

# Q4 FY25

## Investor Presentation

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A person is walking up a large, dark, teal-colored staircase that recedes into the distance. The person is wearing a yellow shirt and dark pants. The overall scene is dimly lit, with the teal color dominating the background.

# Business Overview

All commentary and financial metrics are presented on a preliminary, unaudited and continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items including share based payments

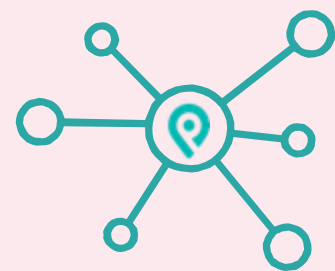


# → Pureprofile's Achievements in FY25

**We delivered record results and accelerated our revenue growth to 19% whilst launching new technology solutions to support long-term growth**

- Successfully achieved full year financial guidance delivering **\$57.2m** in revenue, **\$5.2m** in EBITDA and a **\$5.7m** cash balance
- FY25 delivered **19%** revenue growth on pcp, up from **10%** in FY24, reflecting strong operational execution. This was achieved while preserving margin performance and continuing to invest for long-term growth
- Increased Rest of World revenue to **46%** of total revenue for FY25, up from **43%** in FY24
- Successful execution of the i-Link acquisition drove ANZ revenue growth to **12%** in FY25, a marked improvement from 2% growth in FY24. The acquisition was fully funded through cash flow and is delivering strong operational and financial performance
- **90%** of revenue from repeat clients in FY25 a result of our rapid delivery, world-class service, and high quality data
- Launched **Datarubico** and new **AI** solutions in FY25, including Datarubico self-service data and insights solutions, synthetic responses and AI-powered social insights in partnership with Quilt.AI

# → Pureprofile at a glance



## We are Pureprofile

We are a global data and insights company, helping brands, businesses & government answer crucial questions



## What we do

We securely connect organisations with highly profiled audiences, gathering data that is otherwise inaccessible



## How we do it

Through our proprietary technology platform, we survey and reward millions of people worldwide for sharing their opinions

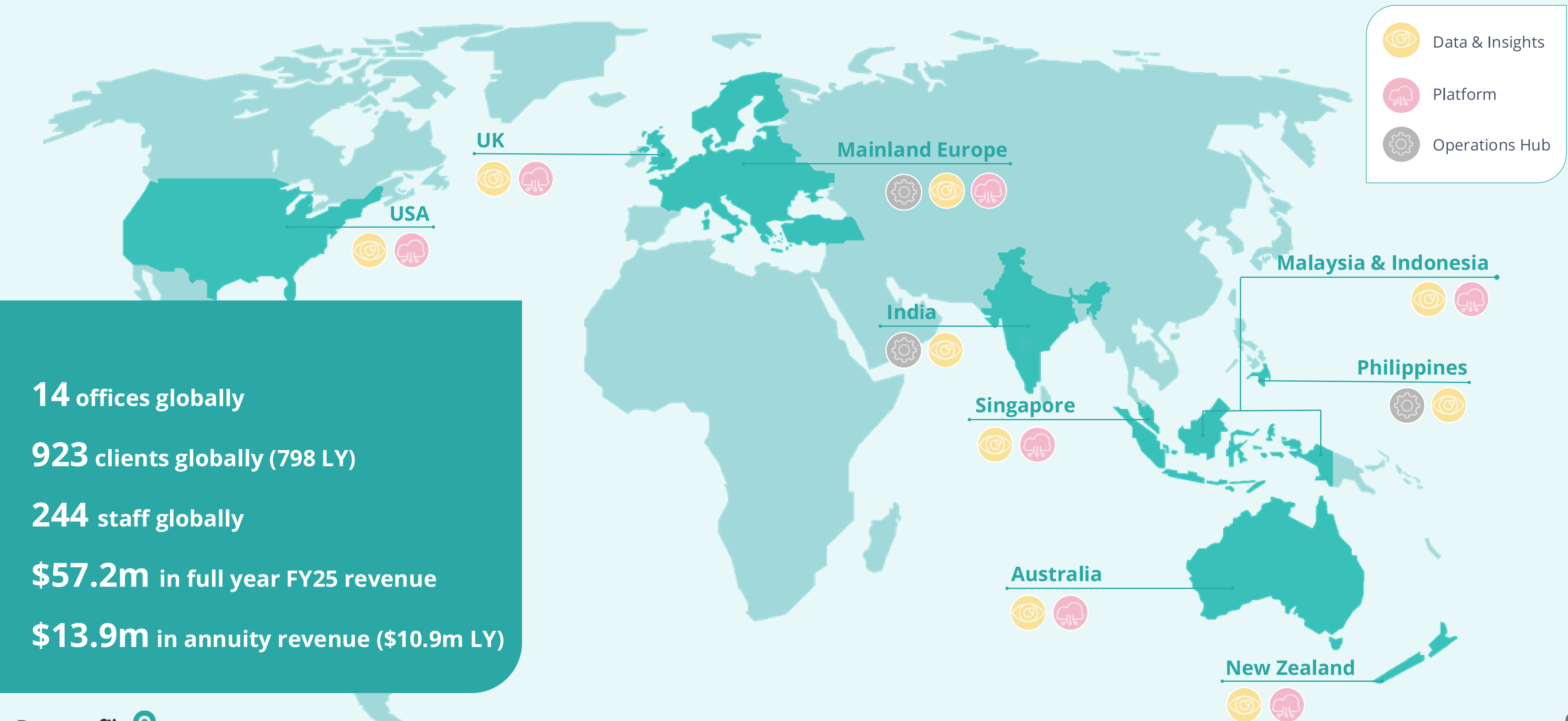


## Why we do it

Our goal is to empower organisations with valuable data and deeper audience connections, enabling them to make more informed decisions

# Our vision is to deliver more value from the world's information

We are a truly global company completing studies in **93** countries over the past 12 months



**14** offices globally  
**923** clients globally (798 LY)  
**244** staff globally  
**\$57.2m** in full year FY25 revenue  
**\$13.9m** in annuity revenue (\$10.9m LY)





