

ASX Announcement

28 October 2026

2026 Annual General Meeting – Chairman’s Address

Dear Shareholders,

My name is Michael Anderson, Non-Executive Chairman of Pureprofile, and it is my pleasure, on behalf of the Board, to welcome you to the Company’s 2026 Annual General Meeting.

FY26 has been another year of strong growth and progress for Pureprofile. We delivered record revenue and profit, broadened our research capabilities and continued to invest in the technology that is shaping our industry. These achievements reflect the consistent execution of our strategy and our disciplined focus on profitable growth in a competitive and uncertain economic environment.

Revenue and earnings reached record levels, supported by continued momentum across both our domestic and international operations. Importantly, earnings grew at a faster rate than revenue, demonstrating the increasing operating leverage in our business, supported by productivity improvements and careful cost management.

The Group also maintained a strong financial position throughout the year. We continued to generate positive cashflows while investing in future growth opportunities, which included the acquisition of CRNRSTONE, a domestic qualitative research business. This acquisition was entirely internally funded, reflecting the cash-generating capacity of the business and the discipline we apply to capital allocation.

We were particularly encouraged by the ongoing progress of our international operations, where growth continued to accelerate, supported by strong demand in key markets. At the same time, our ANZ business delivered solid growth, demonstrating the resilience of our core operations and the effectiveness of our strategy to grow both domestically and internationally.

Technology and innovation also remained central to our progress. Platform revenue increased strongly, reflecting greater use of our technology-enabled solutions and the adoption of more scalable workflows for project delivery.

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Last year, we spoke about making research faster, smarter and more accessible. During FY26, we made further progress in turning that ambition into practical tools for clients. Solutions introduced in FY25, gained further traction.

And we added new capabilities during the year. For the Board, the value of this investment lies in its practical application: helping clients obtain useful insights faster, improving productivity and supporting a more scalable business. As adoption grows, maintaining data quality and the integrity of our research remains fundamental.

It was pleasing to see the quality of our work recognised by The Research Society through its 2025 Research Partner of the Year Award. This recognition reflects the contribution of our people, our commitment to clients and the continued development of our research offering.

Our people remain central to everything we achieve. The expertise and commitment of our teams across the business underpin our client relationships and our ability to adapt as the industry changes. On behalf of the Board, I thank them for their work throughout FY26, and I welcome our CRNRSTONE colleagues to Pureprofile.

Recently, the Board has received feedback from a number of shareholders regarding the potential for an on-market share buyback to support the Company's share price. While the Board continually reviews capital management initiatives, it currently believes the highest return use of capital is investing in opportunities that can support growth and enhance long-term shareholder value.

During FY27 our priorities remain clear. We will continue to grow our global client base and deepen relationships with existing customers, by expanding the range of services and solutions we provide. We will also focus on further commercialising the products introduced over the past two years. In parallel, we will continue to actively pursue both organic growth initiatives and strategic acquisition opportunities in the US. Establishing a meaningful beachhead in the world's largest data and insights market, to accelerate growth, expand our capabilities and strengthen our long-term competitive position, in an increasingly dynamic industry. The Board believes that deploying capital towards these opportunities offers a more compelling pathway to sustainable value creation, than returning capital at this stage.

Improving margins and operating leverage remains a priority. We will continue to increase the contribution from technology-enabled solutions, automate client workflows and apply AI tools to improve productivity across the business. These initiatives are intended to support sustainable earnings growth as we expand.



The Board will continue to apply a disciplined approach to investment and capital management. As we assess opportunities to broaden our capabilities and geographic reach, our focus will remain on strategic fit and the potential to create long-term value for shareholders.

On behalf of the Board, I would like to thank our CEO, Martin Filz and the leadership team for their continued commitment and execution. I also thank my fellow directors, our clients and partners, and you, our shareholders, for your ongoing support.

Pureprofile enters FY27 with a broader research offering, growing international operations and a record of delivering profitable growth. We are confident in our strategy and look forward to building on the progress achieved during FY26.

Before concluding, I would like to acknowledge and thank Non-Executive Director Liz Smith, who has advised that she will not seek re-election. On behalf of the Board, I thank Liz for her valuable contribution, commitment, and service to Pureprofile. We wish Liz every success for the future.

We are also delighted to welcome Michelle Kvello, as a candidate for election to the Board. Michelle brings significant financial and commercial expertise, which will complement the skills of our existing Directors and add valuable new perspectives as we continue to execute our growth strategy.

Thank you

- ENDS -

For further information, please contact:

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About Pureprofile

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

We are a global data and insights organisation providing industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

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.

