ASX Announcement

28 October 2025

FY25 AGM Investor Presentation

Pureprofile Limited (ASX: PPL or the Company) is pleased to provide the following presentation which will be given by the Company's management team during tomorrow's Annual General Meeting being held at 11.30am (AEDT) at Level 5, 126 Phillip Street, Sydney NSW 2000 and as a virtual meeting.

Shareholders can attend the AGM either in person or virtually via the Company's share registry portal: http://investor.automic.com.au (login or register using your SRN/HIN). Further information on how to attend the AGM virtually is available in the Notice of Meeting released to the ASX on 26 September 2025.

Non-shareholders are also welcome to attend the AGM and can do via the following link:

https://us02web.zoom.us/j/86582324208?pwd=NsDPsGgbbR8bSfYv5bgQdbJXXiMKWR.1

Please note that this link is for non-shareholders only and provides viewing access only. Non-shareholders will be unable to ask questions during the session.

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

- ENDS -

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Pureprofile

2025

AGM
Investor Presentation

Presented by :

Michael Anderson - Chair
Martin Filz - CEO
Melinda Sheppard - CFO
Niamh Fitzpatrick - CPO

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Future performance and forward-looking statements

This presentation includes forward looking statements, which can generally be identified by the use of words such as "may", "will", "expect", "intend", "plan", "estimate", "anticipate", "project", "believe", "forecast" and "guidance" or other similar words. These forward looking statements speak only as at the date of this presentation. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements. No representation, warranty or assurance (express or implied) is given or made by Pureprofile that the forward looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, each of Pureprofile, its related companies and their respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom. Subject to any continuing obligation under applicable law or any relevant listing rules of the ASX, Pureprofile disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in these materials to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of Pureprofile since the date of this presentation.

Industry data and third party information

Industry data and third party information used in this presentation may have been obtained from research, surveys, reports or studies conducted by third parties, including industry or general publications. Neither Pureprofile nor its representatives have independently verified any such market or industry data.

Non-IFRS Performance measures

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. EBITDA is defined as Earnings Before Interest, Taxes, Depreciation, and Amortisation and excludes significant items including share based payments. Additionally, all commentary and financial metrics are presented on a continuing business basis (excluding the discontinued Pure.amplify Media businesses) unless stated otherwise.

Chair's Address

Michael Anderson

Our Board of Directors

The new board truly embodies Pureprofile's vision as a growth-focused company with global aspirations, bringing together the expertise and leadership needed to drive international expansion and innovation

Michael Anderson

Non-Executive Chair

Commenced: 1 June 2024

Martin Filz

CEO and Managing Director

Commenced: 3 August 2020

Elizabeth Smith

Non-Executive Director

Commenced: 1 March 2023

Mark Heeley

Non-Executive Director

Commenced: 17 October 2023

Adrian Gonzalez

Non-Executive Director

Commenced: 1 June 2024

Business Overview

All commentary and financial metrics are presented on a continuing business basis (excluding discontinued Pure.amplify Media businesses). EBITDA and EBITDA margin excludes significant items including share based payments

Pureprofile at a glance

We are Pureprofile

We are a global data and insights company, helping brands, businesses & government answer crucial questions

What we do

We securely connect organisations with highly profiled audiences, gathering data that is otherwise inaccessible