# Corporate Growth Strategy



# Clear corporate growth strategy

## 01: Global business

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

## 02: Technology & AI

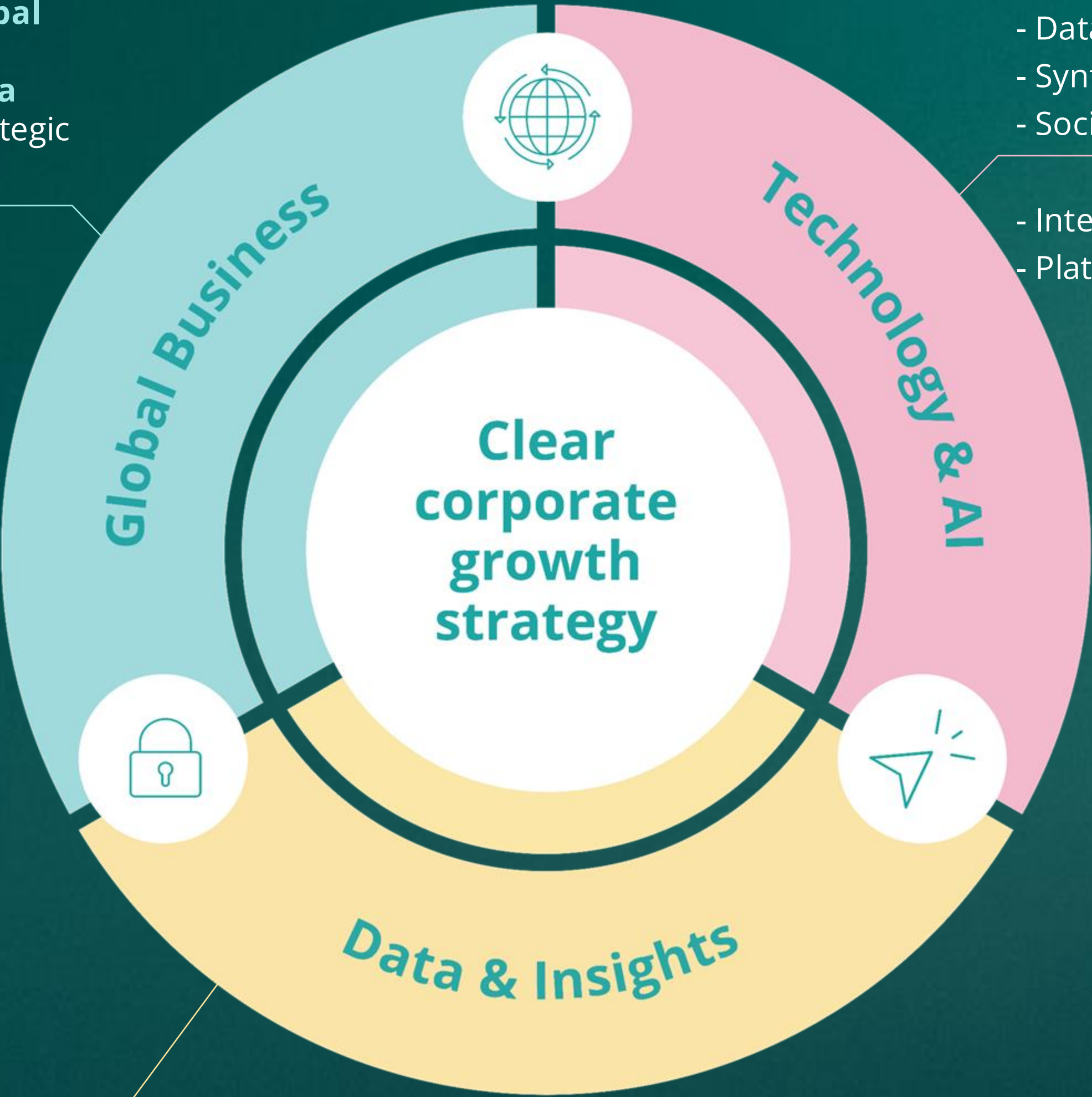
Accelerate our **Technology & AI solutions**

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

## 03: Data & Insights

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder
- Audience Intelligence
- Insights Creator

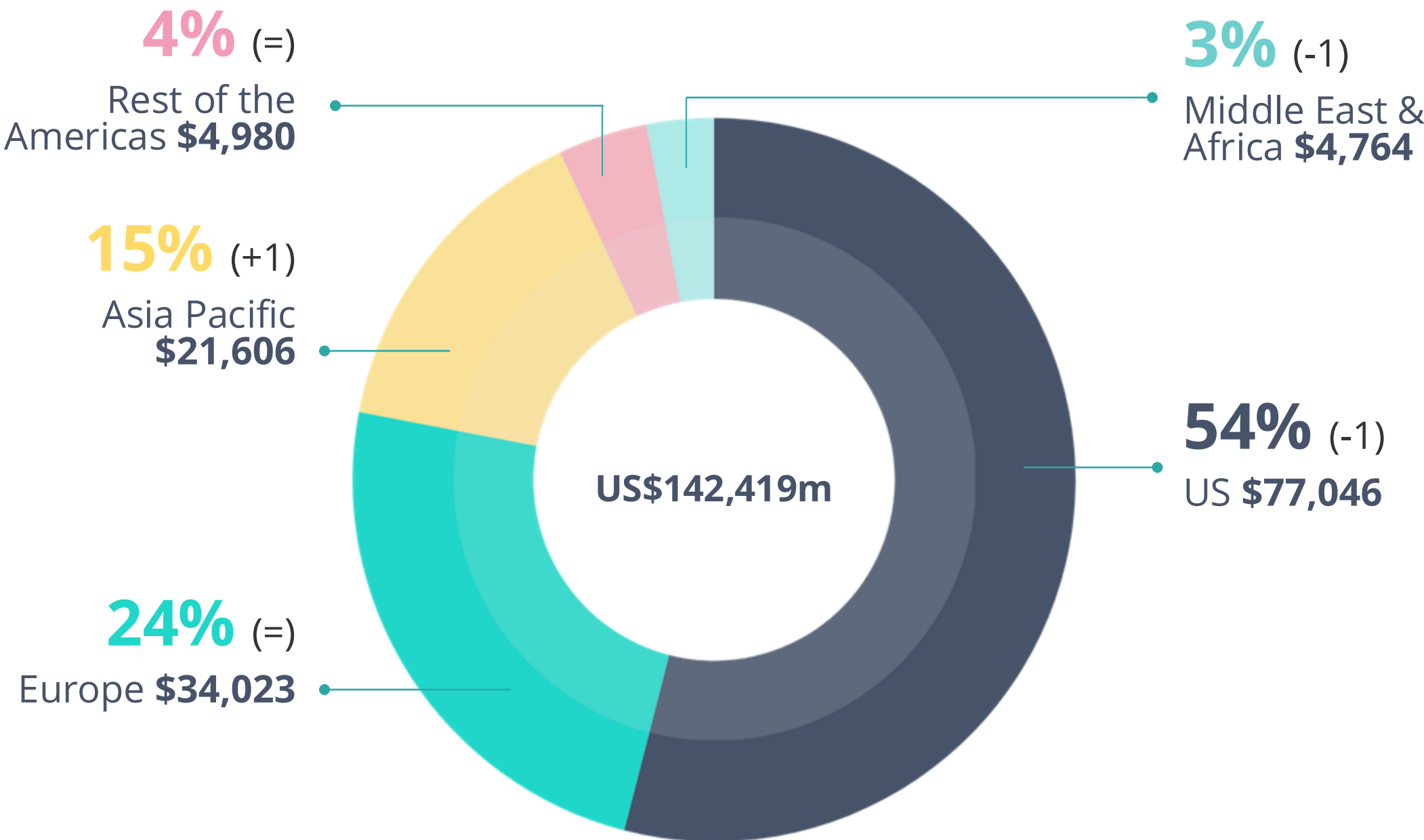




# → The Opportunity

As a market leader in ANZ, the next phase of our strategy is to replicate the same success in the US and UK. These markets are currently 30 times and 5 times larger than Australia, respectively

Global insights industry turnover, 2023



Source: ESOMAR Global Market Research 2024

## 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

Opportunities for Pureprofile, include:

### Internal solutions:

**Translations, coding, probing, reconciliation**  
Enables us to increase margins 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**  
Increases revenues through cross-selling to existing clients and onboarding new clients

### AI companies as clients:

**3<sup>rd</sup> parties who need our data to feed their LLMs**  
New client verticals and new revenue streams

# ➔ 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 2025 - FY 2027

## Accelerate global growth

Our focus for the next **2 years** is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan



FY 2022 - FY 2024

## 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

## 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



# ➔ Key Priorities for FY26

## Drive Growth

- Expand **client** share of wallet globally
- Monetise **products / solutions** launched in FY25
- Targeted **investment** in UK and US

## Improve Margins

- Shift solutions mix from **managed services to platform**
- Launch additional **automated client solutions**
- Utilise **AI** to improve internal operations
- Streamline **ways of working**

## Global Business

**New clients** - Add more commercial people to enable client growth

**Commercial partnerships** - Partner with best of breed client solutions, utilising the extensive Pureprofile distribution channel to upsell new solutions

## Technology & AI

**Internal processes** - Utilising AI to increase internal efficiencies, deliver faster projects and lower costs

**Client facing solutions** - Build & enhance AI-enabled revenue generating solutions and sell to our 800+ clients

**Self Service Platform** - Develop and sell next-gen DIY platform to expedite projects and harness automation

## Data & Insights

**Audience Builder** - How we build high quality audiences is unique to Pureprofile. Key is to grow non-ANZ Audience Builder audiences to ensure overall panel growth

**UK/US** - Represents 64% of global market. Grow from our brand awareness and client foundations in the two largest global markets

# ➔ Aspirational Objectives for FY26 & FY27

## Drive Growth



### International Revenue Overtakes ANZ

- Double** the UK business revenue, taking significant market share
- Triple** the US business revenue



### Product Expansion

- Triple** platform business revenue
- Increase uptake** of client facing solutions
- Become an **important source of data** within the AI space



