Welcome!

Pureprofile

Annual General Meeting

CEO Address

From surviving to thriving

Nic Jones, Chief Executive Officer

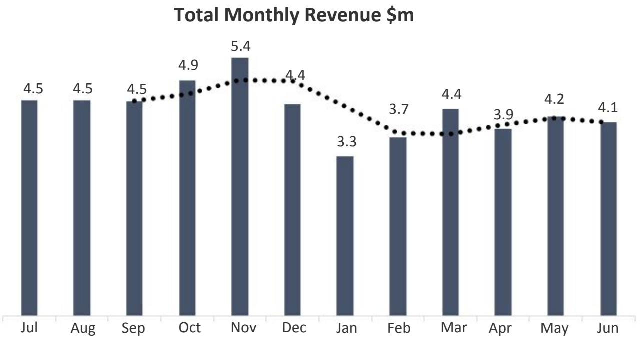
Success roadmap

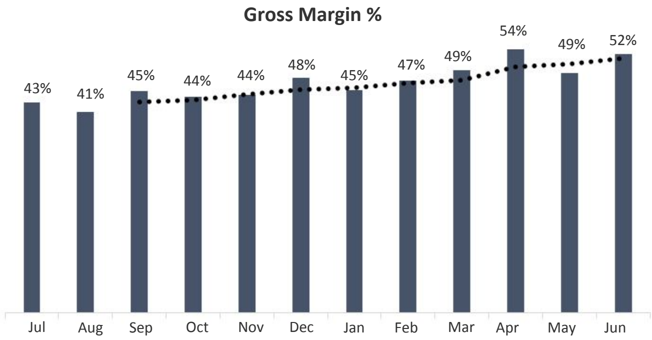
Milestones achieved under CEO leadership and executive direction

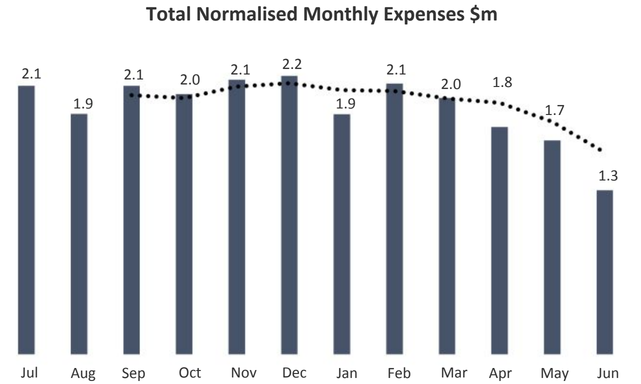
- Reduction & stabilisation of cost base
- New executive leadership team in place
- New finance structure & procedures
- Consolidation & reduction of Media business lines
- Focus on cultivating a thriving business culture
- Focus on revenue growth of Data & Insights business
- Reset of Cohort business post Banking Royal Commission
- Delivering on our promises

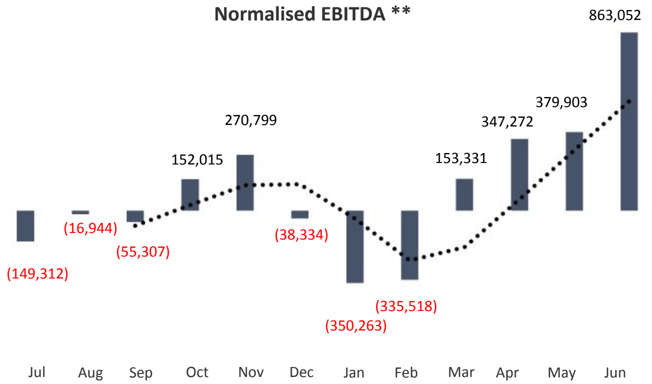
Financial snapshot

Normalised EBITDA improved Q4 due to the stabilisation of revenue, an improvement in Gross Margin and realisation of the cost restructuring program









** Normalised EBITDA is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents earning before interest, tax, depreciation and amortisation adjusted for non-specific non-cash and significant items.

