

Pureprofile 

# FY24

## Q1 Investor Presentation

Presented by : **Martin Filz - CEO**  
**Melinda Sheppard - CFO**



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## Non-IFRS Performance measures



This results presentation uses non-IFRS performance measures which have not been audited or reviewed. The Company believes that, in addition to the conventional measures reported under IFRS, the Company and investors use this information to evaluate the Company's performance. Non-IFRS performance measures include EBITDA which is defined in the presentation

# ➔ Q1 FY24 Continuing Business Financial Performance Highlights

*Achieved record quarterly revenue of \$12.3m and record quarterly EBITDA (excl. significant items) of \$1.5m for the continuing business in Q1 FY24*




**16%** continuing business revenue growth on pcp - a record quarter for the company

**809** clients commissioned projects with Pureprofile across the 12 months to 30 September 2023 up from **760** clients for the pcp

Continuing Business Results	Q1 FY24	vs Q1 FY23
Revenue	\$12.3m	16% 
EBITDA (excl. significant items)	\$1.5m	36% 

**36%** continuing business EBITDA (excl. significant items) growth on pcp - record quarter for the company

Platform revenue growth of **118%** on pcp, benefitting from an increase in panellists recruited from Audience Builder partnerships

Business Unit Revenues	Q1 FY24	vs Q1 FY23
ANZ (incl. Platform)	\$7.1m	6% 
Rest of World (incl. Platform)	\$5.2m	34% 
Platform	\$1.8m	118% 

**12%** continuing business EBITDA margin up from **10%** on pcp

**12%** uplift in project volumes, with revenue growth driven by a combination of End Clients, Media and Research agencies

NB: All numbers in this slide are **preliminary** and **unaudited** and **exclude** the discontinued Pure.amplify Media business units. **EBITDA** excludes significant items and share-based payments. Please refer to the **Appendix** for information related to the financial performance of the business **including** the impact of the discontinued Pure.amplify Media business units on the comparison to the FY23 results

# → Q1 FY24 Strategic Achievements

## Global business growth



- New sales people joined in Indonesia, Singapore and UK
- Winning market share from competitors
- Supporting growth through presence at international conferences in US, EU and UK

## Audience Builder partnerships



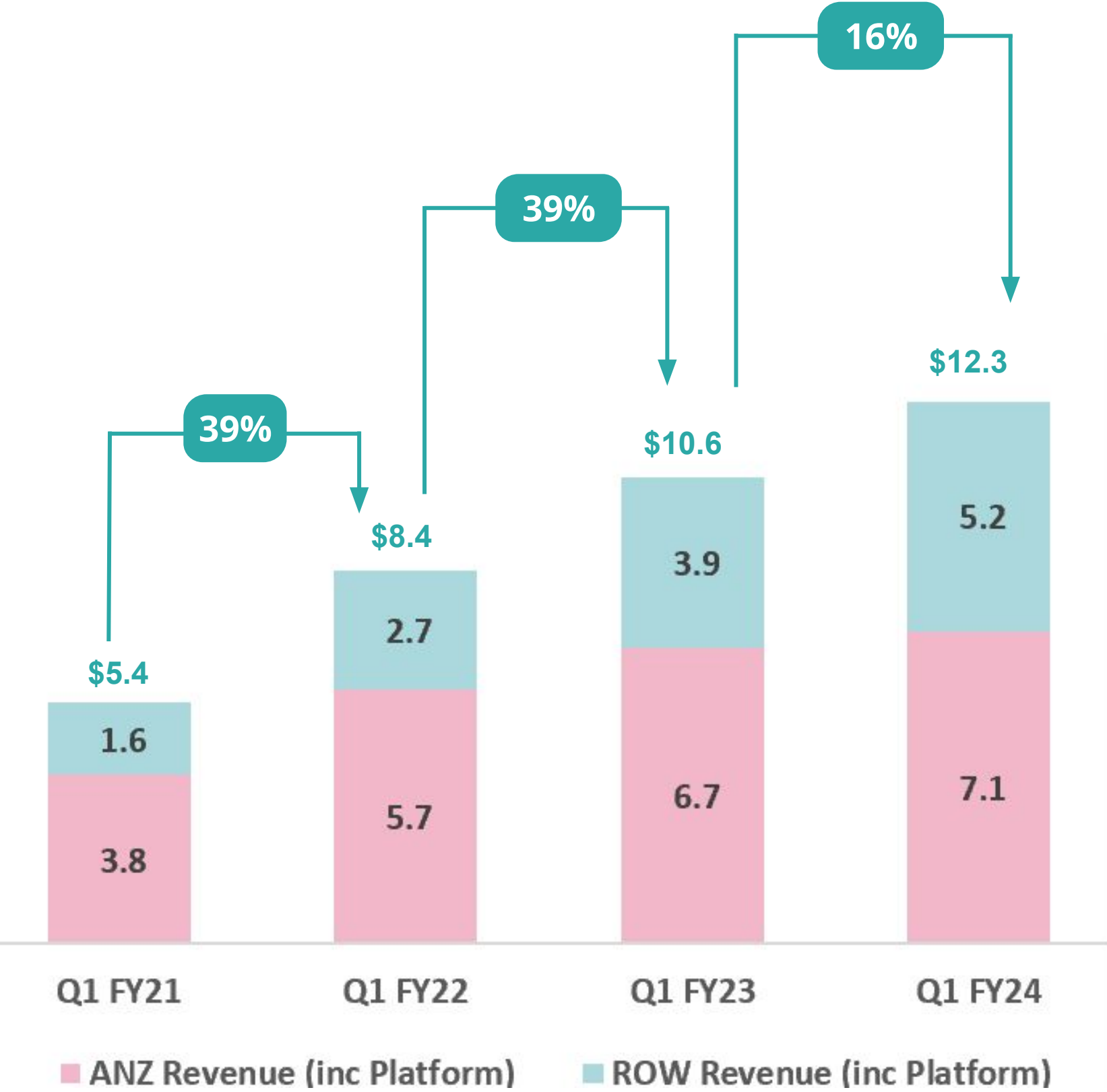
- Growth in existing relationships and expansion of **Shopback** key to growth
- First Audience Builder sales person joined in UK, focussed on adding UK partners
- Grew platform revenues by **118%** on pcp

