Pureprofile

2026

AGM Presentation

PRESENTED BY

Michael Anderson - Chair
Martin Filz - CEO
Melinda Sheppard - CFO

OCTOBER 2026

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01

Chairs Address
Michael Anderson

Our Board of Directors

The new board truly embodies Pureprofile's vision as a growth-focused company with global aspirations, bringing together the expertise and leadership needed to drive international expansion and innovation

Michael Anderson
Non-Executive Chair
Commenced: 1 June 2024

Martin Filz
CEO and Managing Director
Commenced: 3 August 2020

Michelle Kvello
Non-Executive Director
Commenced: 28 October 2026

Mark Heeley
Non-Executive Director
Commenced: 17 October 2023

Adrian Gonzalez
Non-Executive Director
Commenced: 1 June 2024

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02

Business Overview

* EBITDA and EBITDA margin excludes significant items and share based payments. Q1 FY27 commentary and financial metrics are presented on a preliminary and un-audited basis

Pureprofile at a glance

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

ANSWER CRITICAL QUESTIONS

Connect trusted human intelligence to the questions that matter

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

ENGAGE PEOPLE

Build a trusted, proprietary human network

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

CAPTURE HUMAN INTELLIGENCE

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

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

DELIVER HUMAN INTELLIGENCE

Use technology to make trusted human intelligence accessible & actionable