How we do it

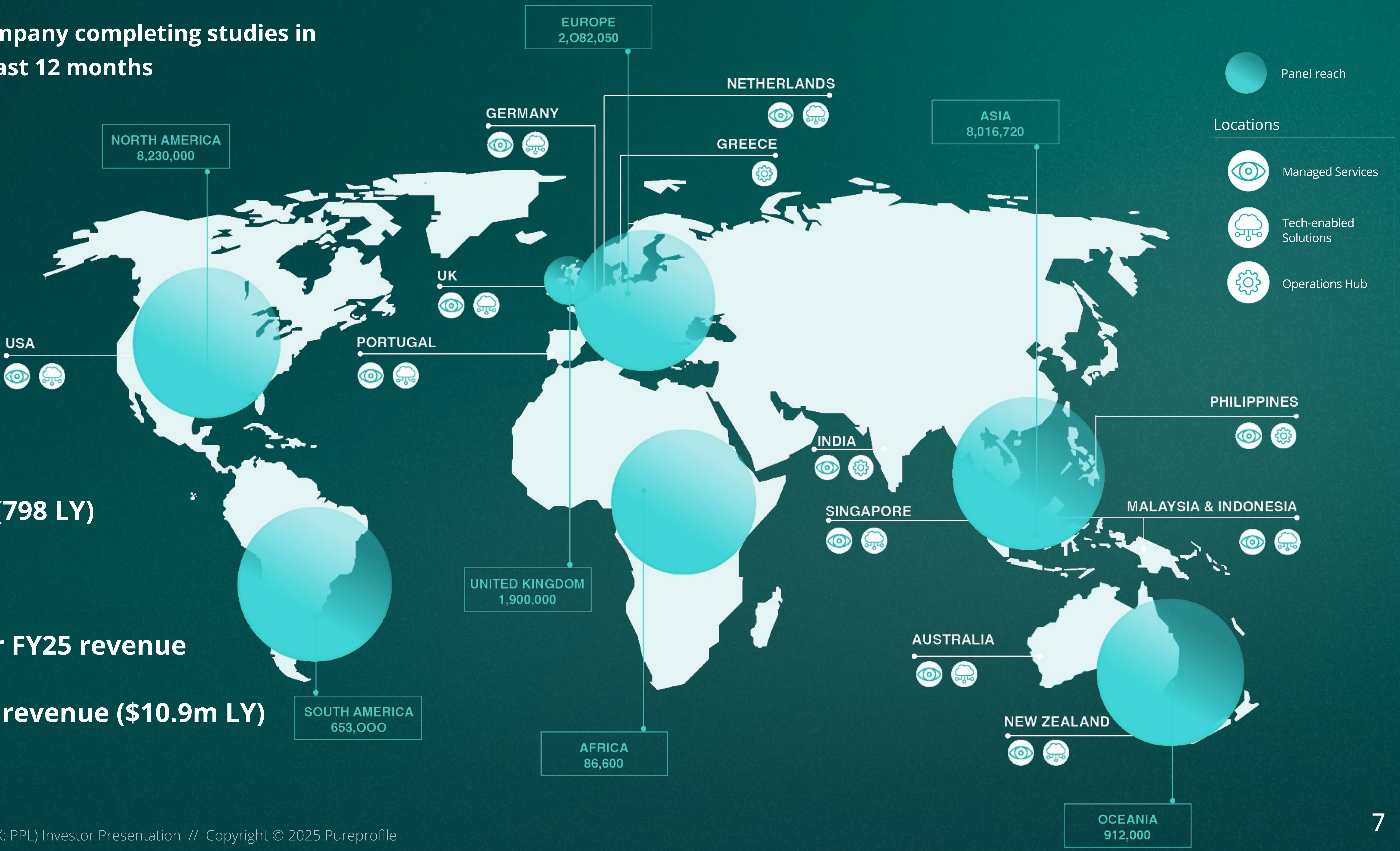
Through our proprietary technology platform, we survey and reward millions of people worldwide for sharing their opinions

Why we do it

Our goal is to empower organisations with valuable data and deeper audience connections, enabling them to make more informed decisions

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

We are a truly global company completing studies in 93 countries over the past 12 months



14 offices globally

923 clients globally (798 LY)

244 staff globally

$57.2m in full year FY25 revenue

$13.9m in annuity revenue ($10.9m LY)

Corporate Growth Strategy

Clear corporate growth strategy

01. Global Business

Focus on building a stronger **global business, global panel** and adding **complementary data sources** through strategic partnerships

02. Technology & AI

Accelerate our **Technology & AI solutions**

- Datarubico
- Synthetic responses
- Social Insights tools
- Internal efficiency
- Platform

