

Pureprofile 

# FY21

## ASX Investor Presentation

Presented by Martin Filz, CEO



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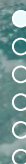
This results presentation uses non-IFRS performance measures which have not been audited or reviewed. The Company believes that, in addition to the conventional measures reported under IFRS, the Company and investors use this information to evaluate the Company's performance. Non-IFRS performance measures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

SECTION ONE:

# Pureprofile Today

68%

of American males  
buy Valentine's  
Day gifts



# Pureprofile at a glance

### Our Aspiration

Pureprofile insights are used by every company in their decision making

### Our Vision

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

### Our Mission

To reward people for sharing their thoughts, opinions and behaviours and provide valuable, actionable insights to businesses for better decision making



## Our Values



### Discovery

We invite our people to continually ask questions and be open to new ideas. To be inquisitive and to understand that we are on a journey together, learning from one another at every step.



### Ownership

We encourage our people to take responsibility for everything they do and say, to be bold and fearless and to lead with passion. We encourage our team to challenge themselves daily.



### Trust

We foster a culture of trust at Pureprofile. We trust ourselves, colleagues and clients. We also trust the process - things don't always go to plan but hard work and integrity always yield the best results.



### Team

We know that we are one team and appreciate how much strength there is in that. We always treat others with respect and compassion. We show kindness to everyone.



# Our advantage

Humans aren't one dimensional, they're complex. We hold the key to understanding the depth of human behaviour, empowering brands to truly know their audience.

**34** years old  
**Single**, no dependants  
**CMO** at a Tier 1 Not-for-profit  
Lives in **Byron Bay**  
Earns **\$145k**



## Preferences

Likes **high-end products**, eco-products  
Reads **Frankie** magazine  
Gets her news from **The New Yorker**



Drives a **Lexus Hybrid**  
Is a **vegetarian**

## Beliefs

Volunteers at a **wildlife conservation centre**  
Donates 10% of her salary to **charity**



## Habits

Drinks 4 **almond lattes** a day  
Walks her dog **every day**



## VOLVO

Prime candidate for high-end hybrid cars

## medibank

Interested in ethical health insurance products



Climate change is the biggest issue that influences her vote



Ideal target for Christmas donor acquisition activity



# Clear corporate growth strategy

Focus on building a stronger and more diverse **global panel** and add **complementary data sources** through strategic partnerships

Accelerate our SaaS **self-service solutions**

Leverage Pureprofile's **proprietary data**

- Data & Insights
- Media Advertising



# Our business



## Why clients work with us

### Our client value proposition

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#### Global reach

Direct access to millions of deeply profiled consumers

#### Trusted

20 years of experience in the field of internet market research

#### Service

Quick response, personal service and dedicated teams



## What services we offer our clients

### Our divisions

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#### Data & Insights

Enabling organisations to understand their audiences and to make better business decisions

#### Self-service platform

Access insights and campaigns through our proprietary technology platform

#### Pure.amplify media

Through first-party data our advertising campaigns reach the right people at the right time



## How our business grows

### Our corporate strategy

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#### Global panel

Focus on expanding and diversifying our global panel, and adding complementary data sources through strategic partnerships