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

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

How clients work with Pureprofile

HOW TO ACCESS PUREPROFILE

CLIENTS

Managed Services

End-to-end insights delivered by our team

Datarubico Insights Creator

AI-powered self-service insights

Datarubico Audience Access

Self-service access to trusted audiences

APIs

Direct access to Pureprofile human intelligence and audiences

PUREPROFILE HUMAN INTELLIGENCE

Pureprofile

Our global footprint

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

14
locations globally

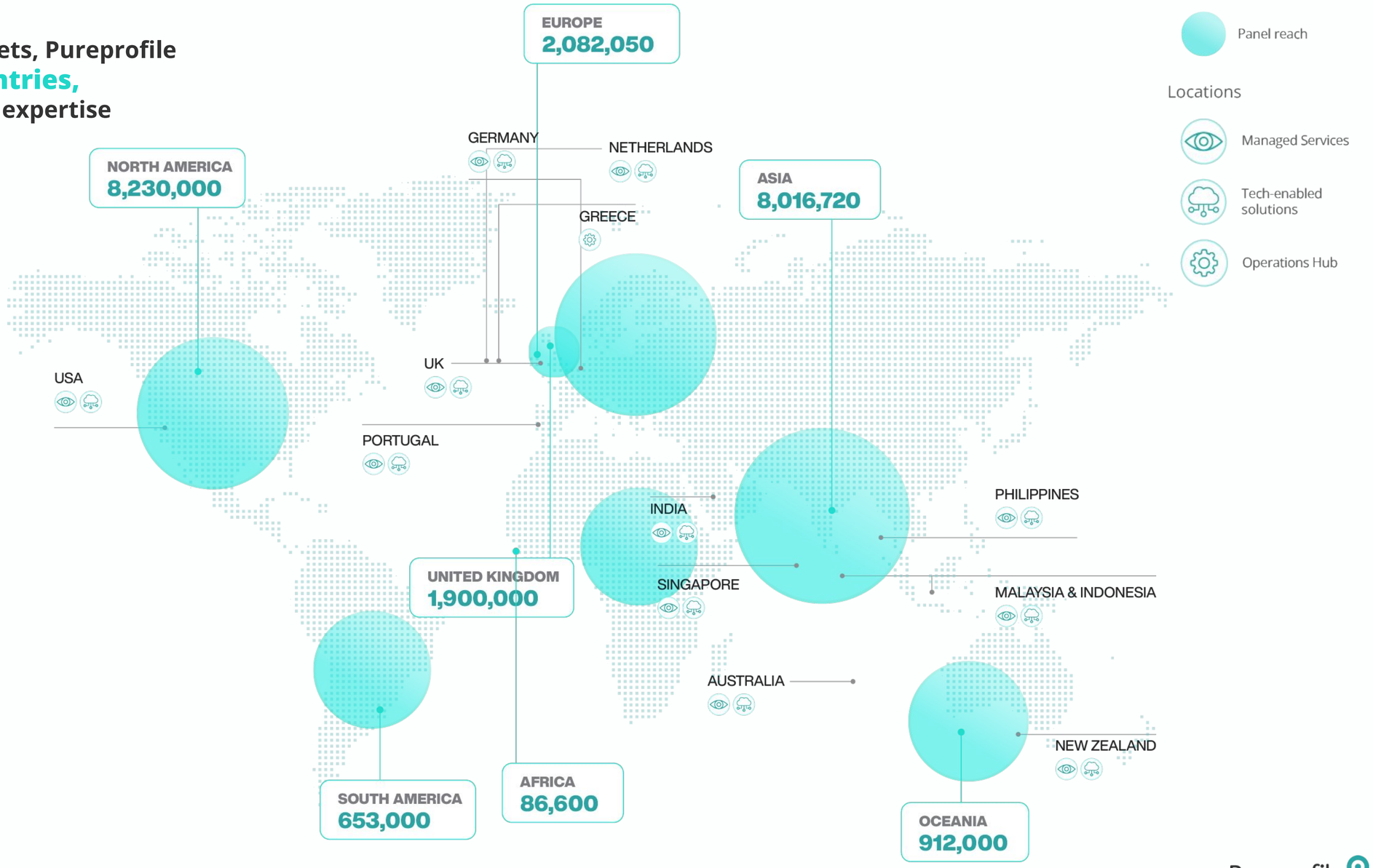
1,035
clients globally

271
staff globally

$18.3m
in Q1 FY27 revenue

$8.8m
in Q1 FY27 platform revenue

$16.9m
in annuity revenue (LTM)



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03

Corporate growth strategy

Clear corporate growth strategy

01. Global Business

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

02. Technology & AI

Accelerate our **Technology & AI solutions**

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

03. Data & Insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder

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Our moat

Defensible advantages that are difficult to replicate and compound over time

People + Proprietary Data

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

20M+ panel members

Collected with consent & transparency

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).

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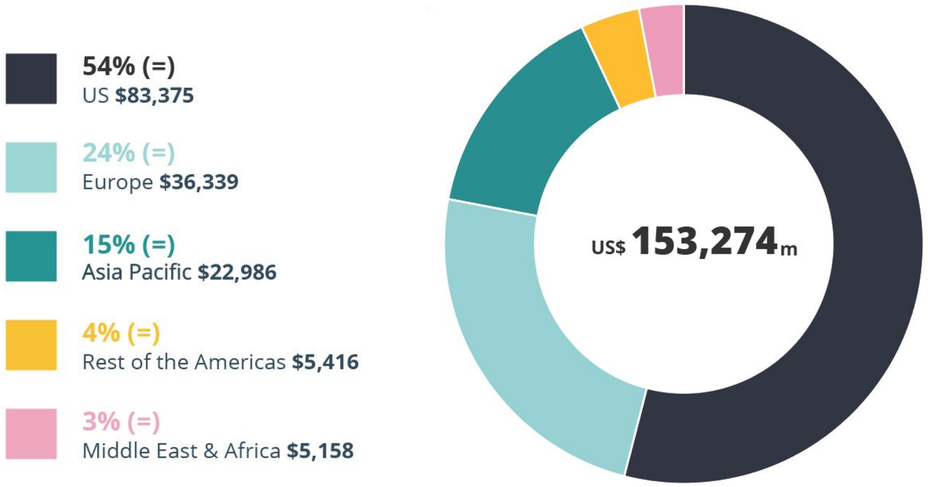
The Opportunity