### Mergers & Acquisitions

- Identify & execute **acquisition opportunities** which can aid in accelerating growth in key markets

## Improve Margins



### Economies of Scale

- Continually **reducing costs versus revenue**
- Specific focus on **salaries & contractors** proportional to revenue



### Reduced Reliance on Suppliers

- Expand panel sizes** in key growth markets
- Launch new panels** in emerging markets where appropriate
- Identify synthetic data opportunities to reduce need for sample**



### Processes and Tech

- Being a tech-led organisation will enable us to operate and grow as a leaner team





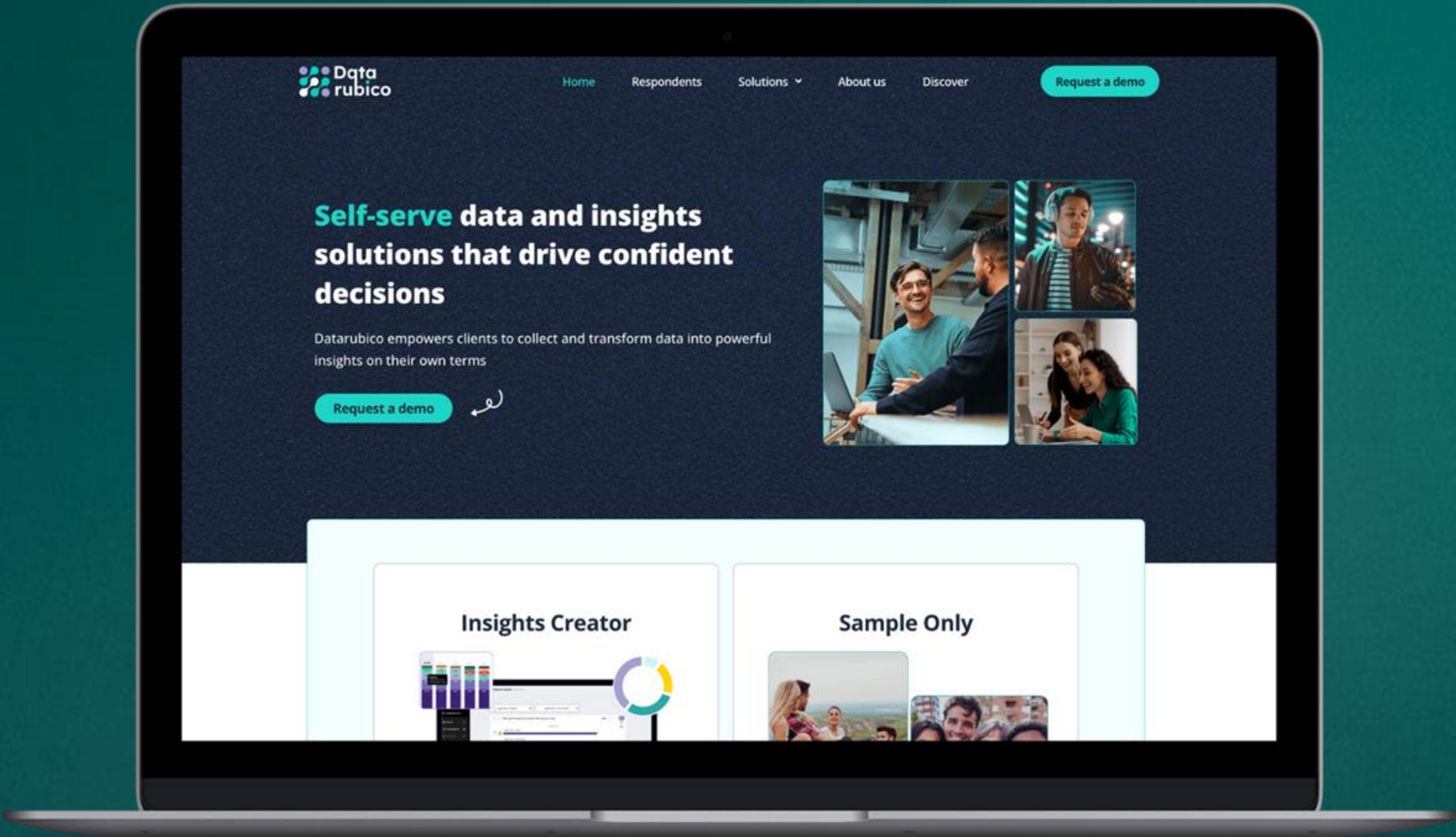
# New Solutions





# Self-serve data and insights solutions

*Launched in Q4*



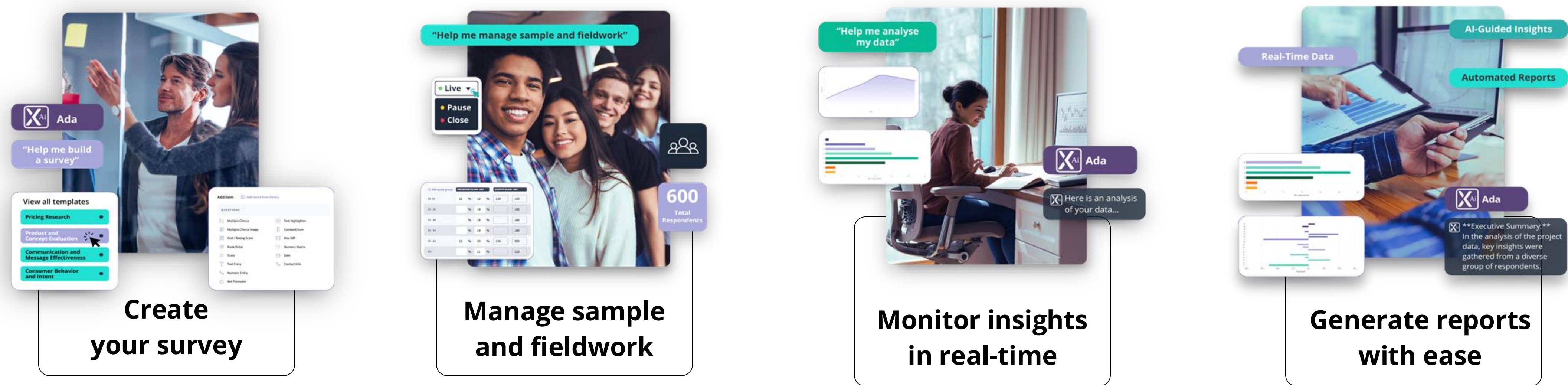


# ➔ Self-serve data and insights solutions - *Launched in Q4*



## An all-in-one AI-enabled platform that streamlines end-to-end insights generation

Launch surveys, influence costs with flexible sample bidding, manage fieldwork, monitor data in real time, and generate automated, executive-ready summaries, all in one seamless, self-service platform



# ➔ Self-serve data and insights solutions - *Launched in Q4*



## An always-on, self-serve platform giving users access to quality sample sources

Allows panel partners to access quality sample anytime through a self-serve platform that enables them to manage spend and streamline fieldwork using the flexible bidding tool



### Control and autonomy

Manage sample and spend without relying on external parties



### Speed and efficiency

Launch projects faster and manage fieldwork with reduced delays



### Quality and reliability

Access trusted sample sources to deliver consistent, quality data



## → New Solutions - *Launched in Q1 FY26*

### Conversational AI

A chatbot style interface that engages, probes and seamlessly blends qualitative insights with quantitative scale



#### **Enhanced respondent engagement**

Chatbot technology mimics natural human dialogue to create an interactive experience



#### **Richer responses at scale**

Enables more nuanced, meaningful responses at quantitative scale. Ask a follow up question with AI probing and use gamified projective techniques to capture deeper insights



#### **Faster actionable insights**

Deliver actionable insights quickly to inform decisions. Data visualisation in realtime plus automatic AI summary of open-ended responses to reduce processing time for fast actionable insights

## ➔ New Solutions - *Launching in Q1 FY26*

### Message Testing

Quickly narrow down and refine top-performing messages or ideas across generational segments to validate market fit and make decisions with confidence



#### 1. What it does?

Test, identify and refine your top-performing messages or ideas through text-based experiments to uncover motivations and validate market fit



#### 2. How it works?

Utilises synthetic respondents built from Pureprofile's quality profile data to deliver rapid and reliable feedback



#### 3. Why it matters?

Empowers product teams, marketers and researchers to identify top-performing messaging, uncover what motivates different audience segments, and validate market fit in real time



## ➔ New Solutions - *Launching in Q1 FY26*

### AI coding

Powered by inca, turns open-ended responses into structured insights quickly and at scale.