#### More data, more insights

Leverage Pureprofile proprietary data

#### Self-service

Innovate and enhance our SaaS solutions






-  Data & Insights
-  Pure.amplify
-  Platform
-  Operations Hub


USA

- 
- 

UK

- 
-  2021
-  2021


Mainland Europe

-  2021
-  2021

India

- 
- 

Singapore

- 
- 
-  2021

Australia

- 
- 
- 

New Zealand

- 

**Where we are located**

Offices in 7 countries

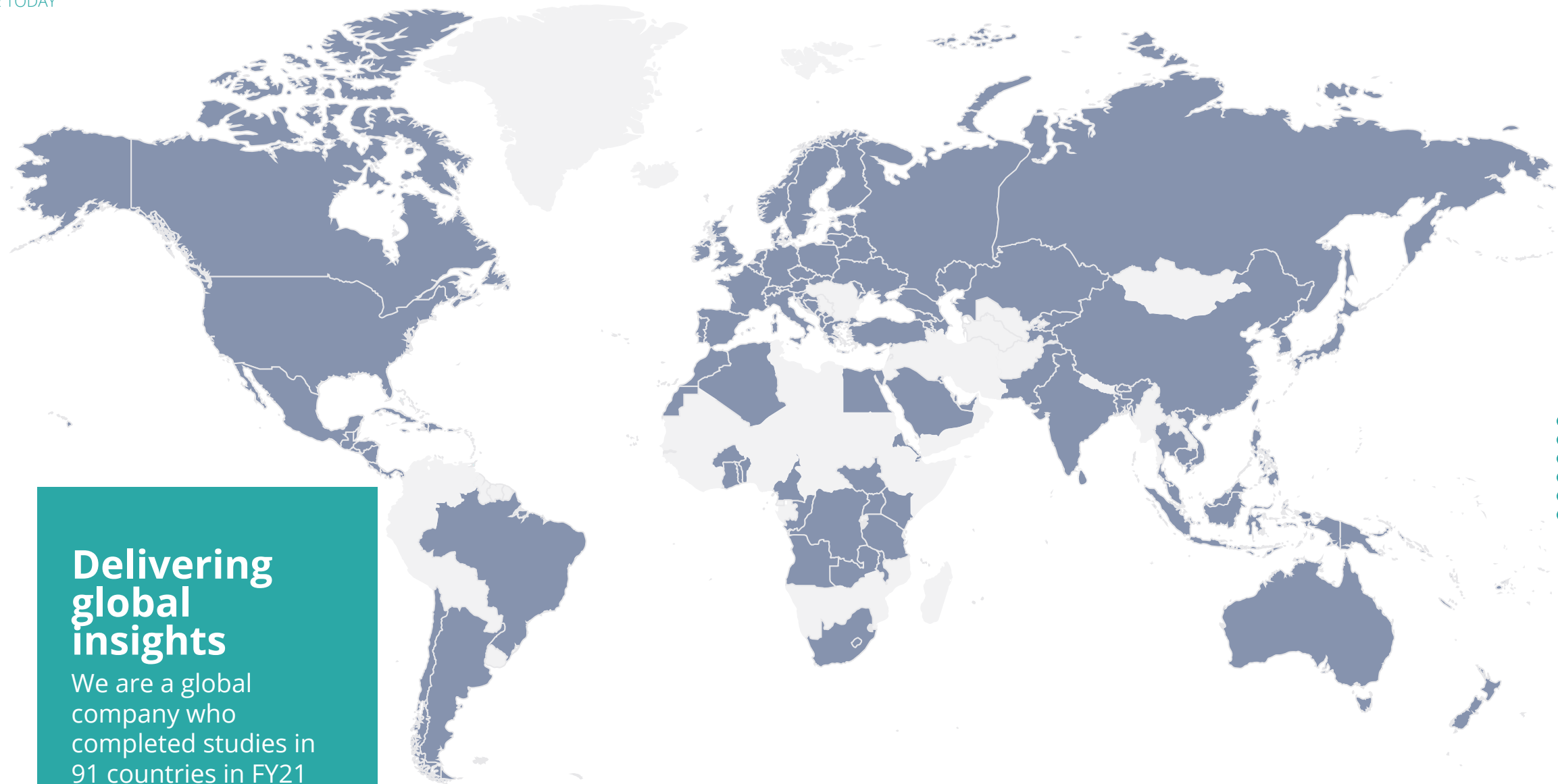
700 clients globally

155 staff globally

91% repeat clients

20% in recurring revenue





**Delivering global insights**  
We are a global company who completed studies in 91 countries in FY21

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Insights from these countries

# Our people & culture



## Benefits

- Higher client satisfaction
- Higher employee retention
- Higher profitability
- Increased motivation & productivity
- Improved employee health and wellbeing