03. Data & Insights

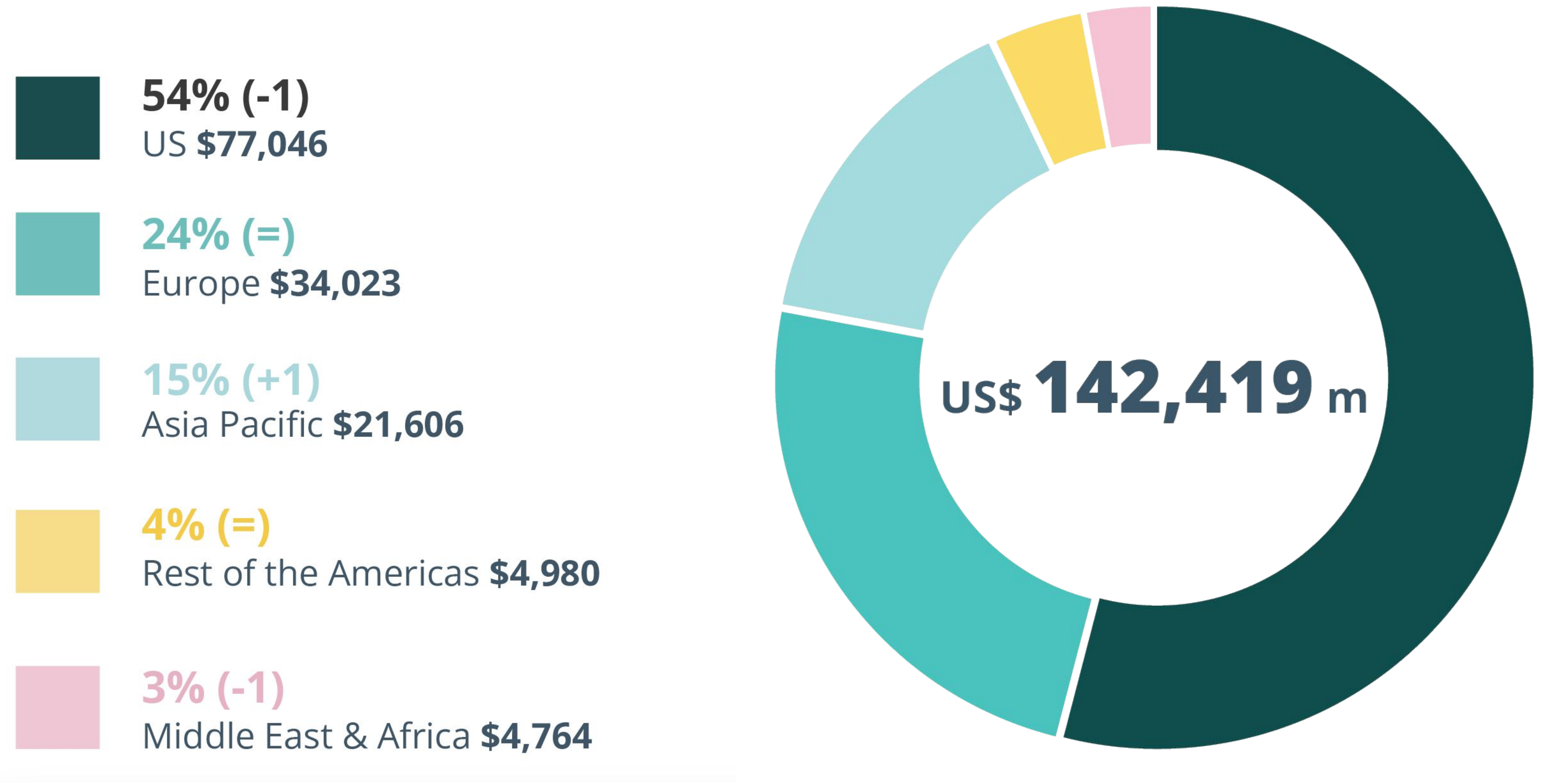
Leverage Pureprofile's **proprietary data**

- Data & Insights
- Audience Builder
- Audience Intelligence
- Insights Creator

The Opportunity

As a market leader in ANZ, the next phase of our strategy is to replicate the same success in the US and UK. These markets are currently 30 times and 5 times larger than Australia, respectively

Global insights industry turnover, 2023



Source: ESOMAR Global Market Research 2024

Artificial Intelligence (AI)

The most significant change in the Data & Insights space

AI allows us to be faster, more efficient and to deliver higher quality

Opportunities for Pureprofile, include:

Internal solutions:

Translations, coding, probing, reconciliation

Enables us to increase margins by being faster in our client delivery. In addition, new solutions increase our quality of deliverables and streamline client interactions

Client-facing solutions:

The Hub, Audio & Video surveys, pipeline of products

Increases revenues through cross-selling to existing clients and onboarding new clients

AI companies as clients:

3rd parties who need our data to feed their LLMs

New client verticals and new revenue streams

Pureprofile's Growth Journey

Pureprofile's above-market growth is driven by our extensive panel reach, innovative technology and client-focused approach - all made possible by our highly engaged and talented team

This is the formula that enables us to consistently outperform our competition

FY 2021

Company restructure

- **Restructured** group operations
- Unprofitable business units **divested**
- Strengthened balance sheet with a **capital raise**
- Completed debt to **equity swap** to provide the foundation to deliver on growth ambitions
- **Refreshed** executive team

