

ASX Announcement

30 April 2025

Strong Q3 FY25 revenue performance drives YTD revenue growth of 20% on pcp, YTD EBITDA up 35% on pcp

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q3 FY25 business update for the period ended 31 March 2025

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

Q3 FY25 Highlights

- Q3 FY25 saw record quarter 3 revenue, with revenue of **\$12.7m** or **16%** on pcp, reflecting consistent momentum across key regions
- Year-to-date revenue reached **\$41.9m**, up **20%** on pcp, supported by a strong H1 revenue performance and continued momentum in Q3
- ROW delivered a **24%** uplift in revenue on pcp, led by strong contributions from the UK, US, and South East Asia, highlighting sustained progress in our global growth strategy
- ANZ revenue was up **10%** on pcp, reflecting the contribution of the **i-link acquisition** and strong performance by the team, in a highly competitive market where we already hold significant market share
- Platform revenue grew **11%** on pcp, reflecting continued automation adoption across the business. Growth this quarter was slightly below recent run rates due to seasonal trends, however the launch of new platform solutions is expected to support incremental revenue growth in FY26 and FY27
- Q3 FY25 EBITDA growth of **16% on pcp** was driven by continued revenue momentum and carefully managed expenses. While EBITDA margin was flat on pcp at **5%**, this is in line with seasonal expectations for Q3, which is traditionally a lower-margin quarter
- Year-to-date EBITDA reached **\$3.9m**, up **35%** on pcp, reflecting strong top-line growth and continued focus on cost efficiency
- New solutions launched in Q3 included:
 - Synthetic Responses, a new solution that leverages synthetic data to help businesses overcome research scaling challenges



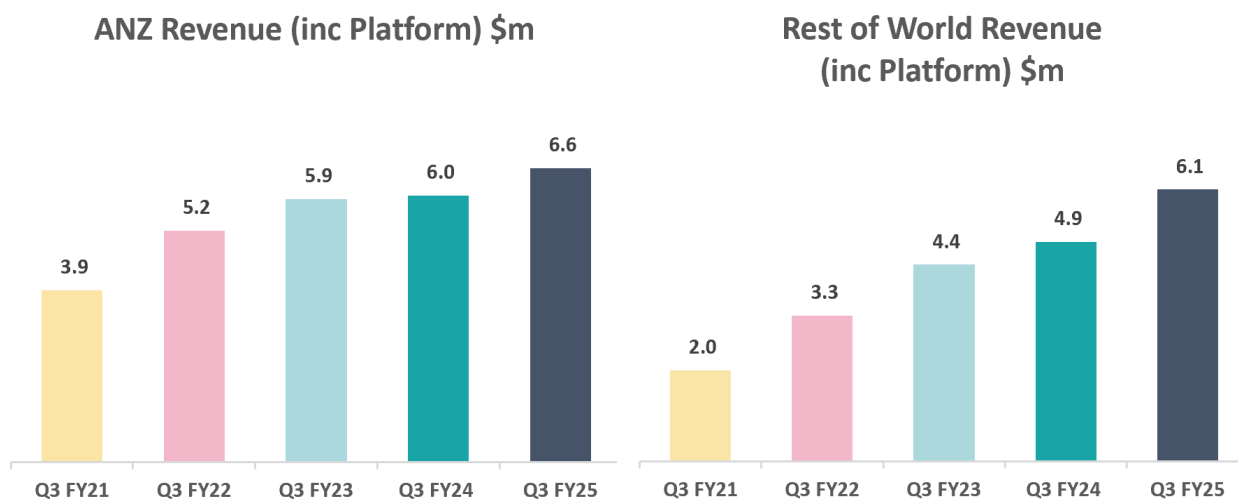
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- In partnership with Quilt.AI, three new AI solutions to help brands and marketers put a research lens to online discourse, adding a layer of insight to consumer sentiment and emerging trends
- Pureprofile has been named one of Quirk's Magazine's Top 24 Companies specialising in B2B research, as featured in the March/April edition. This acknowledges our position as a top B2B research company in the industry