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 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

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 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

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Our priorities for FY27 and beyond

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

1. REVENUE GROWTH

Increase our share in large global markets

- **Grow UK and US market share**
- Increase share of wallet across existing clients and win new clients
- Scale new products and global commercial reach
- Pursue targeted acquisitions to accelerate growth

2. MARGIN EXPANSION

Convert scale into stronger economics

- **Deliver operating leverage**
- Grow revenue faster than centralised costs
- Improve purchasing power economics as the Group scales
- Use technology, AI and process improvements to lift productivity

3. SHAREHOLDER VALUE

Compound earnings with capital discipline

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

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04

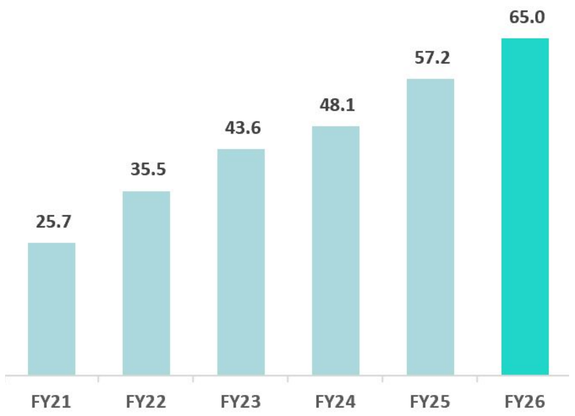
Financial Performance

* EBITDA and EBITDA margin excludes significant items and share based payments. Q1 FY27 commentary and financial metrics are presented on a preliminary and un-audited basis

FY26 Financial metrics trends

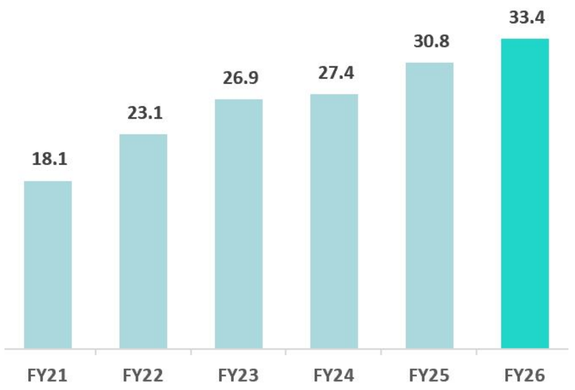
Group Revenue
$m

+20% 5-yr CAGR



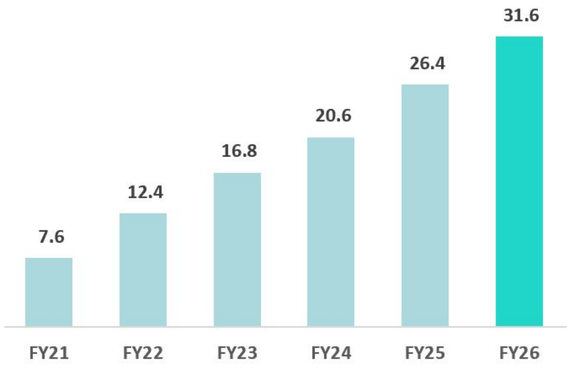
ANZ Revenue
(inc Platform) $m

+13% 5-yr CAGR



Rest of World
(inc Platform) $m

+33% 5-yr CAGR



Platform Revenue
$m

+78% 5-yr CAGR

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Six-year profit transformation

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

Statutory Net (Loss)/Profit after tax $m

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

19% **EBITDA**
5-yr CAGR

3 **Consecutive Years**
of statutory profitability

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

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

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

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**

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

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

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

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.

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

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

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FY27 Financial Guidance

Revenue

$72m to **$75m**

11% to 15% on FY26

EBITDA Margin %

11% to **12%**

FY26 - 10%

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.

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

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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.