#### 1. What it does?

Removes manual coding delays to generate insights faster by handling large volumes of open-ended response data at scale



#### 2. How it works?

Uses natural language processing (NLP) to uncover themes and sort responses into clear categories



#### 3. Why it matters?

As deadlines tighten and datasets grow, researchers need a flexible and faster way to work with verbatim responses, without compromising speed, quality or consistency

➔ **New Solutions - *Why***

**To better support clients and drive strategic growth, Pureprofile is launching next-gen insight solutions that:**



**Deliver More Value to More Clients**

Relevance and value in supply chain, giving a broader range of clients the flexibility to choose the right tools to access insights and benefit from advances in AI technology



**High-Quality Insights, Delivered at Scale**

Offering a suite of scalable, tech-enabled tools that give clients more control over their research needs - faster, cheaper and without compromising on quality



**Support Margin Expansion**

Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage



A photograph of a very crowded city street, likely in Japan, with many people walking. The image is overlaid with a semi-transparent teal color. In the background, there are tall buildings with various signs, including 'F21 FOREVER', 'STARBUCKS COFFEE', and 'TSUTAYA'.

# Full Year FY25 & Q4 FY25 Financial Performance

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# Record **FY25**: growth delivered, guidance met




FY25 delivered record full-year revenue of **\$57.2m**, up **19%** on pcp, underpinned by the successful execution of our growth strategy. Platform revenue grew **23%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

ANZ revenue was up **12%** on pcp, driven by the i-link acquisition and strong performance by the team, in a competitive market where we already hold significant share. ROW delivered a **28%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets

EBITDA growth of **18%** on pcp to **\$5.2m**, supported by top-line growth and disciplined cost management. EBITDA margin remained steady at **9%**, balancing profitability with investment in global expansion

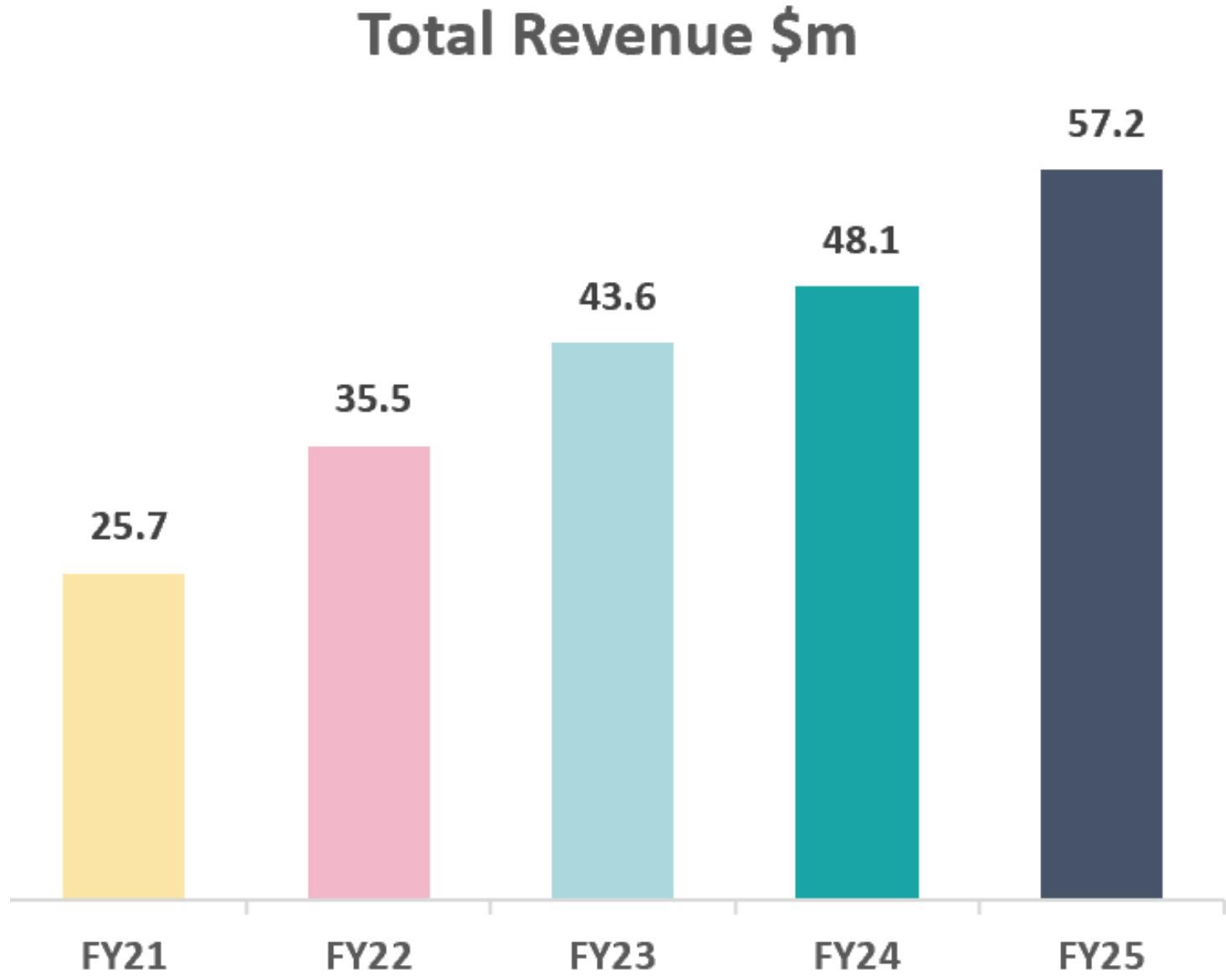
Reported cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, including a **\$1.25m** payment for the i-Link acquisition and **\$0.2m** in debt principal repayments during FY25, reflecting strong cash generation and disciplined capital management

| Business Results | FY25    | vs FY24   |
|------------------|---------|---|
| Revenue          | \$57.2m | 19%  |
| EBITDA           | \$5.2m  | 18%  |
| EBITDA Margin %  | 9%      | 0 ppt%  |

