

ASX Announcement

23rd April 2026

Pureprofile delivers strong Q3 FY26 performance with 17% revenue growth and 67% EBITDA growth on pcg, driving margin improvement

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to present its Q3 FY26 business update for the period ended 31 March 2026

All commentary and financial metrics are presented on a preliminary and un-audited basis. EBITDA and EBITDA margin excludes significant items which include share based payments

Q3 FY26 Key Highlights

- Group revenue of **\$14.8m**, up **17%** on pcg, reflecting strong client demand across both ANZ and international markets
- ROW delivered a **17%** uplift in revenue on pcg to **\$7.2m**. On a constant currency basis, ROW revenue growth was approximately **23%** on pcg
- ANZ revenue increased **16%** on pcg to **\$7.6m**, driven by the Group's top 10 clients in the region
- Client demand for scalable, technology-enabled offerings resulted in Platform revenue growth of **100%** on the pcg
- EBITDA increased **67%** on pcg to **\$1.0m**, generating a **7%** EBITDA margin, an improvement of **+2ppts** on pcg
- Acquired Australian based, qualitative research business, **CRNRSTONE** on 1 March 2026
- Reiterate FY26 revenue guidance of \$64m-\$65m and EBITDA margin guidance of 10-11%*

Commenting on the quarter, Pureprofile CEO Martin Filz said: "Q3 FY26 reflects continued momentum across the business, with strong revenue growth and a significant uplift in EBITDA demonstrating the operating leverage in our model. We were particularly pleased to see ANZ return to more typical growth levels during the quarter, while our international business continued to deliver strong underlying performance, notwithstanding the impact of foreign exchange movements. Platform revenue again performed strongly, with continued client adoption of our automated and API enabled solutions. With a diversified revenue base, increasing platform contribution and disciplined execution, we remain well positioned heading into the final quarter of FY26".

Pureprofile 

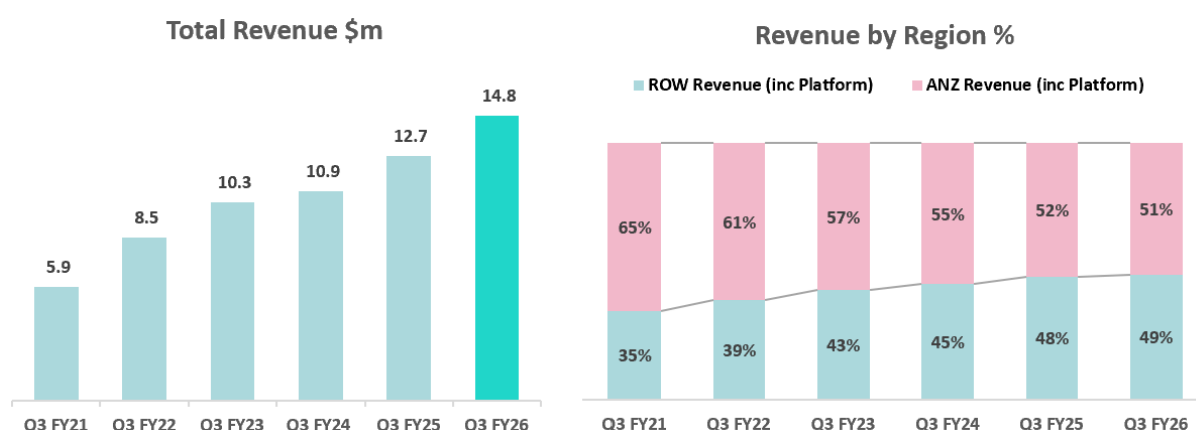
Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne New Zealand London Netherlands New York Singapore
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Q3 FY26 Detailed Commentary

- Pureprofile delivered a strong Q3 FY26 result, achieving total revenue of **\$14.8m**, up **17%** on pcp. Revenue growth in the quarter was supported by a strong performance in ANZ and resilient underlying demand in Rest of World (ROW). Over the past five years, Q3 has delivered a compound annual growth rate (CAGR) in revenue of **20%**, demonstrating the Group's ability to grow across varying market conditions
- Over the past six years, the Q3 contribution from ROW has increased materially, rising from approximately **35%** of Group revenue in Q3 FY21 to **49%** in Q3 FY26. This reflects the successful execution of Pureprofile's international growth strategy, driven by strong performances in key markets including the UK and US