### Gender Diversity:

52% Male  
 46% Female  
 1% Gender fluid  
 1% Non-binary



### Nationality & Ethnicity:

20 nationalities  
 across the group  
  
 35 ethnic backgrounds  
 across the group



### Age Diversity:

23% Under 30 years  
 57% 30 – 40 years  
 20% Over 40 years



### Employee Satisfaction:

86% up 14% on prior year



### Employee Equity Plan:

Implemented  
 in March 2021



# A great place to work



## Employee Satisfaction

In FY21 our employee satisfaction was 86%, up 14% on prior year. The best companies are defined as having a score above 78%

**95%**  
of employees know how their work contributes to the **goals** of Pureprofile

**98%**  
of employees would recommend Pureprofile as **a great place to work**

**97%**  
of employees are **proud** to work for Pureprofile

**96%**  
of employees feel Pureprofile is in a position to really **succeed** in the next 3 years

**91%**  
of employees feel they are part of a **team**

**93%**  
of employees have confidence in the **leaders** at Pureprofile



SECTION TWO:

# Financial Highlights

70%

of Kiwis think their Government implements lockdowns at the right time



## Full year EBITDA guidance exceeded

\$3.1m EBITDA which was 124% up on pcp due to strong revenue growth

\$30m revenue which was 24% up on pcp

119% growth in SaaS platform revenue

Full year positive net operating cash flow of \$2.4m up from \$1.4m for FY20

Results	FY21	vs FY20
Revenue	\$30.0m	24% ▲
EBITDA	\$3.1m	124% ▲
Operating Cash Flow	\$2.4m	65% ▲

Business Unit Revenues	FY21	vs FY20
Data & Insights APAC	\$17.1m	34% ▲
Data & Insights UK/EU	\$7.5m	34% ▲
SaaS Platform	\$1.1m	119% ▲

NB: EBITDA excludes significant items including share based payments



## Balance Sheet

Closing cash balance of \$3.6m up by \$1.8m due strong operating cash flow

Reduction in current liabilities due to successful recapitalisation during the year

Growth in trade payables and receivables in line with strong revenue growth

Period Ending 30 June	FY21	FY20
Cash and cash equivalents	\$3.6m	\$1.8m
Trade and other receivables	\$5.7m	\$3.7m
Other assets	\$1.8m	\$1.2m
<b>Total Current Assets</b>	<b>\$11.1m</b>	<b>\$6.7m</b>
Right of use assets	\$1.9m	\$2.4m
Intangibles & PPE	\$6.4m	\$7.6m
<b>Total Non-Current Assets</b>	<b>\$8.3m</b>	<b>\$10.0m</b>
<b>Total Assets</b>	<b>\$19.4m</b>	<b>\$16.7m</b>
Trade and other payables	\$7.2m	\$6.0m
Borrowings	\$0.0m	\$24.4m
Provisions & other liabilities	\$3.6m	\$2.9m
<b>Total Current Liabilities</b>	<b>\$10.8m</b>	<b>\$33.3m</b>
Borrowings	\$3.0m	\$0.0m
Other liabilities	\$1.9m	\$2.1m
<b>Total Non-Current Liabilities</b>	<b>\$4.9m</b>	<b>\$2.1m</b>
<b>Total Liabilities</b>	<b>\$15.7m</b>	<b>\$35.4m</b>
<b>Net Assets</b>	<b>\$3.7m</b>	<b>(\$18.7m)</b>



## Cashflow

Operating cash flows improved by \$1.0m due to stronger EBITDA and growth in cash receipts

\$2.4m net proceeds following the successful recapitalisation process

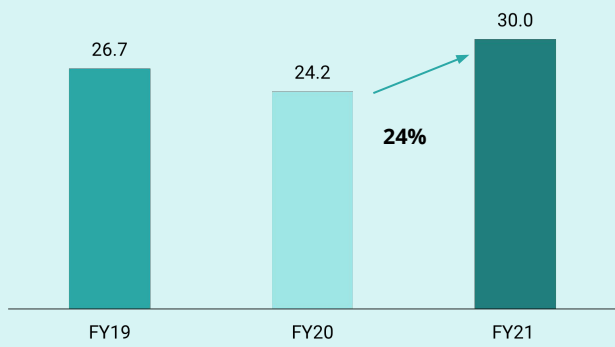
Repayment of lease liabilities reduced in FY21 due to savings in occupancy expenses