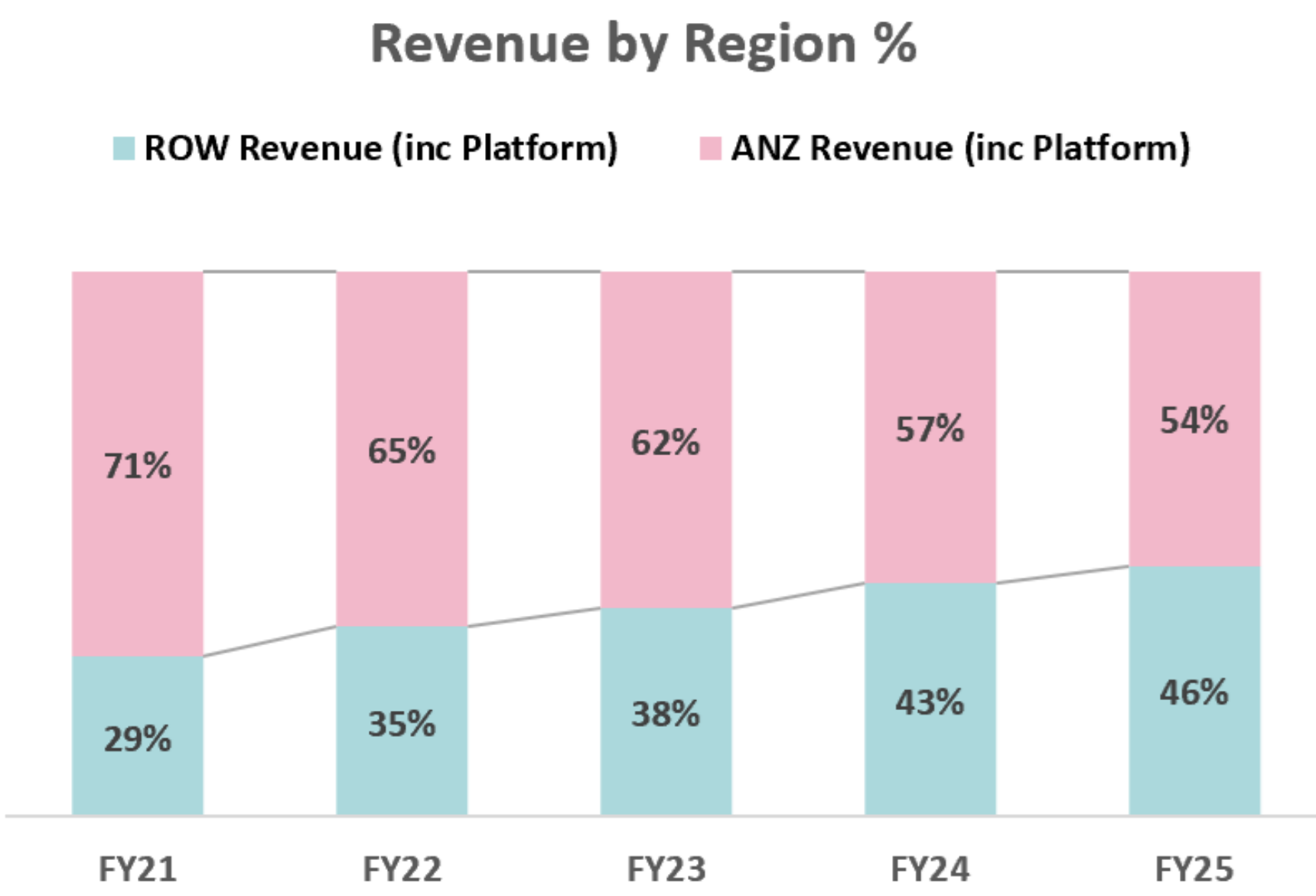
| Business Unit Revenues         | FY25    | vs FY24   |
|--------------------------------|---------|---|
| ANZ (incl. Platform)           | \$30.8m | 12%  |
| Rest of World (incl. Platform) | \$26.4m | 28%  |
| Platform                       | \$11.1m | 23%  |



# ➔ FY25 Financial metrics trends



+22% 4-year CAGR

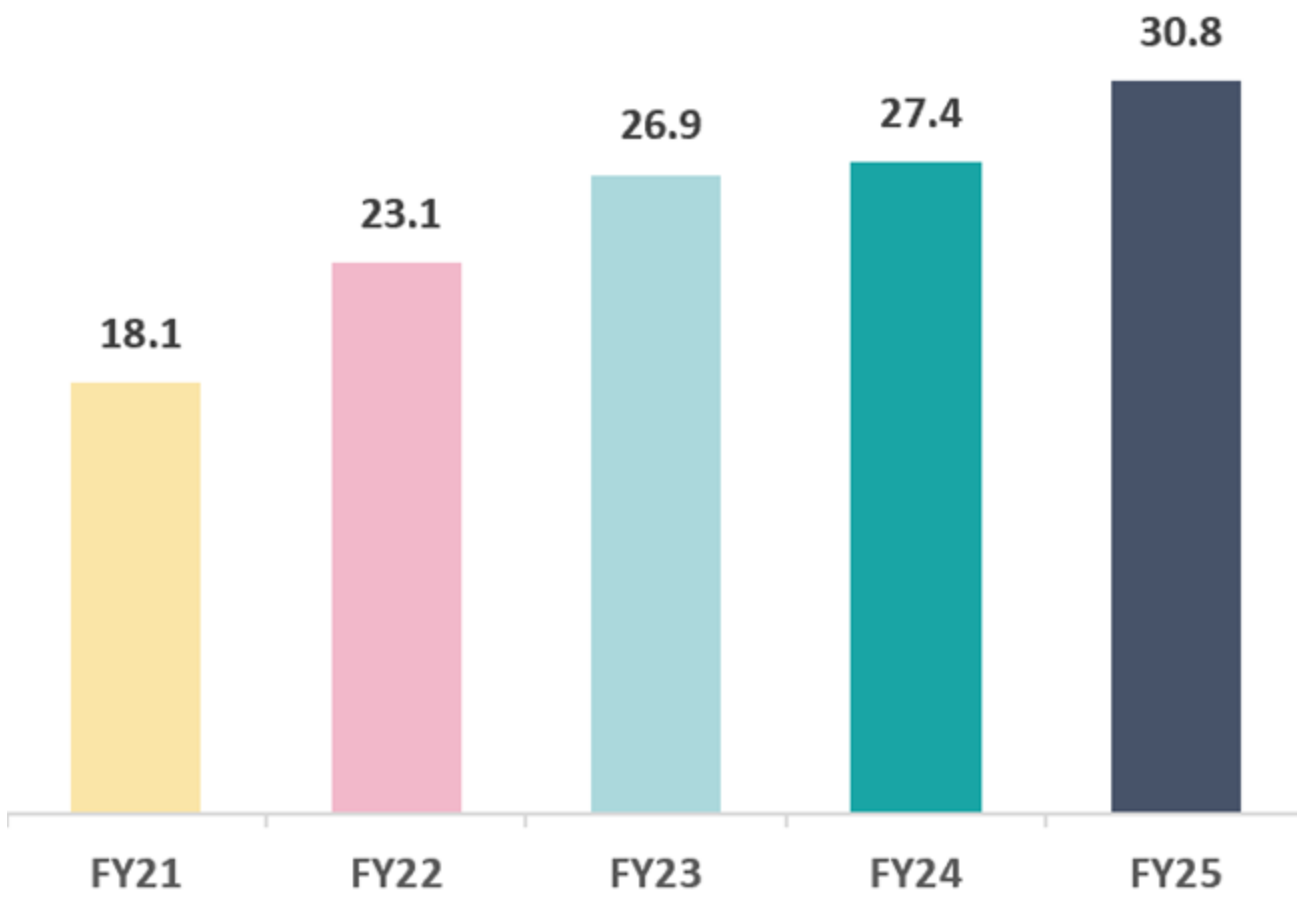


ROW revenue has grown from 29% to 46% of total revenue over five years, reflecting the success of our global growth strategy, reducing the reliance on the mature ANZ market.