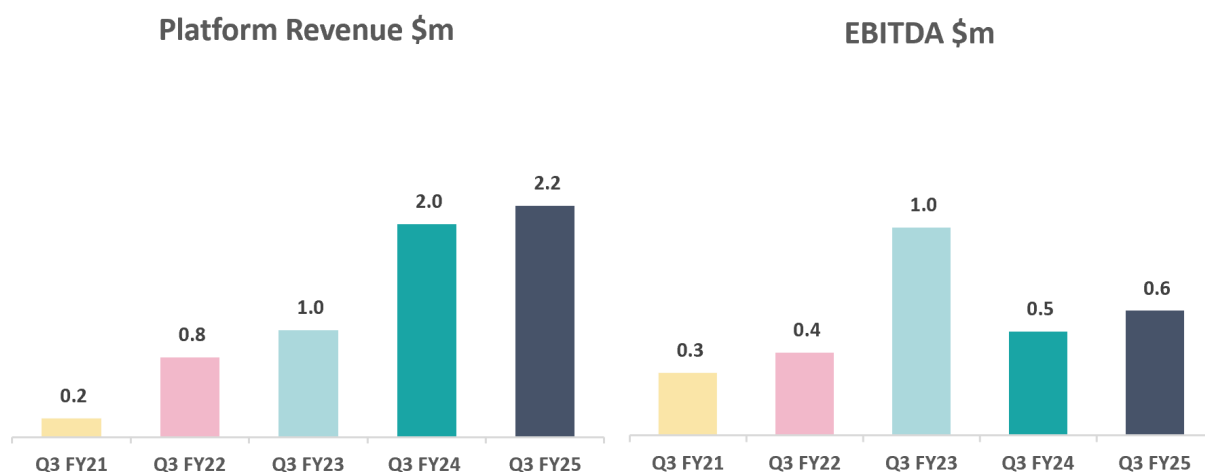
Q3 FY25 Revenue	Q3 FY25 EBITDA	Q3 FY25 EBITDA margin
\$12.7m ▲ up 16% on pcg	\$0.6m ▲ up 16% on pcg	5% flat on pcg
Q3 FY25 ANZ Revenue (inc Platform)	Q3 FY25 Rest of World Revenue (inc Platform)	Q3 FY25 Platform Revenue
\$6.6m ▲ up 10% on pcg	\$6.1m ▲ up 24% on pcg	\$2.2m ▲ up 11% on pcg



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FY25 YTD Revenue	FY25 YTD EBITDA	FY25 YTD EBITDA margin
\$41.9m ▲ up 20% on pcp	\$3.9m ▲ up 35% on pcp	9% up 1% on pcp
FY25 YTD ANZ Revenue (inc Platform)	FY25 YTD Rest of World Revenue (inc Platform)	FY25 YTD Platform Revenue
\$22.8m ▲ up 14% on pcp	\$19.1m ▲ up 27% on pcp	\$8.3m ▲ up 28% on pcp

Pureprofile CEO Martin Filz said "Our momentum continues to build, with record quarter 3 revenue and all-time highs in year-to-date revenue and EBITDA, clear proof that our long-term strategy is delivering. The fact that EBITDA is outpacing revenue growth reflects our sharp focus on scalable, high-margin growth. Our ROW markets are expanding at twice the rate of ANZ, a direct result of our strategic investment in global market leadership. Looking ahead, the new solutions released in Q3 and those on track for Q4 will elevate Pureprofile as a truly data and technology-led organisation. We're not just responding to market demand, we're shaping the future of insights and engagement on a global scale."



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FY25 Financial Guidance reaffirmed

Following a continued strong trading performance and a positive outlook for the balance of the year, we reaffirm our financial guidance for FY25 as detailed below:

- Revenue - \$57m to \$58m
- EBITDA (excl significant items) - \$5.2m to \$5.8m

Based on current expectations and assuming a continuation of current global macroeconomic conditions

FY25 Priorities

For the balance of FY25, Pureprofile will continue to focus on the following key areas:

- **Driving Growth**
 - Expand **client** share of wallet globally
 - Increase number of **products & services** available to clients
 - Targeted **investment** into the United Kingdom via sales & operational headcount
 - Exploring opportunities for **partnerships** within the UK & US
- **Improving Margins**
 - Progressively shift our mix of client solutions from **managed services to platform**
 - Launch **automated client solutions** - delivering a higher operating margin
 - Utilise **AI** tools to improve internal operations efficiency
 - Streamline our **ways of working**

This announcement has been authorised for release to the ASX by the Chair and the Managing Director

- 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 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 850 clients.



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