

ASX Announcement

9 November 2021

Chairman's AGM Address to Shareholders

Dear Fellow Shareholders,

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

In a year when global events impacted everyone's personal and professional lives, knowledge was crucial, Pureprofile helped give insights and answers to our clients and the broader public.

We experienced our best year in terms of client growth and satisfaction in 2021, resulting in the strongest revenue growth and cash position in Pureprofile's history.

Throughout the year, strong demand for our technology and business model grew, which was reinforced by the impact of the epidemic.

We proceeded to build on our strong business foundations and quickly developed new tools to meet changing customer needs, and our strategic initiatives helped Pureprofile position itself effectively for 2021 and beyond.

This is evident by the fact the Company is now operating in 7 countries and delivering insights from 93 countries.

Pureprofile's financial results for FY21 exceeded guidance, with FY21 EBITDA (excluding significant items) of \$3.1million, up 124% year on year and full year revenue was \$30million, up 24%.

And we have continued to beat guidance post another stellar set of numbers for the September 2021 quarter with revenue uplift of 61%, an EBITDA improvement of 29% and growth across all products and services year on year.

We finished FY21 with a cash balance of \$3.6 million, up from \$1.8 million on 30 June 2020 and have continued to hold a strong cash position with a closing cash balance of \$3.8 million as at 30 September 2021.

We've continued to grow our team under the direction of our new CEO and Managing Director, Martin Filz, adding industry experts who provide extra depth and skill to our leadership team and board.

The focus in FY21 was on recapitalising the business, business reorganisation and forming a new focused strategy, and the work accomplished in the fiscal year 2021 helped support new client, panellist, and overall business growth.

Our new and improved product suite, which now includes our SaaS platform solution Audience Intelligence with its data analysis capabilities has allowed us to organically expand our offering to our existing client base, with 91% of revenue coming from repeat clients, with an average client tenure of 4



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years and our newly formed Flybuys partnership continues to build each month. Martin will go into details about our new business relationships, panel growth, expansion plans in his presentation.

Our plans for global growth are underway we have opened sales offices in Singapore and the Netherlands, added crucial data and insights and media professionals to our global team.

Through FY21 we recorded a 34 per cent increase in customers from the United Kingdom and 40 per cent of new customer growth in the past year has come from outside Australia. We rebranded our media arm Pure.amplify, launched Pure.amplify in the UK and are well positioned to take advantage of the new cookieless world.

Our strengthened talent pool has helped us meet the rigours of being a dynamic global data, analytics and media company. We have achieved solid customer and revenue growth over the year thanks to the talent and efforts of our people, who concentrated on delivering meaningful work to our customers. Martin will speak further about the quality of our people and the effort given over the year in his presentation.

I also want to recognise Melinda Sheppard, our COO and CFO, who played a key role in driving Pureprofile in the correct direction and managing costs throughout our restructure stage in FY20, and who has helped drive our excellent outcomes in FY21.

From the rest of the board and I, I would like to thank our staff for their efforts. We ask them to be open to new ideas, to be inquisitive and understand that we are on a journey together, learning from one another at every step. And they have all embraced this opportunity.

During the year, we also strengthened the Board with the appointment of Albert Hitchcock as advisor to the board. Albert Hitchcock brings over 30 years of experience in Digital product development, and Information technology, Albert is currently Chief Technology and Operations Officer for Pearson, the world's leading learning company. Previously Albert has held roles at BAE systems, Racal Electronics, Nortel Networks and Vodafone where Albert held the role of Group Chief Information Officer.

Finally, I would like to acknowledge the ongoing strong support of our shareholders, both long term shareholders who have stuck with us through our rebuilding stage and new shareholders who believe in our product mix and business model.

This announcement has been authorised for release to the ASX by Andrew Edwards, Chairman of Pureprofile Limited.

- ENDS -

For further information, please contact:

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About Pureprofile

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

We are a global data and insights organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers. The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.



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