# ➔ FY25 Financial metrics trends

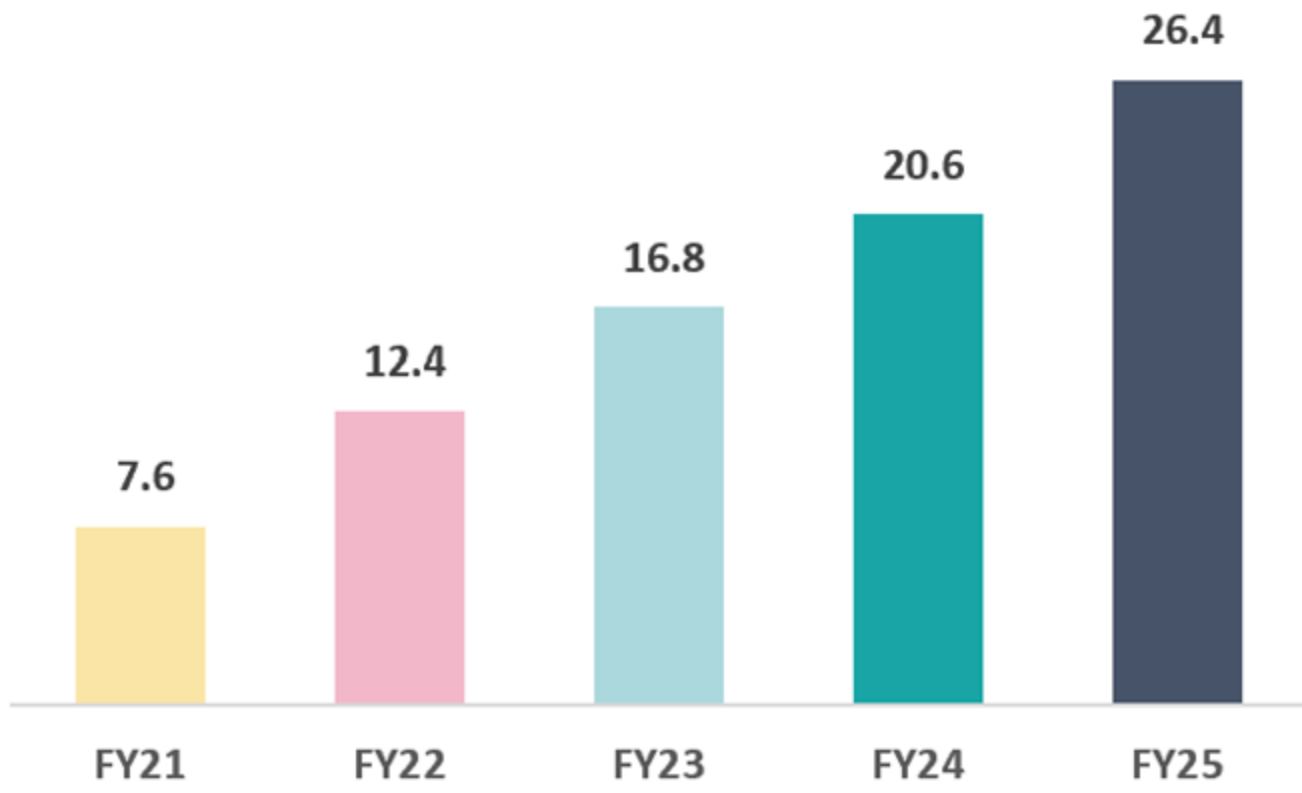
ANZ Revenue (inc Platform) \$m

+15% 4-year CAGR



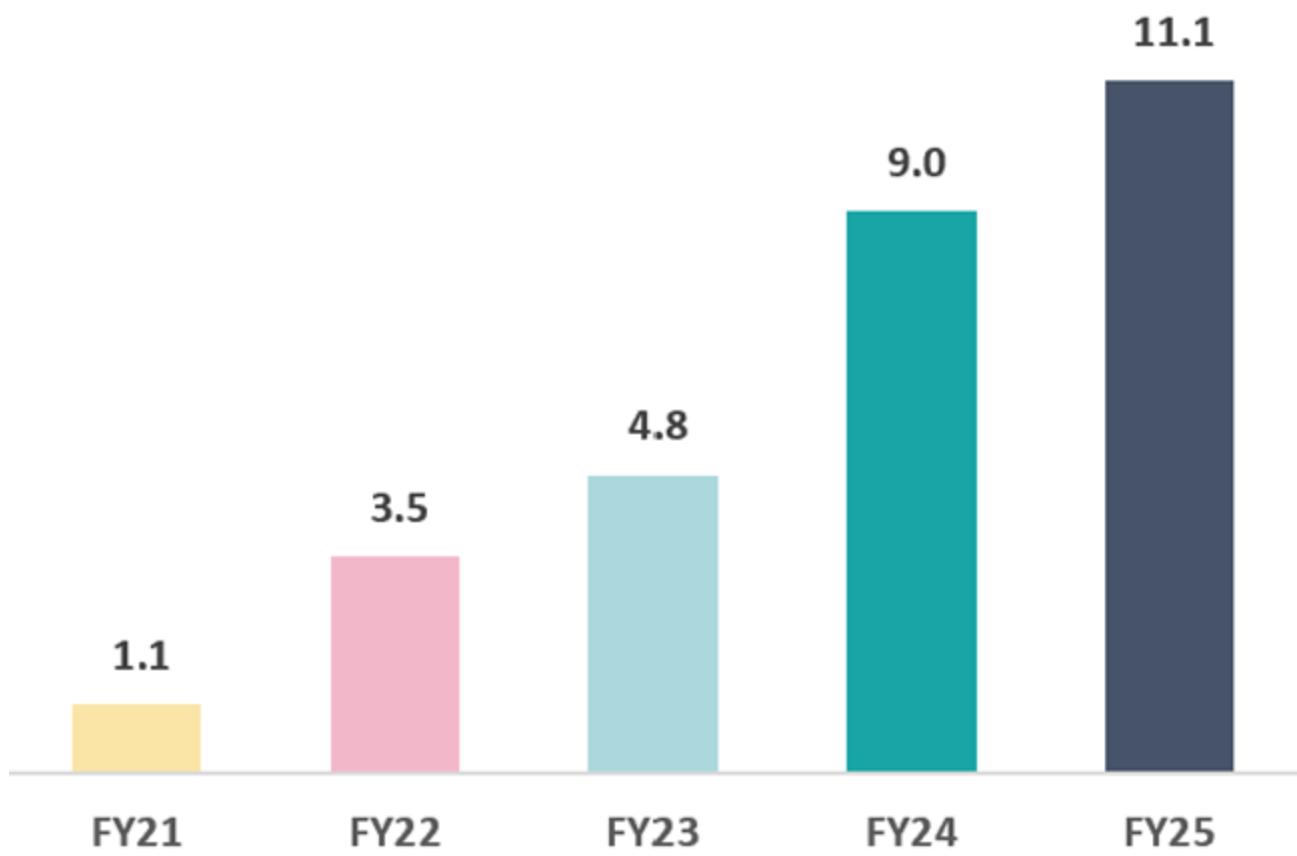
Rest of World Revenue (inc Platform) \$m

