13%	1 ppt 

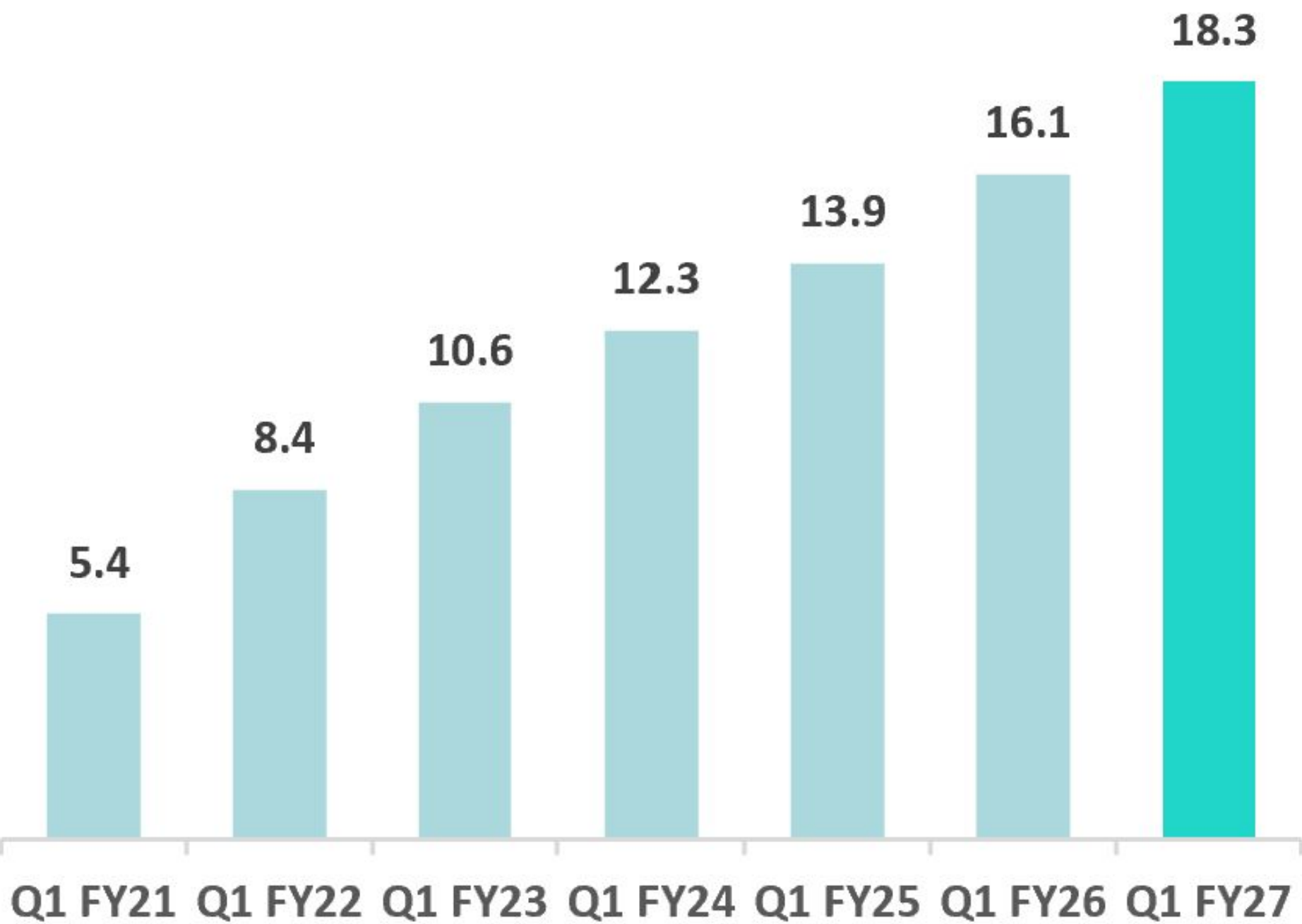
ANZ revenue grew **21%** on pcp to **\$9.6m**, supported by growth in both project volumes and average revenue per project. This broad-based performance across the region’s client portfolio reflects strong client activity and increased share of wallet.