## Technology launches



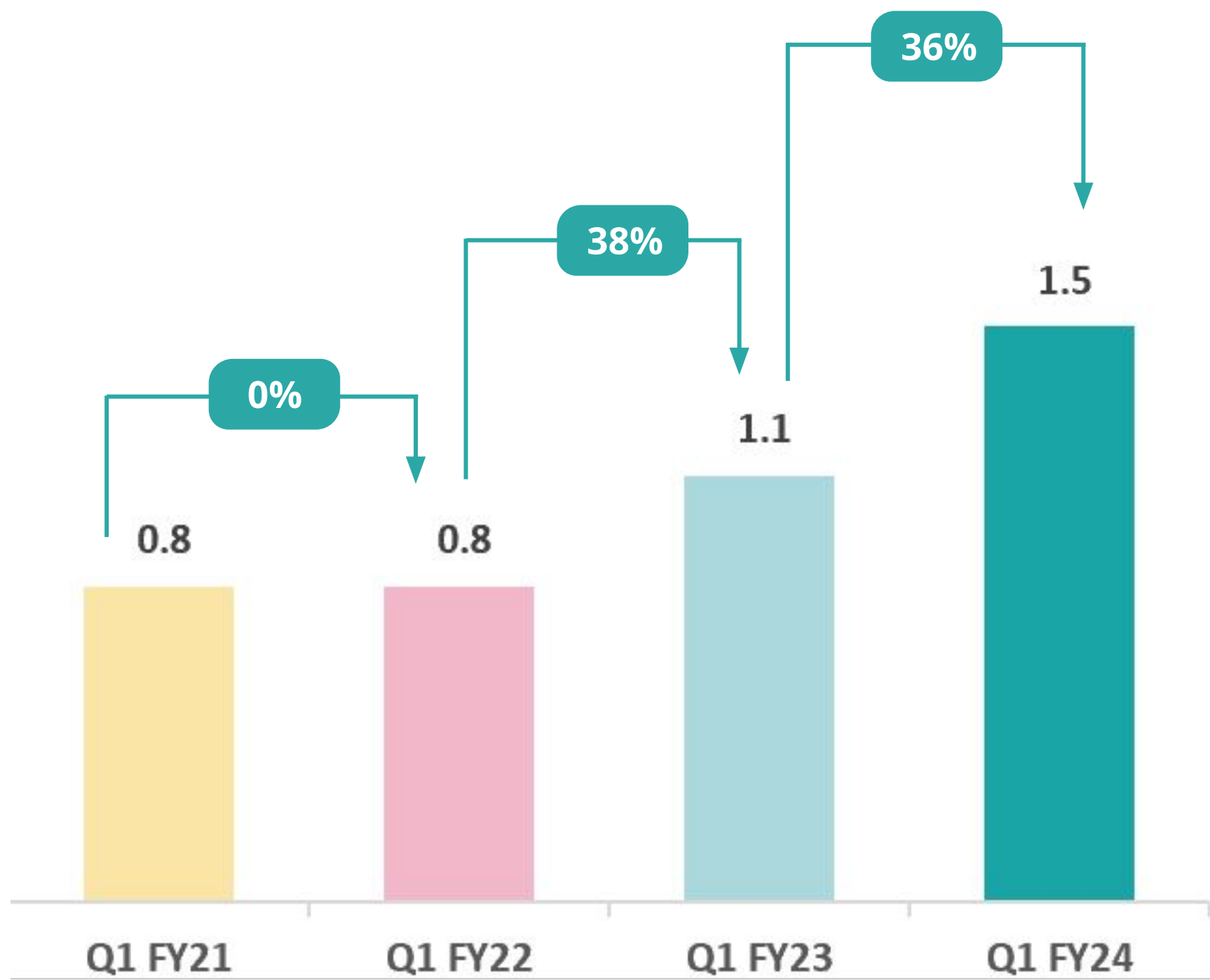
- AI translations is live. Reducing time for client deliverable, increasing capacity and lowering costs
- Fine tuning of platform survey delivery direct to clients. Increasing revenues and margins
- System Dev, targeting internal efficiencies/margin expansion. 3 major internal developments for H1