+35% 4-year CAGR



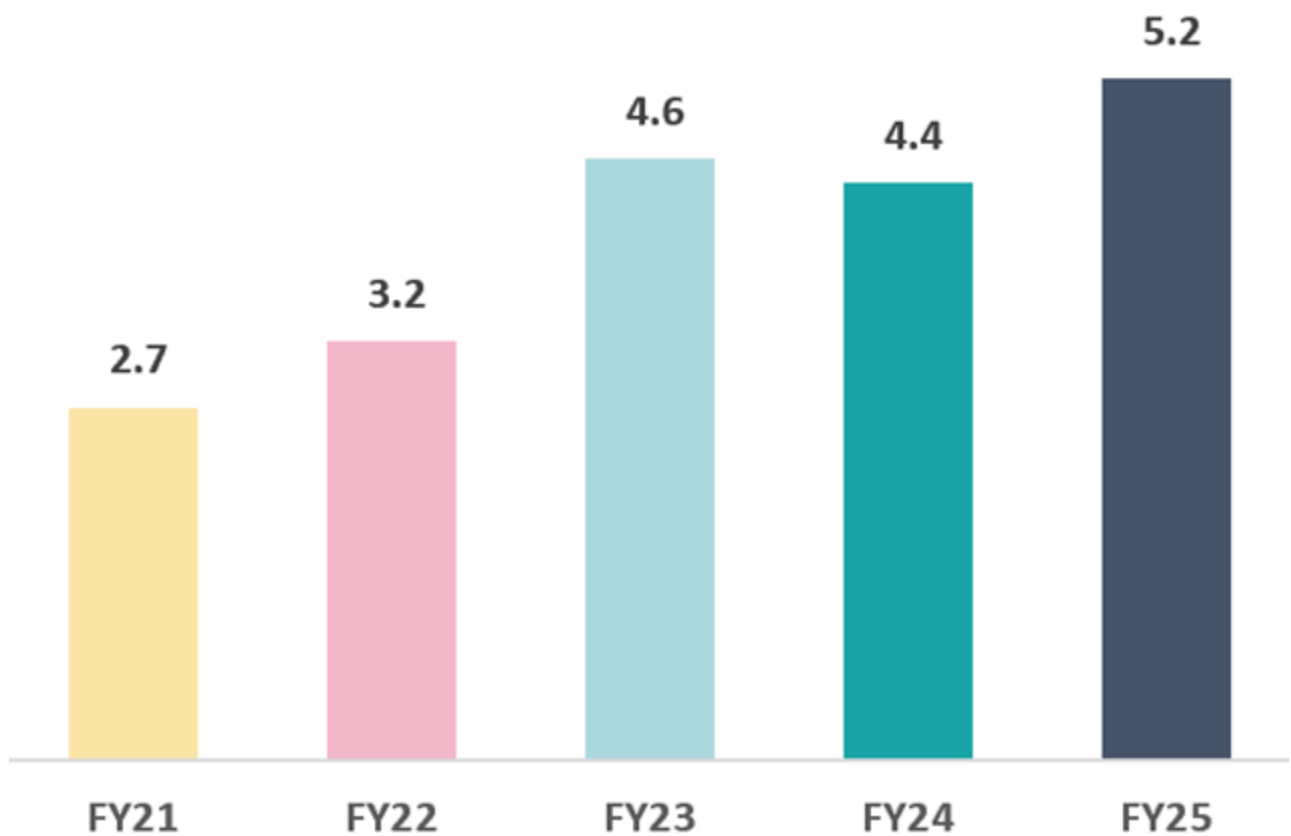
Platform Revenue \$m

+78% 4-year CAGR



EBITDA \$m

+18% 4-year CAGR








# Strong continued growth for Q4 FY25




Q4 FY25 delivered a record quarterly revenue of **\$15.3m**, up **17%** on pcp, reflecting strong expansion in the UK and US and the continued delivery of our growth strategy. Platform revenue grew **10%** on pcp. While growth was softer during Q4, the release of new solutions sets the foundation for accelerating growth in FY26 and beyond

ANZ delivered a record Q4 result, with revenue up **8%** on pcp. This growth reflects strong execution in a competitive market, where Pureprofile continues to hold significant market share. The result also includes the continued benefit of the i-Link acquisition

ROW revenue grew **27%** on pcp, led by strong performances in the UK and US. Investments in sales capability and client expansion across key regions continue to contribute to this momentum

EBITDA was **\$1.3m**, down **13%** on pcp, with an **8%** margin reflecting FX impacts and increased technology opex linked to new solution launches and AWS infrastructure, alongside investment in ROW sales capability and performance-based incentives

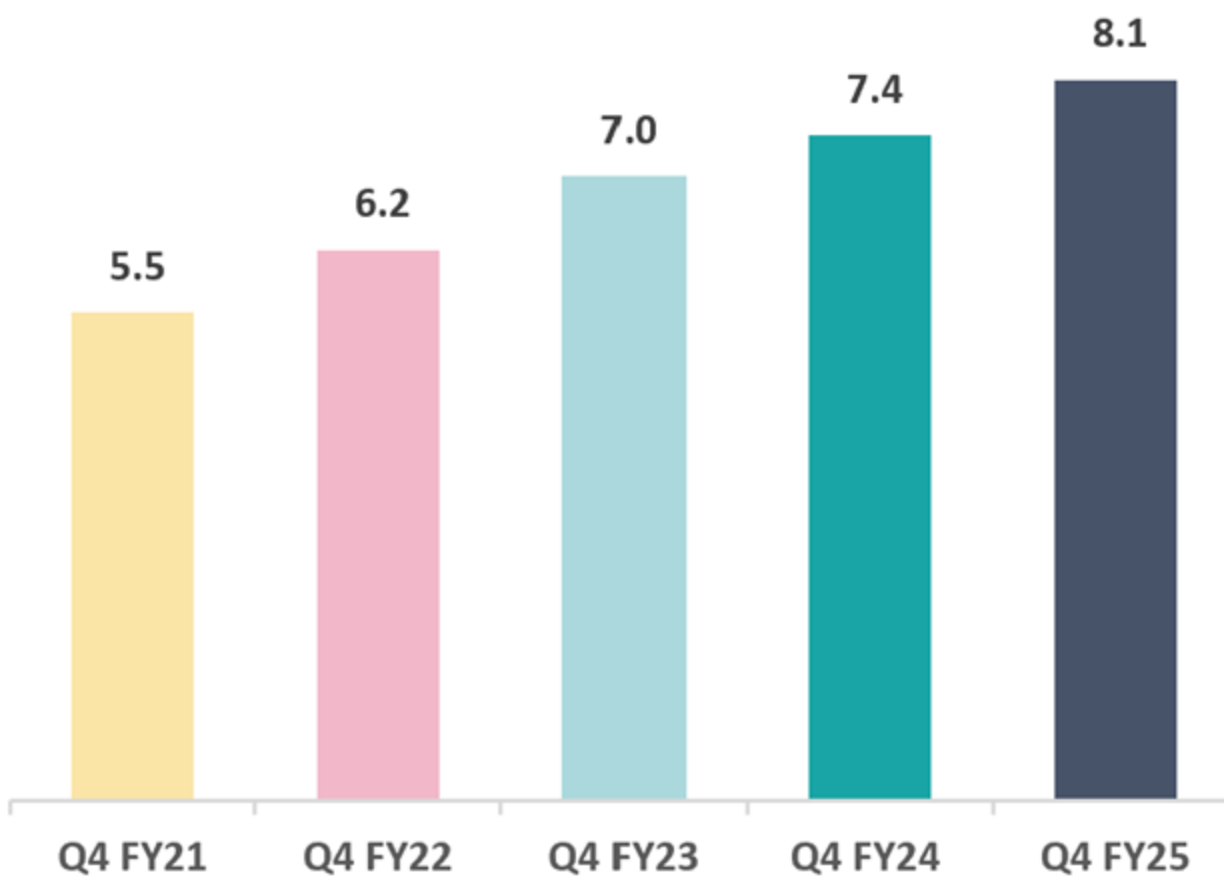
| Business Results | Q4 FY25 | vs Q4 FY24   |
|------------------|---------|--|
| Revenue          | \$15.3m | 17%       |
| EBITDA           | \$1.3m  | (13%)     |
| EBITDA Margin %  | 8%      | (3 ppt%)  |

| Business Unit Revenues         | Q4 FY25 | vs Q4 FY24  |
|--------------------------------|---------|---|
| ANZ (incl. Platform)           | \$8.1m  | 8%   |
| Rest of World (incl. Platform) | \$7.2m  | 27%  |
| Platform                       | \$2.7m  | 10%  |