Revenue	EBITDA	EBITDA margin
\$14.8m ▲ up 17% on pcp	\$1.0m ▲ up 67% on pcp	7% 2 ppts up on pcp
ANZ Revenue (inc Platform)	Rest of World Revenue (inc Platform)	Platform Revenue
\$7.6m ▲ up 16% on pcp	\$7.2m ▲ up 17% on pcp	\$4.4m ▲ up 100% on pcp

- EBITDA increased **67%** on pcp to **\$1.0m**, generating a **7%** EBITDA margin, an improvement of **+2ppts** on pcp. The uplift was supported by solid revenue growth and



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disciplined cost management, with expense growth contained at **9%** and salary growth moderating to **2%** on the pcg, in the quarter. Over the past five years, EBITDA has delivered a **27%** CAGR, demonstrating the Group's ability to grow earnings alongside revenue expansion

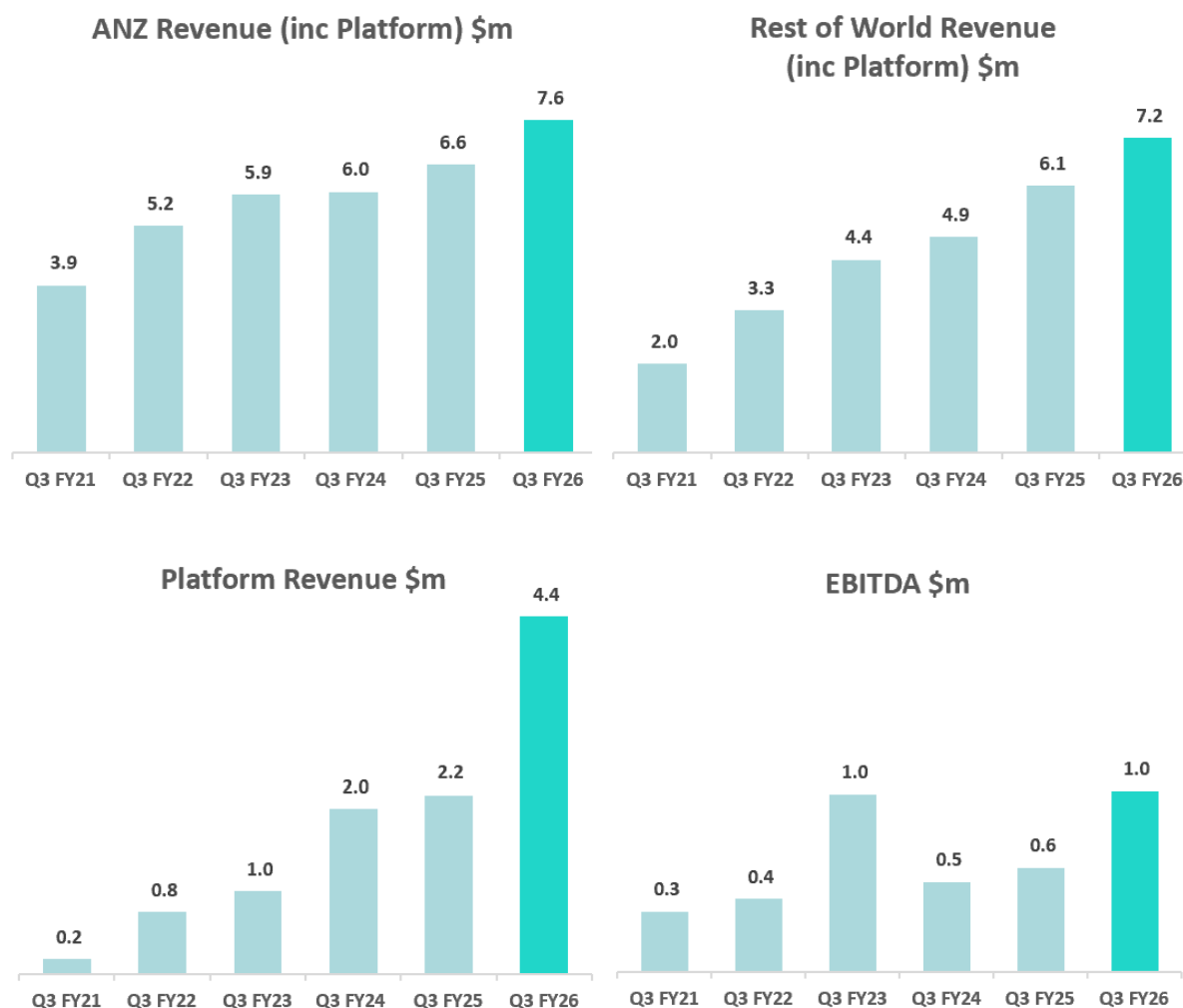
- ROW delivered a **17%** uplift in revenue on pcg to **\$7.2m**, reflecting continued strong underlying demand across key international markets, including the UK and US. Reported growth in the quarter was impacted by foreign exchange movements. Approximately **53%** of ROW revenue is generated in USD and **38%** in GBP, both of which weakened against the AUD compared to the pcg. On a constant currency basis, ROW revenue growth was approximately **23%** on pcg. The strong results highlight the effectiveness of Pureprofile's international growth strategy across key regions, with ROW delivering a five-year CAGR of **30%**.
- ANZ revenue increased **16%** on pcg to **\$7.6m**, representing a strong performance in the quarter. Growth was driven by the Group's top 10 clients in the region, which grew their revenue contribution by **48%**, through increased project volumes and higher average project values. ANZ continues to be a core and profitable market for Pureprofile, delivering a five-year CAGR of **14%**, highlighting its consistent contribution to Group performance.
- Platform revenue grew **100%** on pcg to **\$4.4m**, supported by continued expansion of API-driven integrations and growing adoption of automated data delivery solutions. The result reflects strong client demand for scalable, technology-enabled offerings, with recent product developments further enhancing the platform's long-term growth potential.
- Pureprofile completed the acquisition of **CRNRSTONE** on 1 March 2026, which contributed approximately **\$0.2m** of revenue in Q3 FY26. The integration process is progressing well, with the team successfully onboarded into Pureprofile's operating framework and ways of working. The Company has deployed its operating and go-to-market strategy for the qualitative research business unit and is pleased with early progress. The acquisition was funded from existing cash reserves, with strong operating cash flow in the quarter (up approximately 33% on pcg) supporting the **\$0.7m** completion payment.
- Revenue from our Top 25 clients grew by a marked **47%** on pcg, demonstrating the strength of our relationships with key accounts. Client numbers increased to **966** for Q3 FY26, supported by further investment in ROW sales capability. Annuity revenue was **\$15.9m** for the rolling 12 months to the end of 31 March 2026 (previously **\$14.1m** to the end of 31 December 2025).