# Record quarterly continuing business revenue up 16% on pcg (\$M)



- **End brands** - Revenue growth of **17%** on pcg, delivering higher margin projects
- **Media agencies** - Revenue growth of **143%** on pcg, driven by an increase in ad effectiveness projects during the quarter
- **Multi-country studies** - Revenue growth of **21%** on pcg, further cementing Pureprofile as a global data & insights company
- **Rest of World revenue** - significantly bolstered by strong growth in Singapore, India and Europe during the quarter
- **Audience Builder partnerships** - Growth in our network has generated new revenue streams and improved margins by extending our own panels
- **Projects** - **809** clients commissioned projects with Pureprofile commissioned projects with Pureprofile in the 12 months to 30 September 2023, up from **760** clients in the pcg.

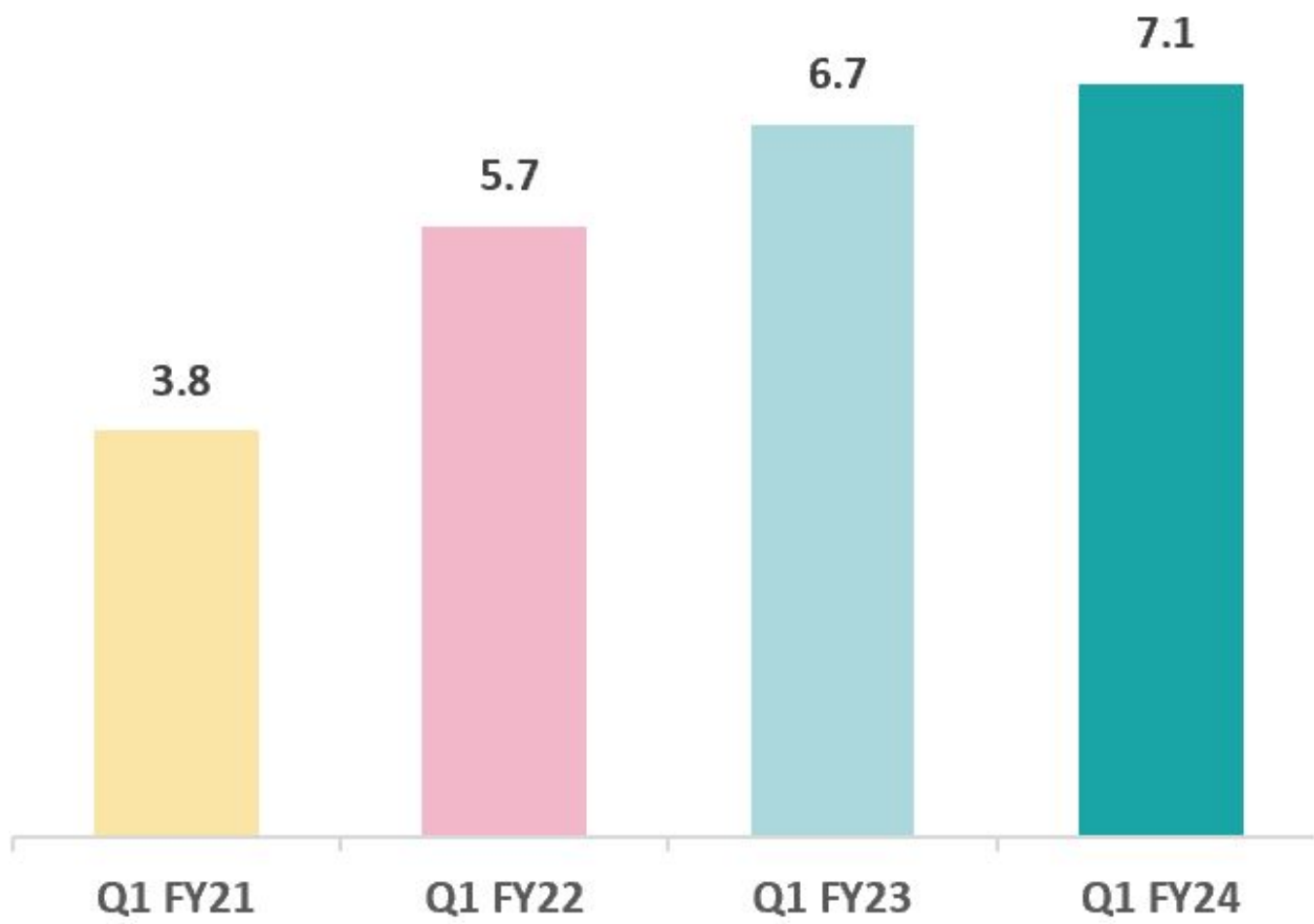
# Record quarterly continuing business EBITDA up 36% on pcp (\$M)



- Continuing business **EBITDA** (excluding significant items) growth of **36%** on pcp benefiting from strong revenue growth, improved gross margins and continued disciplined management of expenses
- **Margin expansion** from scale benefits achieved from our focus on global expansion, increased project margins and driving operational efficiencies
- Platform revenue growth of **118%** on pcp, driven by an increase in panellists recruited from **Audience Builder partnerships**, positively impacting margins and reducing reliance on lower margin 3rd party panellists
- For FY24, the Company's **short-term performance incentives (STI's)** for Key Management Personnel and Executives will be **offered as a cash incentive rather than an equity** based incentive. The Company expects to recognise a provision for this expense in its Financial Statements over the remainder of the FY24 financial year. Based on the performance hurdles of the STI plan and the Company's performance to-date, the STI provision (including on-costs) is expected to be **\$1.05m** for the full FY24 financial year. There will be no LTI program for FY24.