Period ending 30 June	FY21	FY20
Receipts from customers	\$30.3m	\$28.9m
Payments to suppliers and employees	(\$28.2m)	(\$27.4m)
Interest and other financing	(\$0.2m)	(\$0.3m)
Other	\$0.5m	\$0.2m
<b>Operating cash flows</b>	<b>\$2.4m</b>	<b>\$1.4m</b>
Payments for intangibles	(\$2.0m)	(\$2.4m)
<b>Investing cash flows</b>	<b>(\$2.0m)</b>	<b>(\$2.4m)</b>
Proceeds from issue of shares	\$13.4m	\$0.0m
Share issue transaction cost	(\$1.1m)	\$0.0m
Proceeds of borrowings	\$0.0m	\$5.6m
Repayment of borrowings	(\$9.9m)	(\$2.1m)
Repayment of lease liabilities	(\$0.9m)	(\$1.3m)
<b>Financing cash flows</b>	<b>\$1.5m</b>	<b>\$2.3m</b>
<b>Total cash flows</b>	<b>\$1.8m</b>	<b>\$1.3m</b>
Opening cash balance	\$1.8m	\$0.5m
<b>Closing cash balance</b>	<b>\$3.6m</b>	<b>\$1.8m</b>

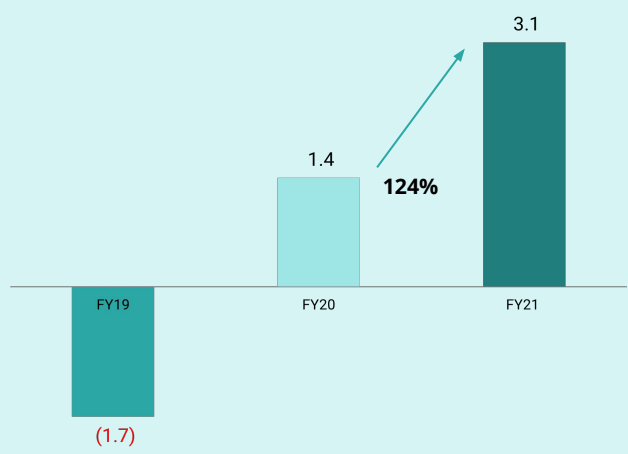


# Financial Trends

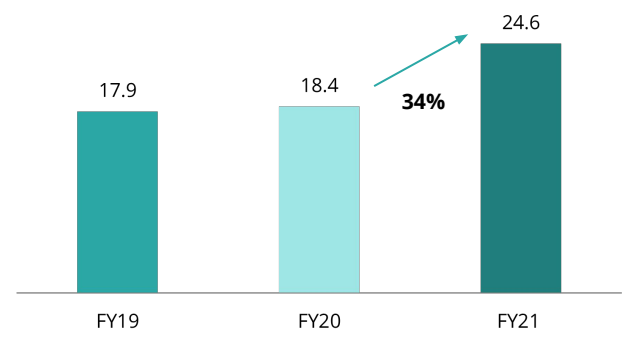
### Revenue \$M



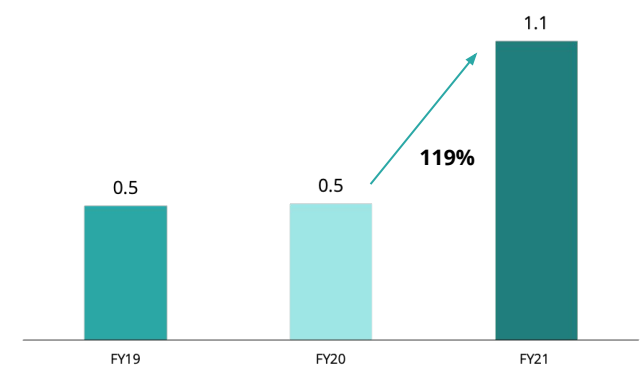
### EBITDA \$M



### Data & Insights Revenue \$M

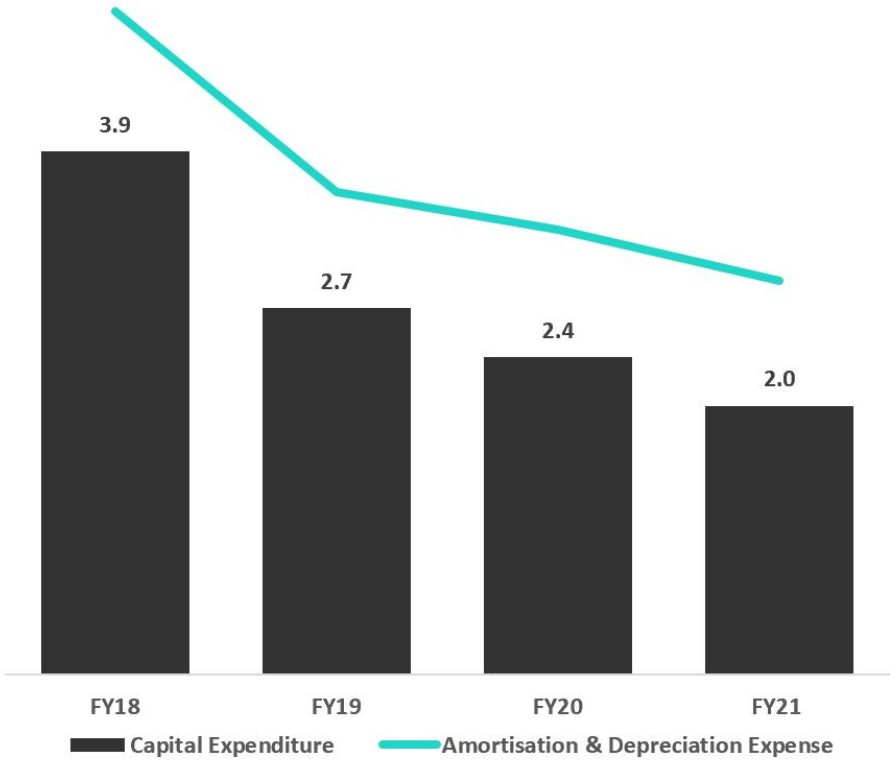


### SaaS Revenue \$M



NB: EBITDA excludes significant items including share based payments

### Capital Expenditure \$M



NB: Excluding right of use assets and depreciation of leases