ROW revenue increased **7%** on pcp to **\$8.7m**, or **16%** in constant currency, driven by higher project volumes, although volume growth moderated from prior periods. Average revenue per project remained broadly flat in constant currency.

Business Unit Revenues	Q1 FY27	vs Q1FY26
ANZ (incl. Platform)	\$9.6m	21% 
Rest of World (incl. Platform)	\$8.7m	7% 
Platform	\$8.8m	108% 

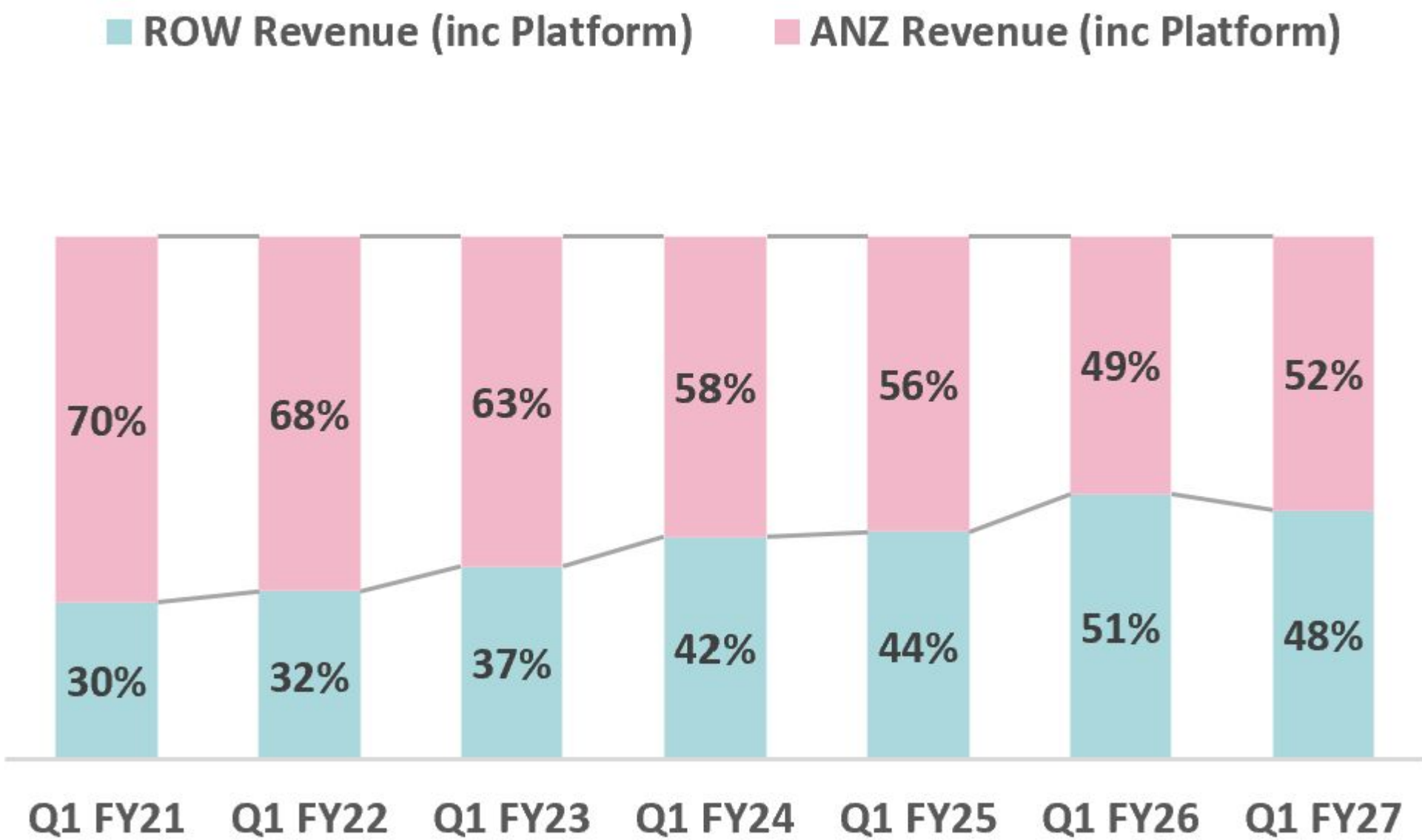
Q1 FY27 Financial metrics trends

Total Revenue \$m



+22% 6-year CAGR

Revenue by Region %



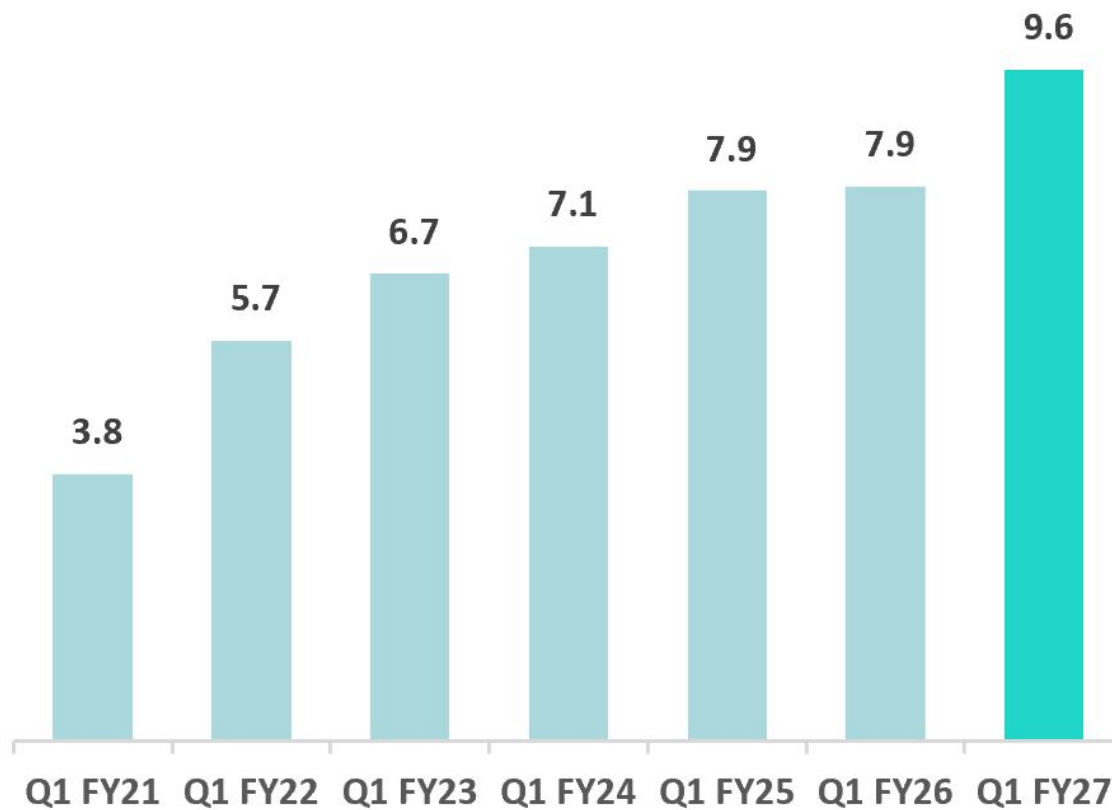
Over the past 6 years, ROW revenue has increased from 30% to 48% of total revenue, reflecting the successful execution of Pureprofile’s global growth strategy. In constant currency, the Q1 FY27 revenue split was 49% ROW and 51% ANZ