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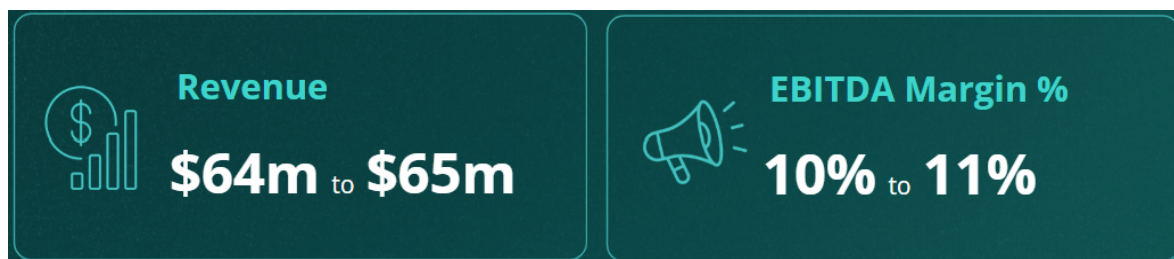
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Reiterate FY26 Financial Guidance

While the Company is pleased with the strong performance delivered in Q3 FY26 and continued momentum across the business, including improving margins and sustained demand across global markets, it remains mindful of ongoing macroeconomic uncertainty at this time.

As such, Pureprofile reiterates its FY26 revenue guidance of \$64m–\$65m and EBITDA margin guidance of 10–11%*.



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**Guidance is based on current expectations and assuming a continuation of current global macroeconomic conditions*

FY26 Priorities

Throughout the balance of FY26, Pureprofile will continue to focus on the following key areas:

- **Driving Growth**
 - Expand **new client base** and existing share of wallet globally
 - Monetise **products / solutions** launched during FY25 and early FY26
 - Targeted **investment** into the UK via sales & operational headcount
 - Exploring expansion opportunities in the **US**
 - Expand global data assets to support deeper **partnerships** within the UK & US
- **Improving Margins**
 - Progressively shift our mix of client solutions from **managed services to tech enabled solutions**
 - Launch **automated client solutions** - delivering a higher operating margin
 - Utilise **AI** tools to improve internal operating 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:

George Kopsiaftis, IR Department

george.kopsiaftis@irdepartment.com.au | +61 409 392 687

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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