## A disciplined approach to investment in Capital Expenditure

Investment focus for FY21 aligned to accelerating our SaaS platform solutions such as Audience Intelligence

Clear focused corporate strategy resulting in a disciplined approach to product development

Capitalisation and amortisation is independently audited along with our financial statements



SECTION THREE:

# Operating Highlights

**48%**

of Aussies are excited about Brisbane being announced as the host of the 2032 Summer Olympics



## Operational Key Performance Indicators - FY21

**40%**  
of new clients from **new markets**

**58%**  
growth in number of **SaaS clients**

**71%**  
YOY increase in **completed surveys**  
= **more revenue**

**45%**  
YOY increase in project **volume**

**91%**  
of revenue coming from **repeat clients**

**4 years**  
**average tenure** of clients

**15%**  
YOY increase  
in **active clients**

**20%**  
of Data and Insights revenue is **recurring**

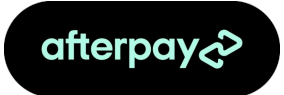
**219 million**  
Ads delivered by **Pure.Amplify**  
= **more revenue**

**90%**  
Growth in **panel acquisition**

**\$5.9m**  
**incentives** earned by Pureprofile panellists  
in FY21= **more revenue**



Some blue chip organisations that use our insights



SECTION FOUR:

# Solutions Highlights

79%

of Brits say their life  
priorities have  
changed since  
Covid-19 began



**We solve today's  
insights challenges  
with our unique data  
and analytics tools**



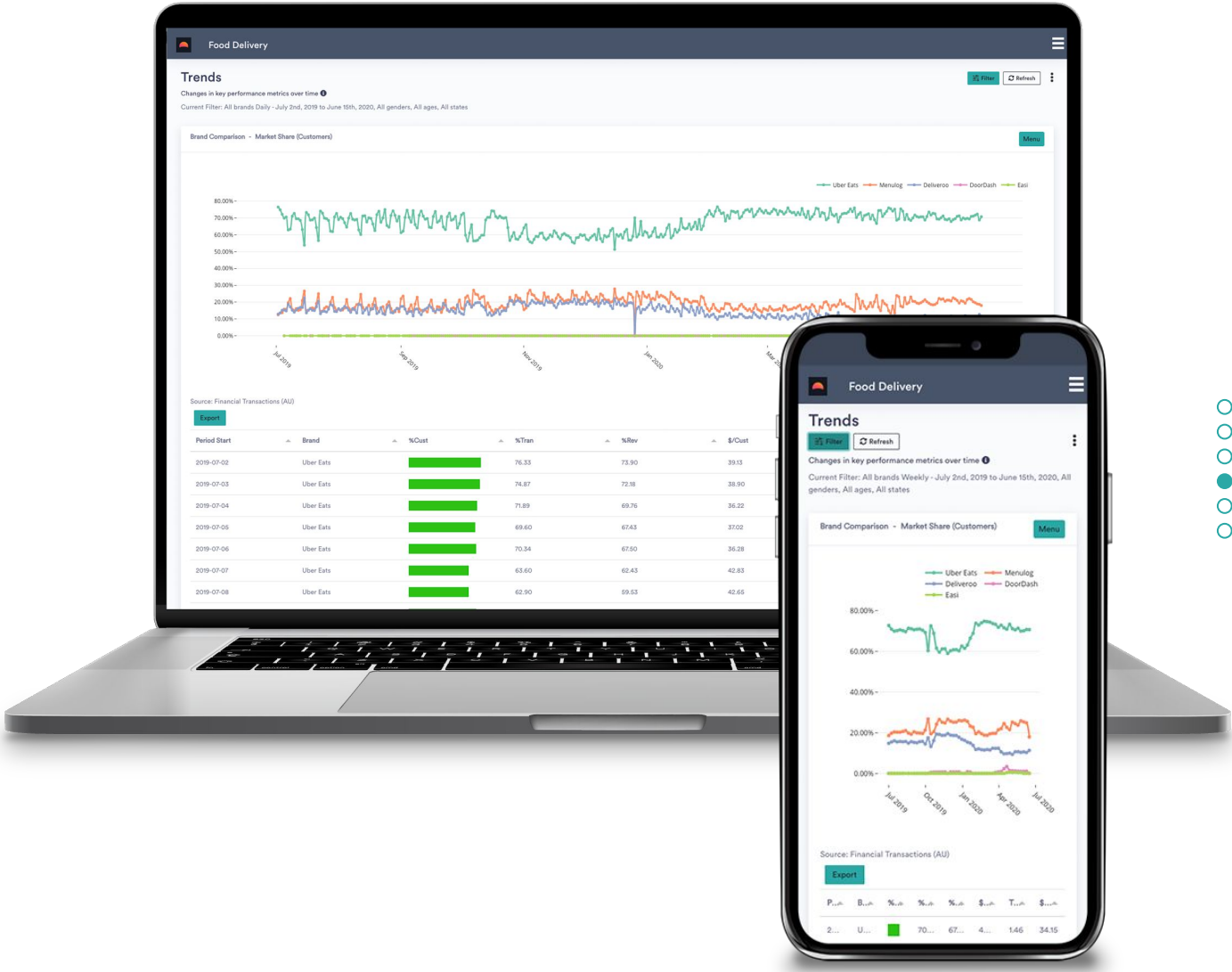
# Audience Intelligence

## SaaS access to unrivalled market intelligence and consumer trends

Exclusive functionality and insights – unavailable via any other data company

Our datasets are aggregated from millions of verified transactions from consumers across various markets and retail categories