Consolidated profit & loss

Normalised EBITDA for H2 was $1.0m, up $0.8m on H1 driven by the success of the cost restructuring program

Gross Margin % for H2 was 49%, up from 44% in H1 due to the increased focus on selling higher margin services

Other costs were $11.0m in H2, down $1.4m on H1 due to the elimination of approximately $5.0m of annualised costs

Data and Insights growth continued in FY18 with +21% global growth with the UK growing +26%

Media and Performance revenue decline due to tough market conditions

Profit & loss $A million					
Period ending 30 June	**1H18**	**2H18**	**FY18**	**FY17 ***	**Growth**
Data & Insights	8.1	8.0	16.1	13.3	21%
Media	9.1	7.3	16.4	22.3	(27%)
Performance	11.1	8.5	19.6	17.4	13%
Total revenue	**28.3**	**23.7**	**52.0**	**52.9**	**(2%)**
Gross Profit	12.5	11.7	24.2	25.9	(7%)
GM%	44%	49%	47%	49%	(2%)
Other costs	12.4	11.0	23.5	24.2	3%
EBITDA	0.1	0.6	0.7	1.7	(56%)
Normalised EBITDA**	0.2	1.0	1.2	3.3	(63%)
Statutory Net Profit (Loss) after tax	(8.8)	(17.2)	(26.0)	(2.0)	(1200%)

* FY17 comparatives reflect the restated statutory financial results

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Staff engagement survey

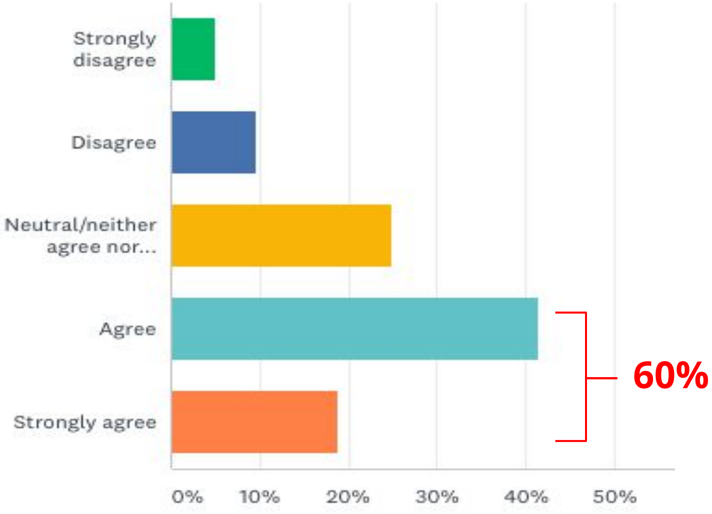
Cultivating a thriving business culture

Annual engagement survey

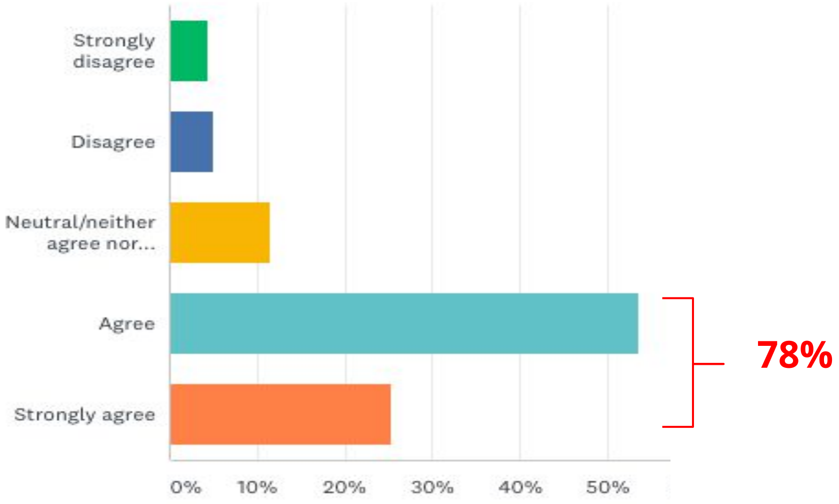
Marked improvement across all metrics

"I feel motivated by my role within the Organisation"

Feb 2018



Nov 2018



FY19 outlook and summary

Priority to focus on continued growth of Data and Insights business

New business development in growth markets with recent key commercial hires

Continue to find consolidation opportunities to allow narrower focus of business leaders

Maintain vigilance on cost base with continued focus on efficiency

With continuing struggle of Cohort business all strategic options being considered

Pureprofile

We connect businesses to more of the people that matter.
We connect people to more of the things they love.