FY 2022 - FY 2024

Invest in people, panels & tech

- **Replicated** successful Australian business unit in markets outside of Australia
- Focused on **global** team expansion
- Developed global **processes**
- **Re-engineered** core technology
- Drove **efficiency** and improved product profitability
- Developed highly motivated organisational **culture** with a clear goal to enhance **shareholder** value & **employee** experience

FY 2025 - FY 2027

Accelerate global growth

Our focus for FY25 and the next **2 years** is to **drive growth** in key markets while **improving margins** through clear goals and an aligned action plan

Key Priorities for FY26

Drive Growth

- Expand new **client base** and existing share of wallet globally
- Monetise **products / solutions** launched in FY25
- Targeted **investment** in UK and US

Improve Margins

- Shift solutions mix from **managed services to platform**
- Launch additional **automated client solutions**
- Utilise **AI** to improve internal operations
- Streamline **ways of working**

Data & Insights

Datarubico - Curated sample delivered to clients through global platform

UK/US - Represents 64% of global market. Grow from our brand awareness and client foundations in the two largest global markets

Technology & AI

Internal processes - Utilising AI to increase internal efficiencies, deliver faster projects and lower costs

Client facing solutions - Build & enhance AI-enabled revenue generating solutions and sell to our 900+ clients

Self Service Platform - Grow adoption of Datarubico across existing and new clients

Global Business

New clients - Add more commercial people to enable client growth

Commercial partnerships - Partner with best of breed client solutions, utilising the extensive Pureprofile distribution channel to upsell new solutions

Acquisitions - Identify and execute potential US acquisitions which can support growth in this market

Aspirational Objectives for FY26 & FY27

Drive Growth

International Revenue Overtakes ANZ

Double the UK business revenue, taking significant market share

Triple the US business revenue

Product Expansion

Triple platform business revenue

Increase uptake of client facing solutions

Become an **important source of data** within the AI space

Mergers & Acquisitions

Identify & execute **acquisition opportunities** which can aid in accelerating growth in key markets

Improve Margins

Economies of Scale

Continually **reducing costs versus revenue**

Specific focus on **salaries & contractors** proportional to revenue

Reduced Reliance on Suppliers

Expand panel sizes in key growth markets

Launch new panels in emerging markets where appropriate

Identify synthetic data opportunities to reduce need for sample

Processes & Tech

Being a tech-led organisation will enable us to operate and grow as a leaner team

Note: The statements in this slide are aspirational in nature and do not constitute financial guidance

Driving Growth Through Innovation

Our focus on **Technology & AI** has enabled us to grow revenues and expand margins through innovation

New AI solutions

Developed to improve the delivery of client solutions and create internal efficiencies

- **AI Translations Tool**
- **AI Probing Tool**
- **AI Coding Tool**
- **AI Data Quality Tool**

Platform solutions

Enhanced solutions to increase revenues

- **Datarubico Insights Creator**
- **Datarubico Sample Only Tool**

The Hub

Centralised platform for partners and internal resources

Encodify

Automated workflow platform to streamline processes

ISO 27001 certification

Secure and trusted partner for increased government and and financial sector revenues

Enhanced API integrations

Increases use of Pureprofile platform through automation

New Solutions

New solutions to support clients and drive strategic growth

Deliver more value for clients

Giving a broader range of clients the flexibility to choose the right tools to access insights and benefit from advances in AI technology

High quality insights - delivered at scale

A suite of scalable, tech-enabled tools giving clients more control over their research needs - faster, more efficient and without compromising on quality

Support margin expansion

Strengthen our service mix by offering both expert-led and platform-based solutions - attracting new clients, reducing cost-to-serve, and enabling operating leverage

Our product strategy

Increase revenue and margins through technology

AI acceleration

Evolving client journey

Product Innovation Team

Thought Leadership

AI acceleration

Efficiency across Pureprofile

We use AI for faster, higher quality insights and more efficient delivery for clients

AI fraud detection

AI open ended pre-screening

AI in-survey profile checks

AI in-survey response quality checks

AI chatbots for customer service

An evolving client journey

New products and solutions aligning to market demands and client needs

1 Social insights
Get ahead of trends + discover meaning from noise

2 Message testing
Fast-track message testing with synthetic respondents generated from our panels

3 DIY survey platform
All-in-one research platform

4 Video surveys
Uncover deeper, richer insights

5 Conversational AI
Engage, probe and deliver richer insights at scale

6 Synthetic responses
Modelled from our panelist profiles + answers

7 DIY AI coding
Fast, accurate + customisable

New client facing solutions to drive revenue and margin growth

- AI translations
- AI in survey probing
- Video survey tool
- Conversational AI
- Synthetic responses
- AI coding

Understanding consumers through the world's data

Social Meaning

Decode and interpret online consumer behaviour and cultural shifts through a research lens powered by AI.