Allowing us to attract new clients and offer existing clients new products



# Audience Intelligence FY21 Update



## Unique SaaS solution

Our unique solution has been shortlisted for the SaaS Innovation Award from the Australian Business Awards 2021. Patent applications for this solution are pending



## Increasing interest from clients

UberEats signed in Q4 FY21 with a number of trials running of the Food Delivery vertical



## Finalising new SaaS insights

Food delivery pilot launched in Q4 FY21. Fast Food and Retail in development and due to launch in Q1 FY22



# Pureprofile has announced a new partnership with Flybuys, creating "Pureprofile Perks"



## Pureprofile Perks

Flybuys members can earn points in return for giving their opinions



## Pureprofile SaaS Platform

A unique co-branded environment for Flybuys members who wish to help brands with their insights



## A game changer

The insights industry needs new consumers and this program delivers



# Flybuys FY21 Update



## Flybuys members rewards

27m Flybuys points earned since launch. A Pureprofile Perks panellist is earning 300 Flybuys points every 60 seconds



## A Flybuys community launched

A Flybuys member has joined Pureprofile Perks every 300 seconds since launch on the 26<sup>th</sup> April 2021



## New opportunities for our clients

95,000 surveys completed by Pureprofile Perks panellists since launch

SECTION FIVE:

# Client Case Studies

**25%**  
of Aussies are not  
interested in  
watching the  
Olympics



### The challenge

#### Increase member retention rates

Business Australia have been supporting Australian businesses for over 195 years. They wanted to increase their member retention rates. In order to cement their position in market, they needed to re-focus their value proposition and update the brand. Business Australia were in need of an agile market research partner that could connect them directly to niche B2B audiences.

### Key results

The results showed key awareness needed to be increased

**190%**  
increase in new members

**1,011%**  
increase in website page views

**28pts**  
increase in Net Promoter Score

### The solution

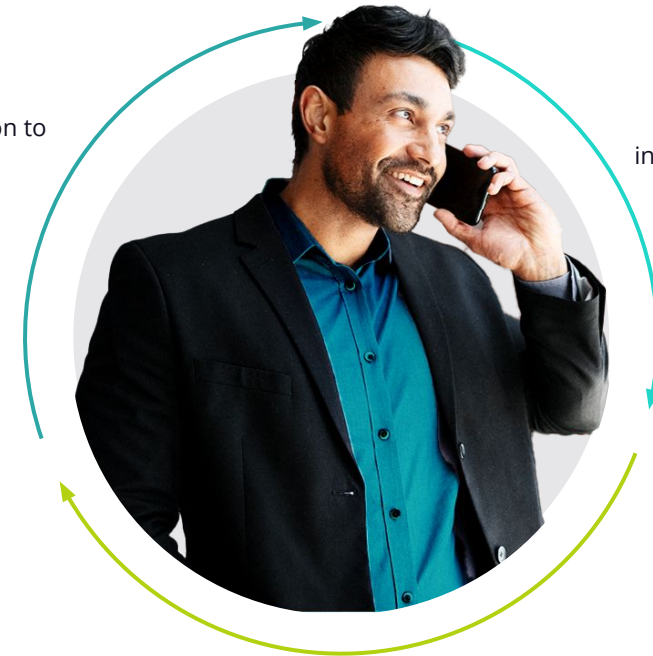
A three-phased strategy connecting Business Australia to real market perceptions. A bi-weekly brand tracker study was launched, empowering Business Australia to regularly connect to their audience

#### PHASE 1

Leverage deep profile information to identify the right audience

#### PHASE 2

Develop a fully automated & interactive brand tracking study



#### PHASE 3

Provide a seamless stream of data to a secure online environment





# Pureprofile Community Builder Case Study

## The challenge

### An exclusive survey platform for Flybuys members

The Pureprofile Perks platform allows Flybuys members to earn points answering surveys via their Flybuys accounts, allowing them to collect Flybuys points that can be redeemed for over 1,000 reward options.