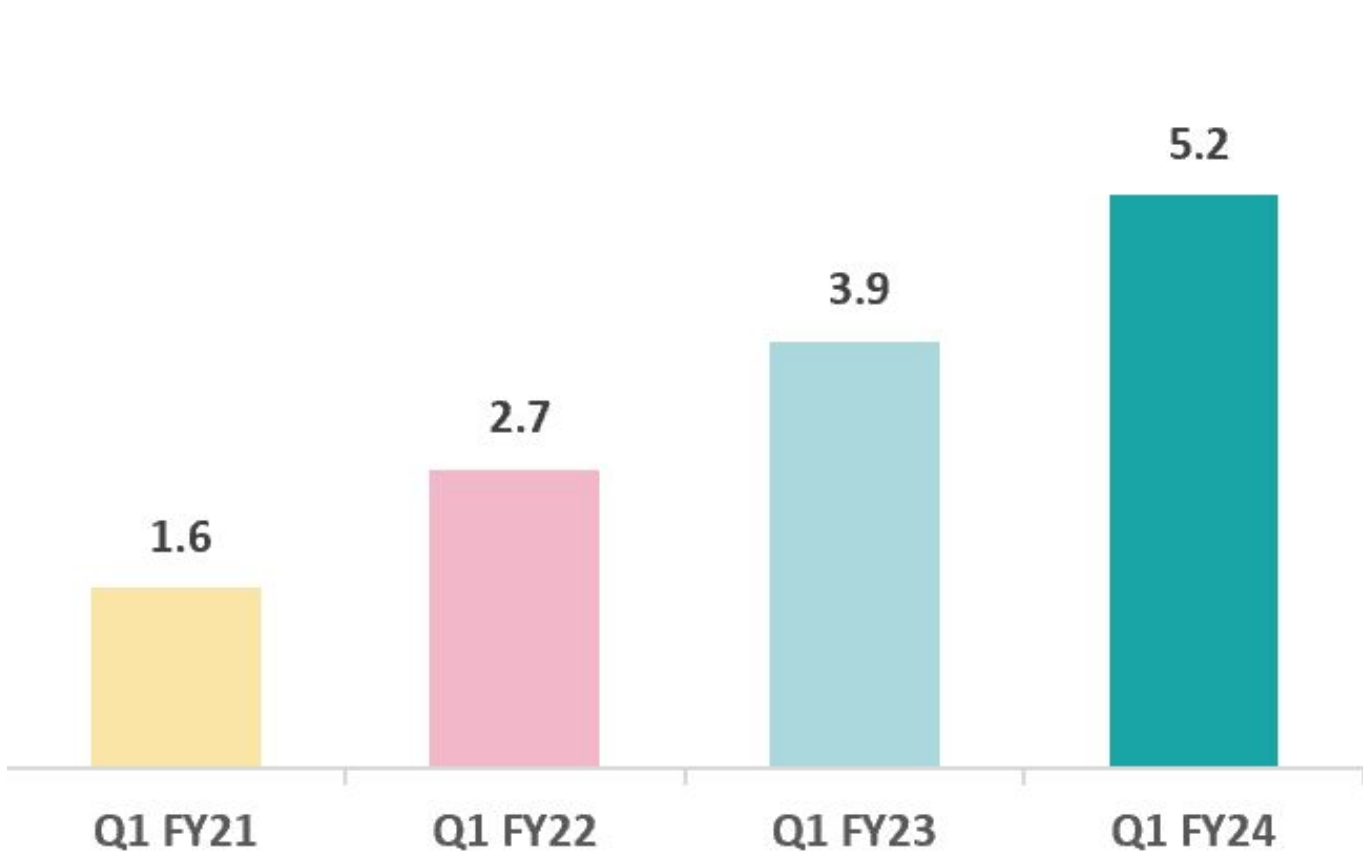
# Q1 FY24 continuing business financial metrics