# ➔ Q4 FY25 Financial metrics trends

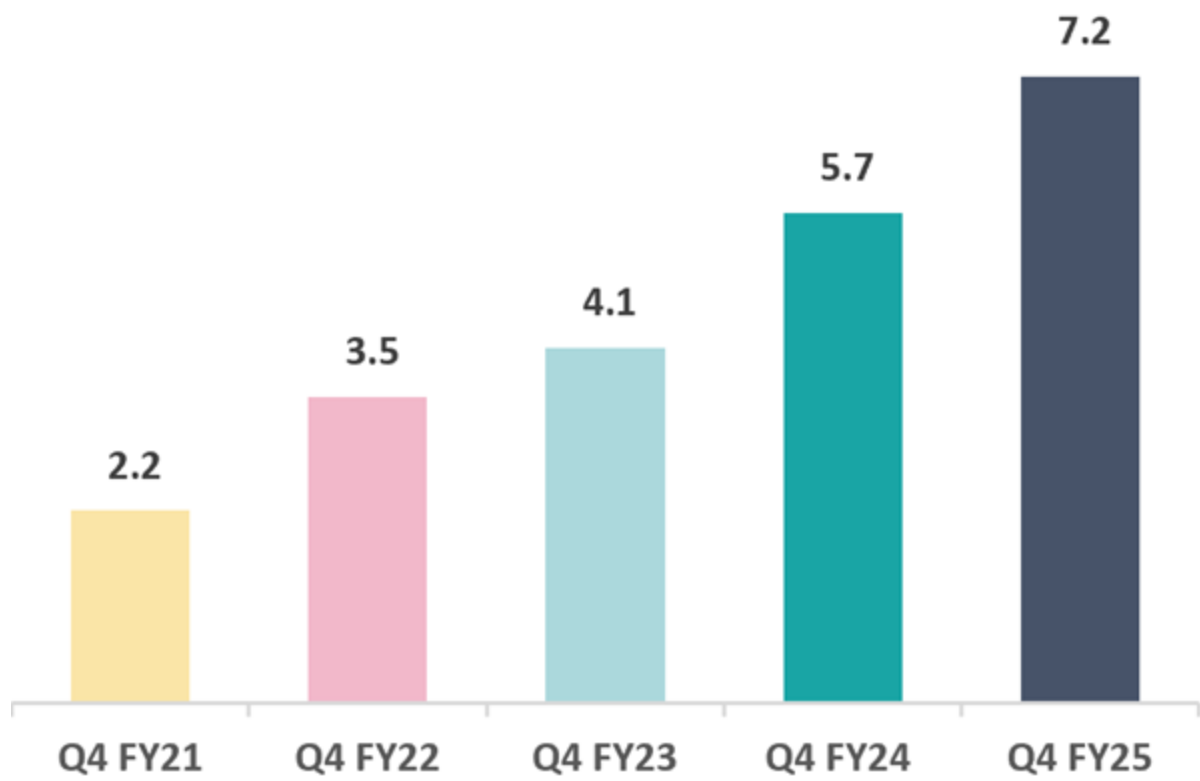
ANZ Revenue (inc Platform) \$m

+10% 4-year CAGR



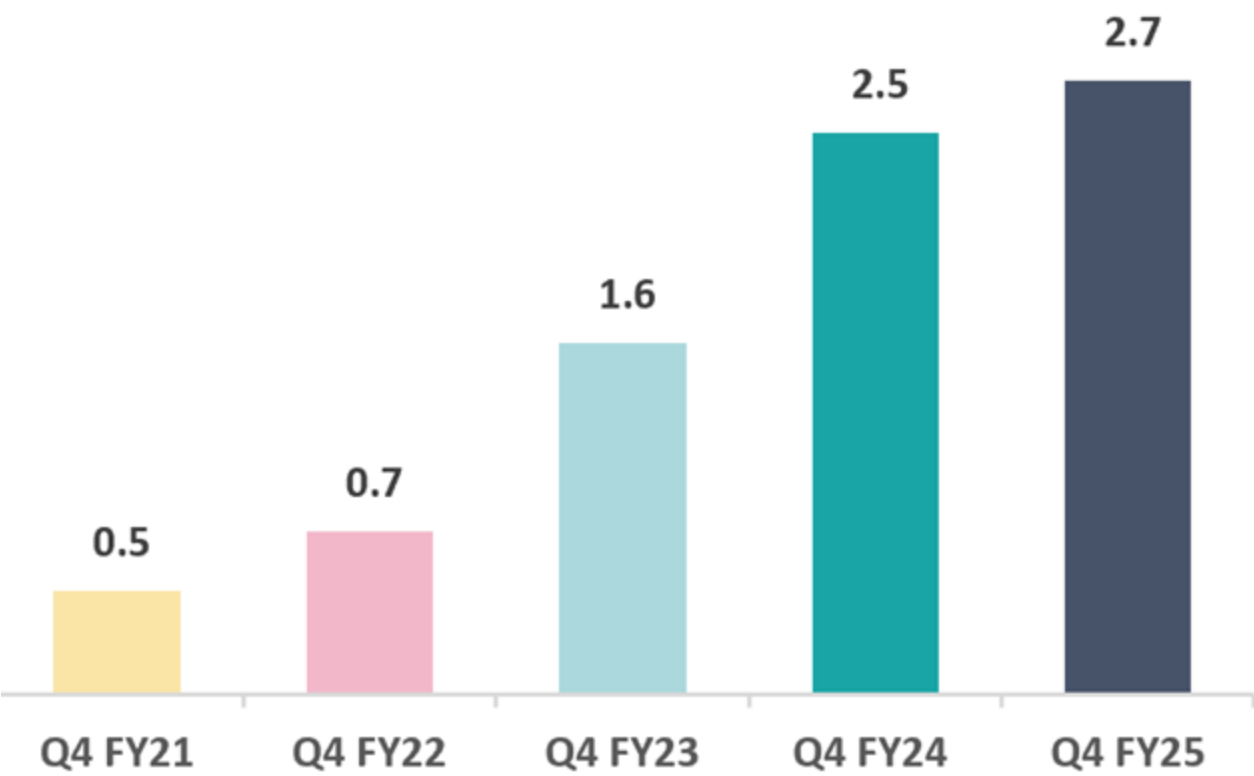
Rest of World Revenue (inc Platform) \$m

+34% 4-year CAGR



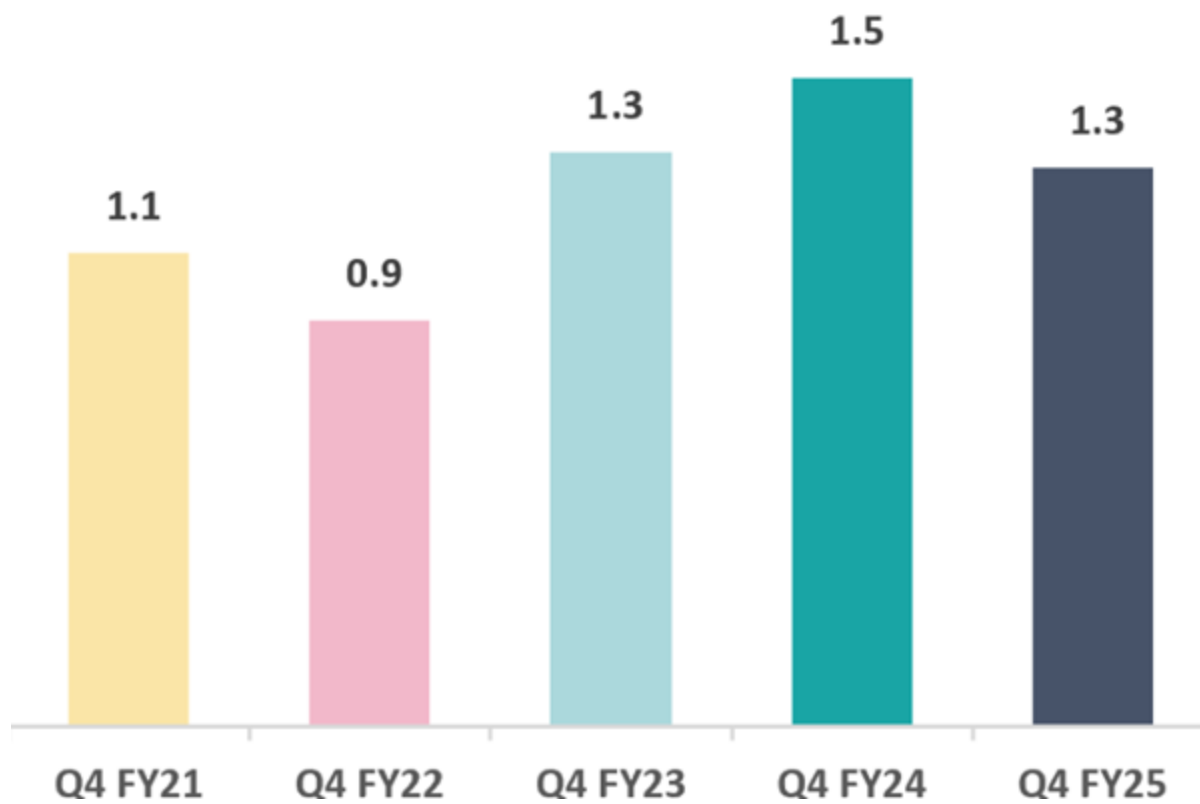
Platform Revenue \$m

+56% 4-year CAGR



EBITDA \$m

+4% 4-year CAGR





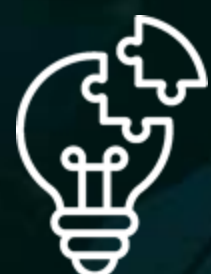
# Summary



EBITDA growth for FY25 of **18%** on pcp was driven by continued revenue momentum, focused investment and diligent cost control



Robust ANZ revenue growth of **12%** in an increasingly competitive market



ROW delivered a **28%** uplift in revenue on pcp, highlighting sustained progress in our global growth strategy



Reported cash balance of **\$5.7m** up from **\$5.2m** at 30 June 2024, reflecting continued financial discipline and underlying operating strength



New tech enabled solutions launched in FY25 with further solution launches planned for FY26



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