Q1 FY27 Financial metrics trends

ANZ Revenue

(inc Platform) \$m

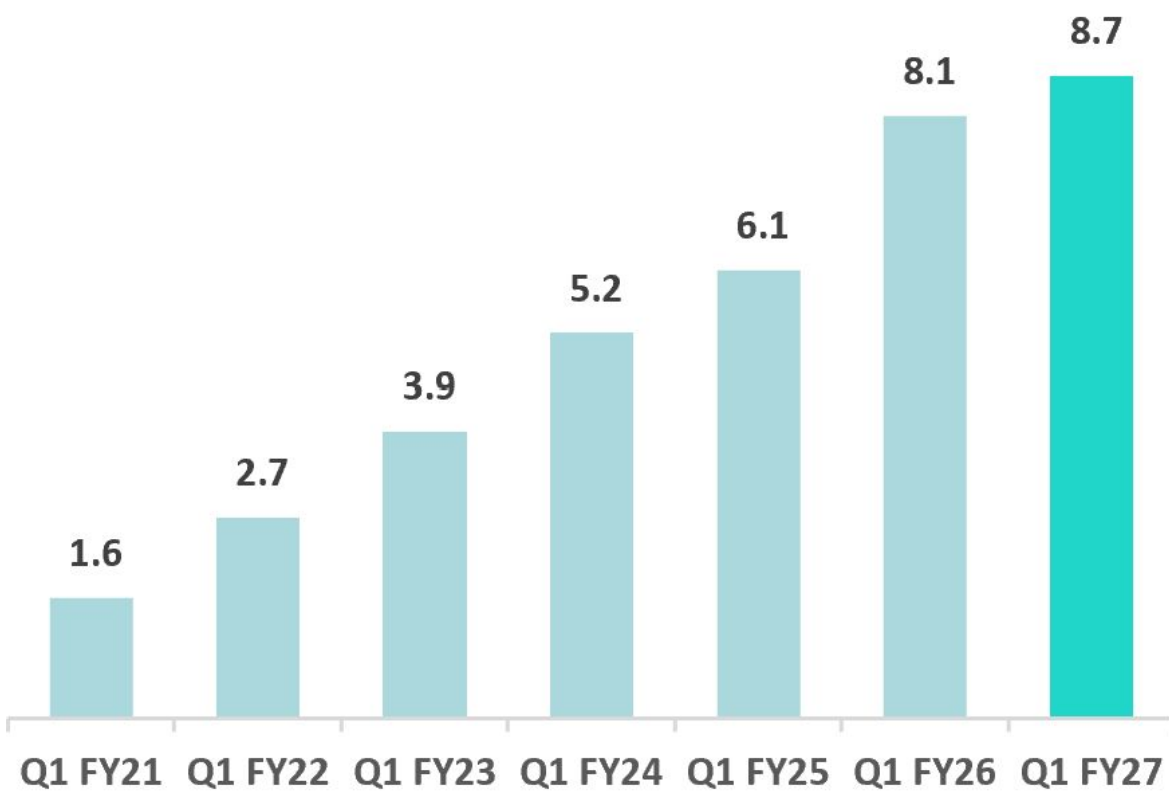
+17% 6-yr CAGR



Rest of World

(inc Platform) \$m

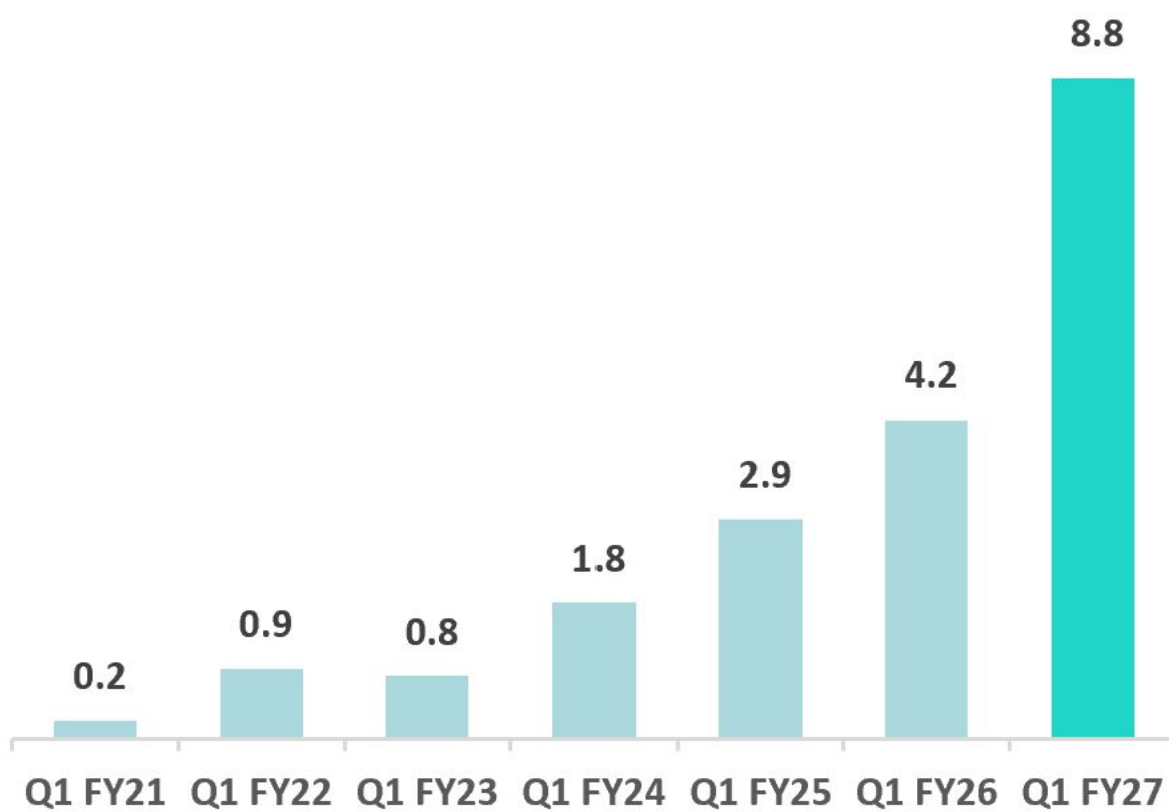
+32% 6-yr CAGR



Platform Revenue

\$m

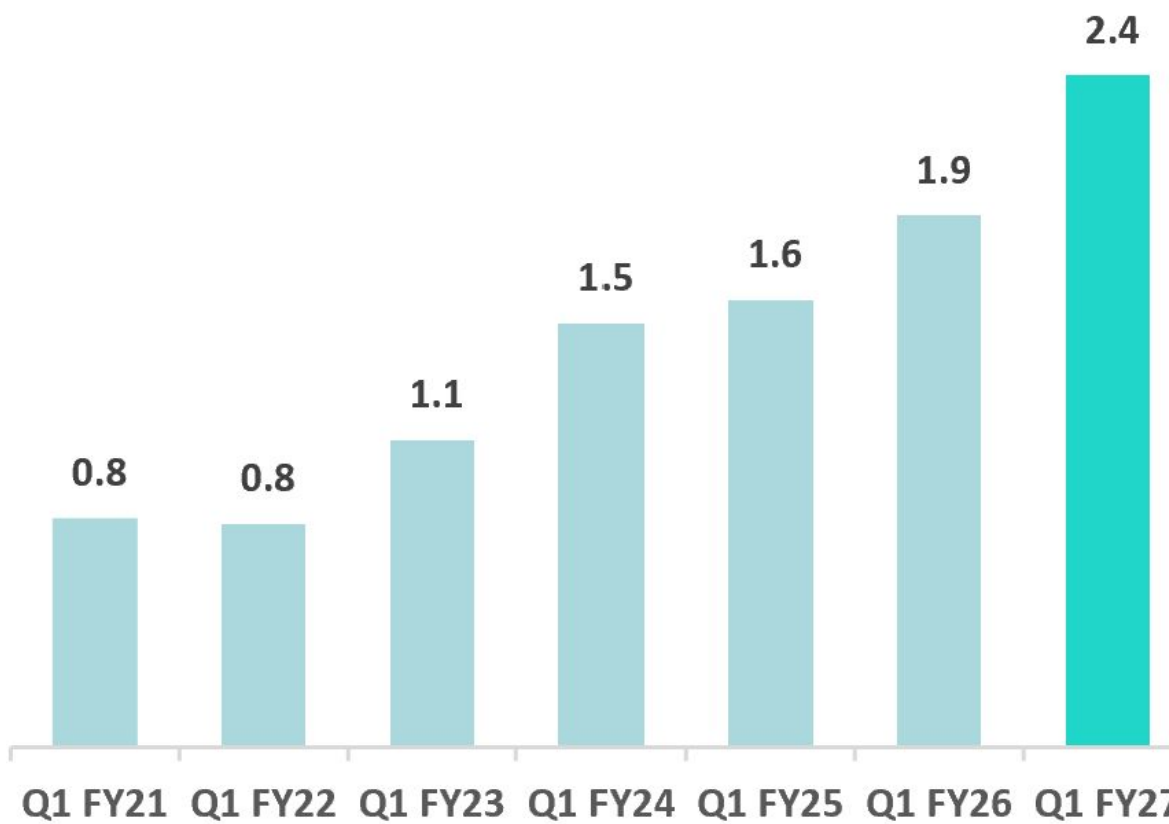
+83% 6-yr CAGR



EBITDA

\$m

+20% 6-yr CAGR



FY27 Financial Guidance

Revenue



\$72m to \$75m

11% to 15% on FY26

Our strategy to achieve these targets is aligned to our key priorities for FY27:

Revenue Growth: Grow US and UK market share, deepen existing client relationships and scale new products globally

Margin Expansion: Grow revenue faster than the underlying cost base, improve purchasing power and use technology, AI and automation to increase productivity

Shareholder Value: Deliver sustainable earnings growth through disciplined capital allocation and targeted, earnings-accretive acquisitions, primarily focused on the US.

EBITDA Margin %



11% to 12%

FY26 - 10%



Based on current expectations and assuming a continuation of current global macroeconomic conditions

03

Corporate growth strategy

Clear corporate growth strategy

01. Global Business

Focus on building a stronger **global business**, **trusted human intelligence** and adding **complementary data sources** through strategic partnerships

02. Technology & AI

Accelerate our **Technology & AI solutions**

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

03. Data & Insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder



Our moat

Defensible advantages that are difficult to replicate and compound over time



People + Proprietary Data

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

20M+ panel members

Collected with consent & transparency

271 Pureprofile insights experts around the world



Technology + Scale

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

48% of total revenue from Platform Solutions (Q1 FY27)

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

1,035 active clients globally

94% revenue from repeat clients (FY26)