ANZ Revenue (inc Platform) \$m



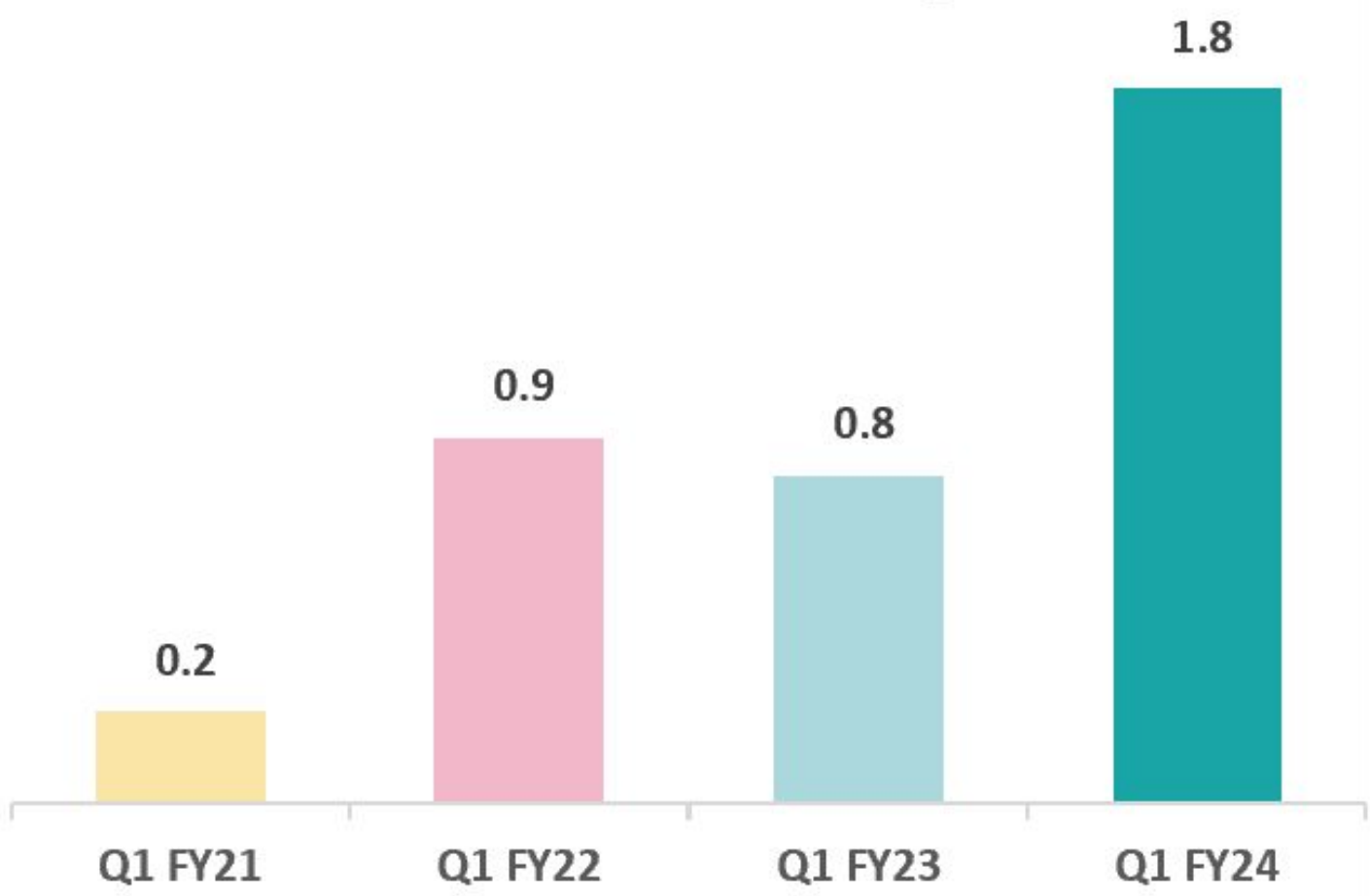
+27% 3-year CAGR

Rest of World Revenue (inc Platform) \$m



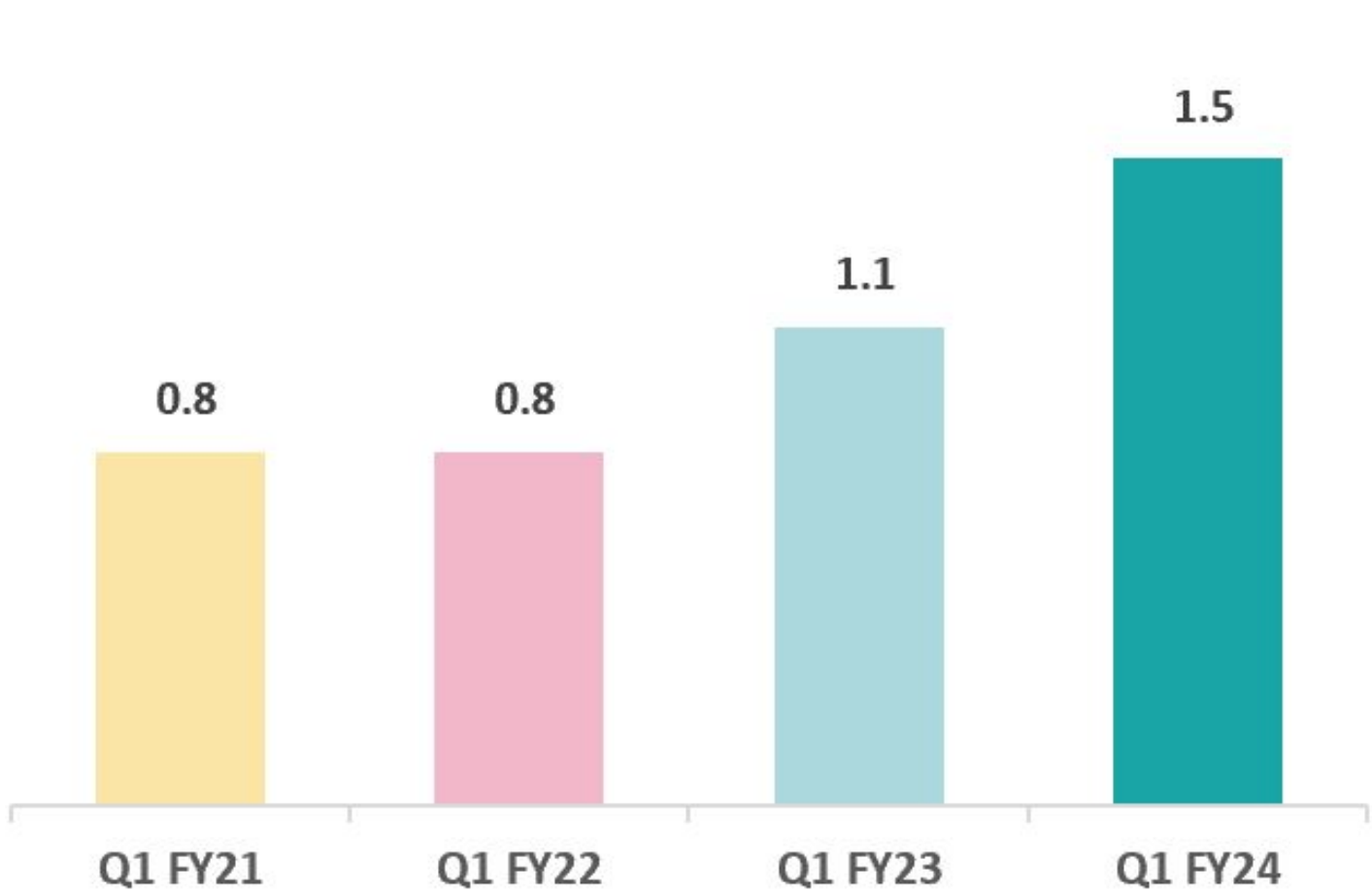
+43% 3-year CAGR

Platform Revenue \$M



+98% 3-year CAGR

EBITDA (excl significant items) \$M



+22% 3-year CAGR



# Outlook

We are focused on growing our Data and Insights business in three main ways:



**International expansion -**

Especially in the UK and US where we are increasing our marketing and commercial activities



**Audience Builder -**

Seeking significant new partners in the UK and US, giving us increased revenues and margin expansion



**Technology improvements -**

Developing and launching client facing solutions - providing new revenue streams. Embedding **Generative AI** into our products, services and operations - providing both revenue and margin growth

# Summary



International business growing at more than double the ANZ growth rate



Record quarterly revenue and EBITDA achieved in Q1



EBITDA margin (excl. significant items) expanded to 12% (up 2 ppts on pcg)



Highly loyal and satisfied employees and clients



Targeting global Data and Insights and Audience Builder opportunities

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This presentation has been authorised for release to the  