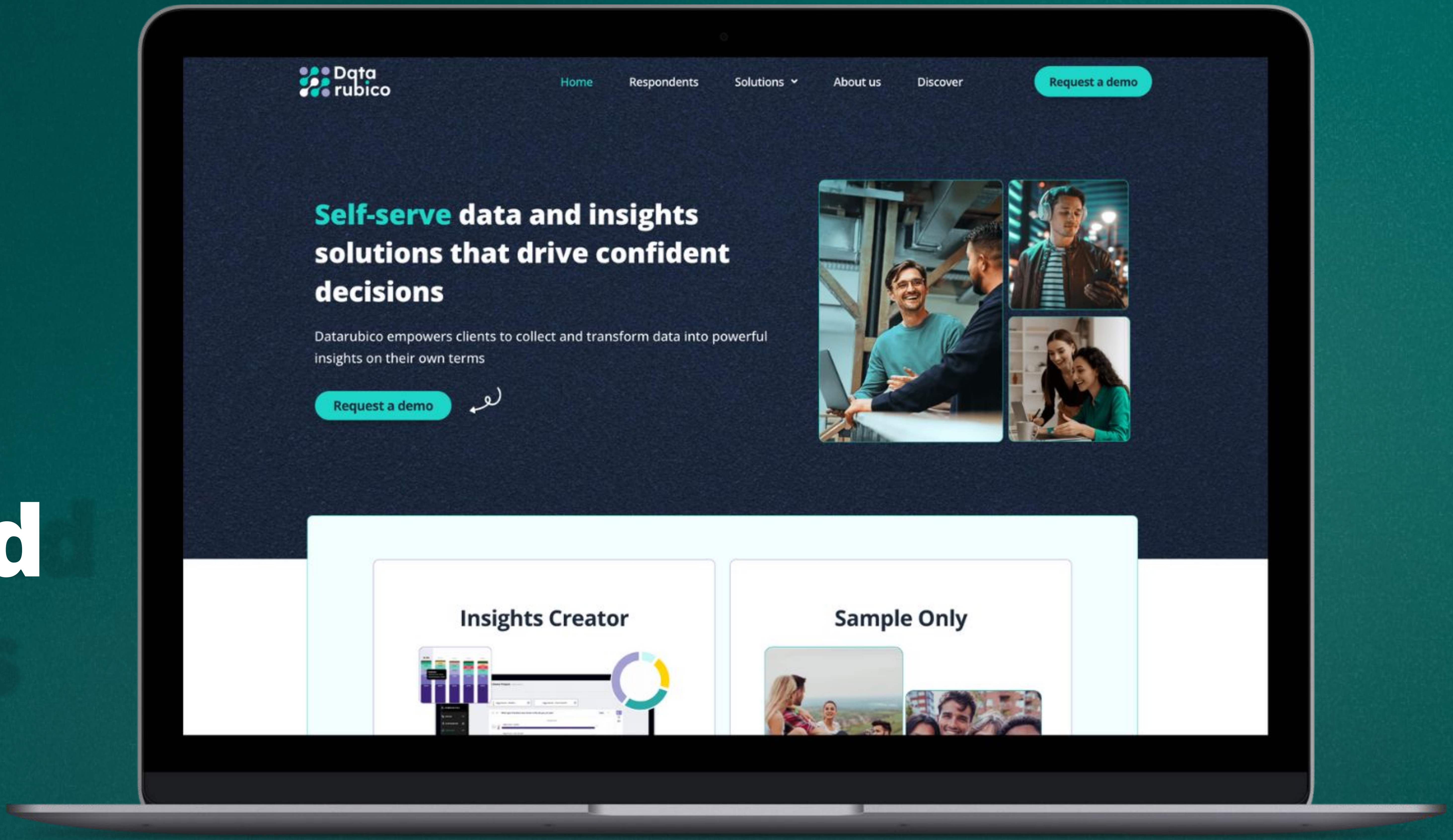
Emerging Trends

Use advanced AI to stay ahead by spotting online trends before they become mainstream.

Behavioural Spend Insights

Expand market share, understand competition and harness consumer trends with reports built on verified transactional data.