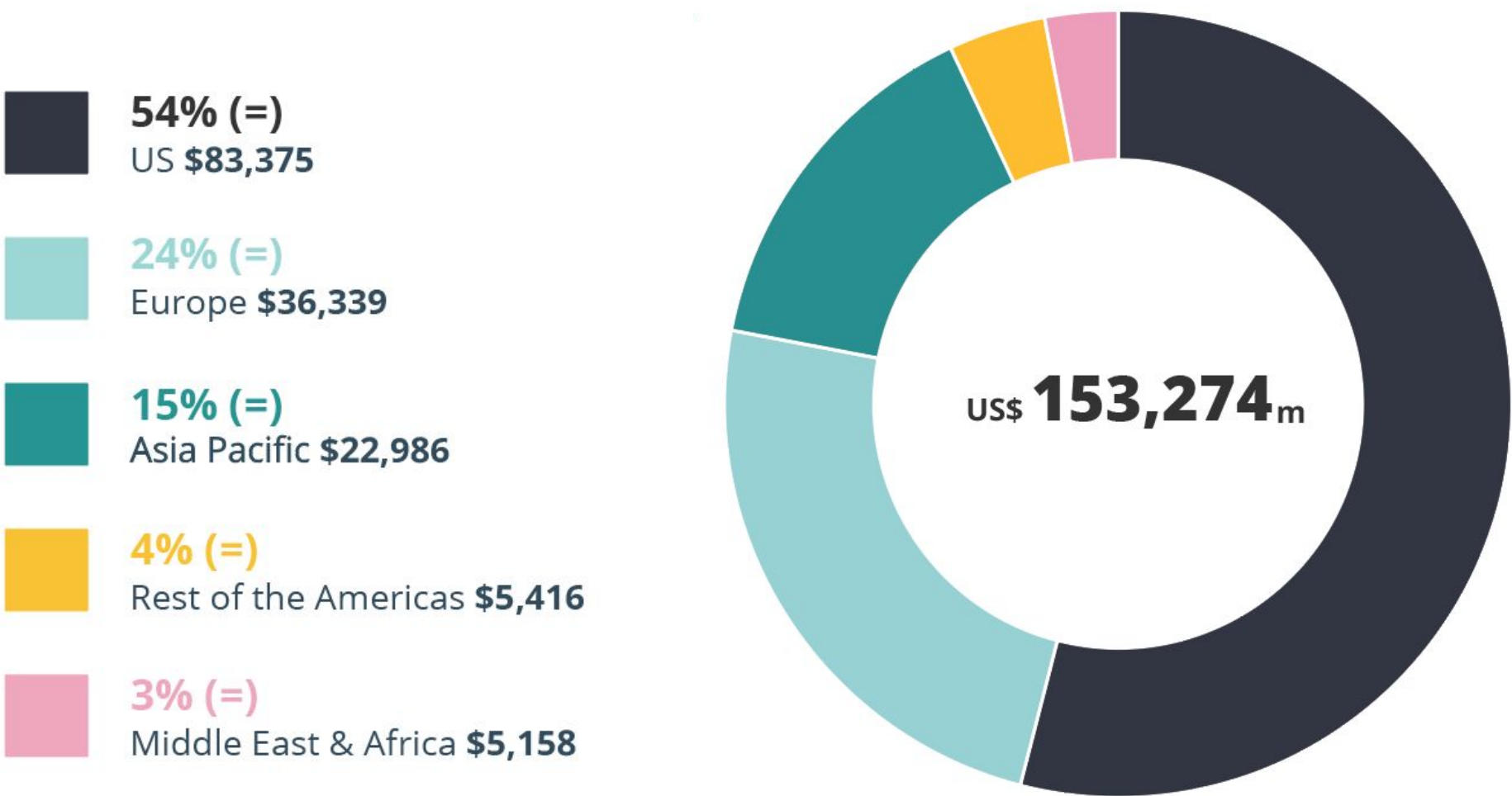
These moats reinforce each other to deliver better quality, better economics and better outcomes for clients.

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

The Opportunity

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

Global insights industry turnover, 2024



(=) Indicates no change in ranking from the previous year.

Source: ESOMAR Global Market Research 2026

Artificial Intelligence (AI)

The most significant change in the Data & Insights space

AI allows us to be faster, more efficient and to deliver higher quality outcomes

Opportunities for Pureprofile include:

Internal solutions:

Translations, coding, probing, reconciliation

Enables us to increase profits by being faster in our client delivery. In addition, new solutions increase our quality of deliverables and streamline client interactions

Client-facing solutions:

The Hub, Audio & Video surveys, pipeline of products

Expands revenue opportunities through cross-selling to existing clients and onboarding new clients

AI companies as clients:

3rd parties who need our data to feed their LLMs

New client verticals and new revenue streams

Pureprofile's Growth Journey

Pureprofile's above-market historic growth is driven by our extensive access to global human intelligence, innovative technology and client-focused approach - all made possible by our highly engaged and talented team

This is the formula that enables us to consistently outperform our competitors



FY 2028 - FY 2030

Scale globally and strengthen returns

- **Build** a larger US business through organic growth and targeted acquisitions
- **Deepen** enterprise client relationships through broader services and new products
- **Scale** Platform and recurring revenue through automated solutions and deeper client integrations
- **Strengthen** proprietary panels and trusted human data to support differentiated, AI-enabled insights
- **Extend** qualitative capability globally, building on Pureprofile Qual
- **Convert** scale into higher margins through AI, automation and productivity improvements to deliver sustainable shareholder returns
- **Establish** Pureprofile data as a source of training for AI engines and models