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# Appendix





# Q1 FY24 results





(incl. FY23 discontinued units)

**\$12.3m** continuing business revenue up **16%** on pcp with growth across Data & Insights and Platform business units. Including the revenue impact of the discontinued media business in Q1 FY23 revenue was **2%** up on pcp

Discontinued Pure.amplify Media revenue (AU & UK) was **\$1.4m** in Q1 FY23. The UK business was closed in September 2022 and the Australian business was closed in June 2023.

**\$1.5m** EBITDA (excl. significant items) which was **48%** up on pcp with Q1 FY23 impacted by losses in the Pure.amplify media business unit

Results	Q1 FY24	vs Q1 FY23	
Revenue	\$12.3m	2%	
EBITDA (excl. significant items)	\$1.5m	48%	

Business Unit Revenues	Q1 FY24	vs Q1 FY23	
ANZ (incl. Platform)	\$7.1m	6%	
Rest of World (incl. Platform)	\$5.2m	34%	
Pure.amplify Media	\$0.0m	(100%)	
Platform	\$1.8m	118%	

NB: All numbers in this slide are **preliminary** and **unaudited**  
**EBITDA** excludes significant items including share-based payments

Please refer to the Director's report sections of the Company's Annual Report for the year ended 30 June 2023 for further information on the expenses that the Company excludes from its calculation of EBITDA (excluding significant items)