## Key results

Pureprofile Perks launched 26<sup>th</sup> April 2021

**27m**

Flybuys points earned since launch

**95,000+**

surveys completed by Pureprofile Perks panellists since launch

**A Flybuys member has joined Pureprofile Perks every 300 seconds** since launch

## The solution



A three-phased strategy to utilise Pureprofile's SaaS technology to create a community for Flybuys members

### PHASE 1

Build Pureprofile Perks community environment

### PHASE 2

Build link with Flybuys backend



### PHASE 3

Launch to Flybuys members





# Pure.amplify Media Case Study

## The challenge

### Increase donorship. Support families.

The primary goal of the campaign was to shift in-market positioning, resulting in increased knowledge and awareness among a broader audience.

Our client's secondary goal was to increase donations during strategic times of the year.

## Key results

Increased brand awareness, high engagement & donations made

<b>300%</b> increase in new donations	<b>9.2m+</b> ad impressions throughout the entirety of the campaign
<b>12%</b> increase in <b>brand awareness</b> , with an additional <b>6%</b> uplift in <b>likelihood to recommend</b> Barnardos to their friends and family	

## The solution

A three-phased strategy enabled instant optimisation of the highest-performing campaign elements

### PHASE 1

Build & refine bespoke audiences based on a unique mix of proprietary data sources

### PHASE 2

Execute the programmatic strategy



### PHASE 3

Conduct regular optimisations to ensure maximum performance



SECTION SIX:

# Corporate Strategy

**50%**  
of Brits believe their country is not doing enough to address climate change



# Our progress on our corporate strategy

## Strategic Pillar

## Strategy

## FY21 Progress

### Global Panel

Focus on building a stronger and more diverse **global panel** and add **complementary data sources** through strategic partnerships

Doubled the size of the AU & UK panels  
Refer-a-friend program implemented driving panel acquisition  
Further quality and fraud prevention initiatives implemented

### More data, more insights

Leverage Pureprofile proprietary data  
- Data & Insights  
- Media Advertising

Launched Flybuys partnership  
  
Launched SGAG community in Singapore

### Self-service

Accelerate our SaaS **self-service solutions**  
- Audience Intelligence  
- Insights Builder

Pilot launched Audience Intelligence SaaS solution in Food Delivery vertical  
  
Signed marquee client and further client trials



# Key initiatives next 6 months



## Developing new partnerships

Growing partnerships in Asia, Europe and US means we can increase our capacity without upfront expenditure

**Objective:** Increase existing global audiences, allows for more insights to be generated for more clients and drives revenue and profitability



## Launch new verticals for Audience Intelligence

This is an exciting, world first, SaaS solution delivering insights and media planning from a single screen. Allowing Pureprofile to attract new clients and build recurring revenues

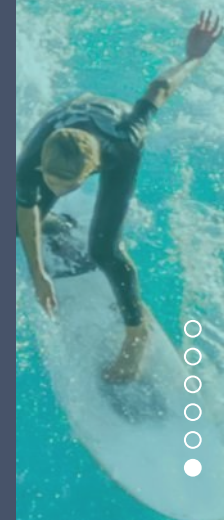
**Objective:** Launch Fast Food and Retail verticals of our SaaS solution. Food Delivery trial clients converted to paid clients



## New Global Panels

Launch of new panels in mainland Europe and Singapore supporting our growing businesses in these regions

**Objective:** Launch new global panels in Q1 FY22, attracting new clients and revenue in these regions, improved operational efficiencies and driving both revenue and profitability



# Summary



Strong growth



Cash flow positive



Highly engaged employees



Exciting solutions



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This presentation has been  
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