FY 2025 - FY 2027

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



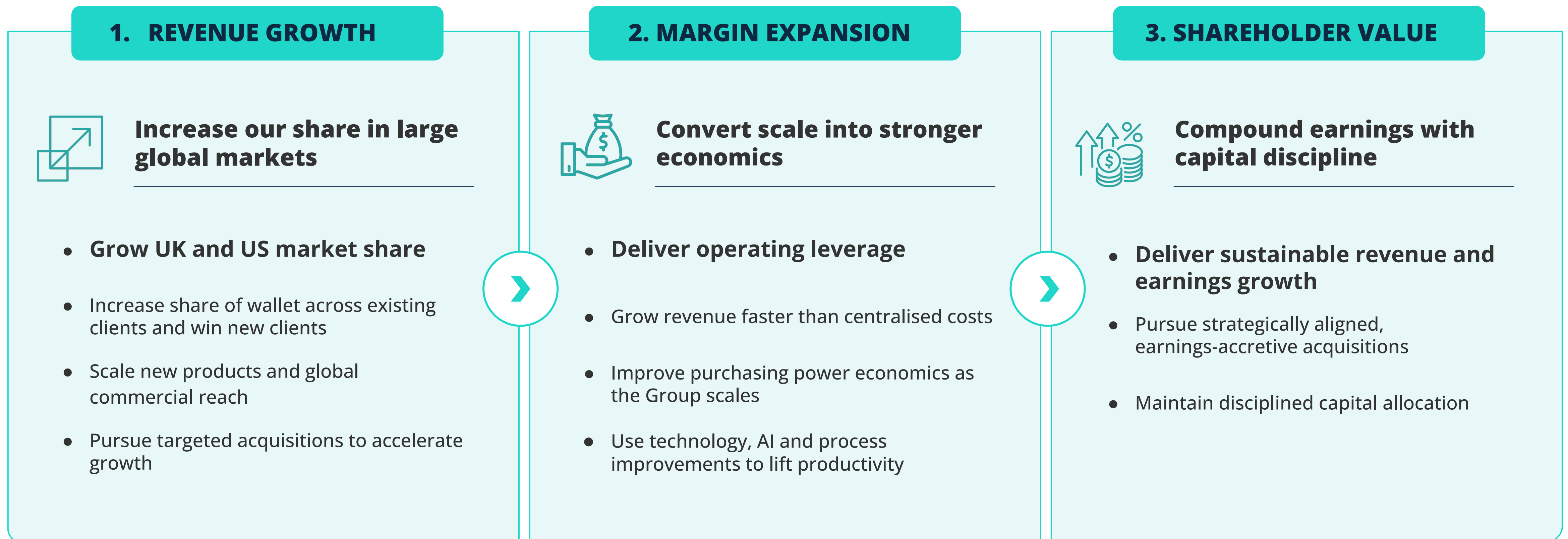
FY 2021 - FY 2024

Company restructure

- **Restructured** Group operations
- Unprofitable business units **divested**
- Strengthened balance sheet with a **capital raise**
- Completed debt to **equity swap** to provide the foundation to deliver on growth ambitions
- **Refreshed** executive team

Our priorities for **FY27 and beyond**

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



Summary

\$18.3m

RECORD REVENUE

Increased **14%** (or **19%** in constant currency) on pcp.



\$2.4m

EBITDA PERFORMANCE

Increased **27%**, outpacing revenue growth and demonstrating operating leverage.



13%

EBITDA MARGIN

Grew **1 ppt** on pcp as more clients leverage solutions to drive outcomes, contributing to key margin expansion.



1,035

GROWING CLIENT BASE

Now collaborating with over **1,000** clients globally, marking a milestone in Pureprofile's continued growth.



FY27

FINANCIAL GUIDANCE

Revenue guidance of **\$72m–\$75m**, up approximately **11%–15%** on FY26, with EBITDA margin guidance of **11%–12%**, compared with 10% in FY26.



US Growth

KEY PRIORITY

Build a larger US business through organic growth and strategic acquisitions, adding clients, capabilities and scale.





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*This presentation has been authorised for release to the
ASX by the Chair and the Managing Director.*