Self-serve data and insights solutions



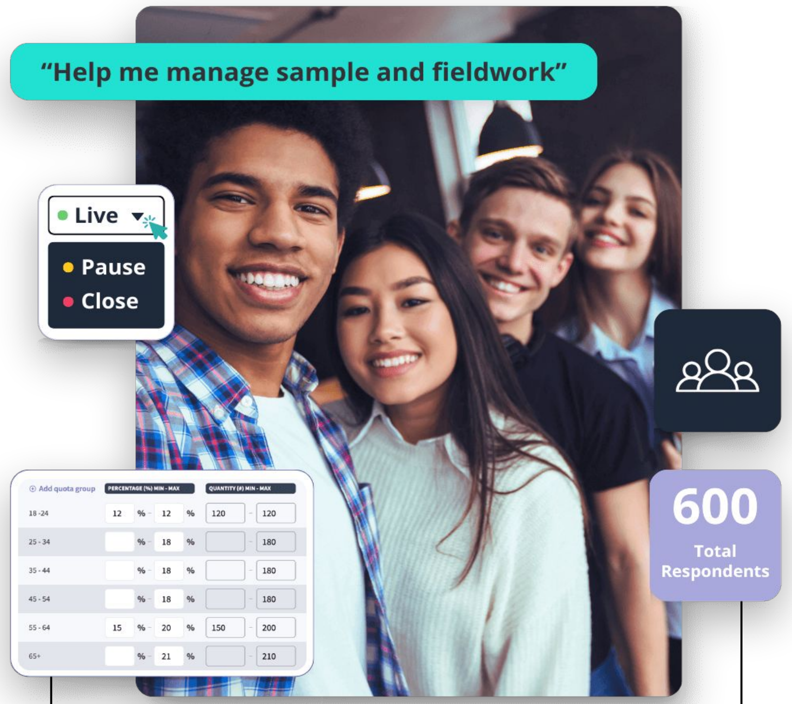
Data rubico

Insights Creator

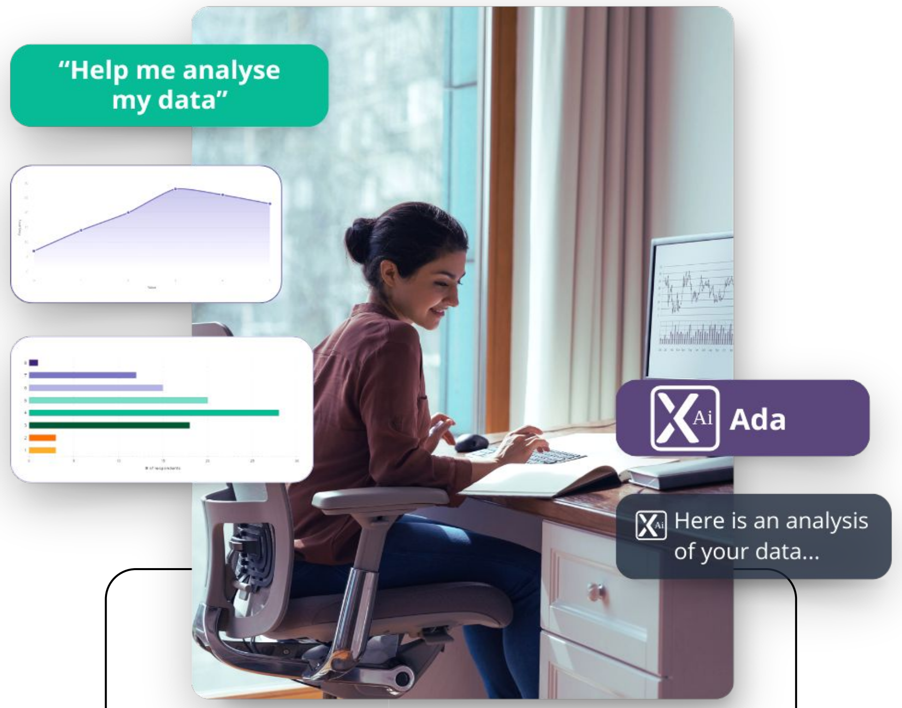
An all-in-one AI-enabled platform that streamlines end-to-end insights generation

Empowering clients to conduct end-to-end data collection and analysis in an one seamless, self-service platform

Create your survey



Manage sample and fieldwork



Monitor insights in real-time

Generate reports with ease

Sample Only

An always-on, self-service platform giving users access to quality sample sources

Allows panel partners to access quality sample anytime through a self-serve platform that enables them to manage spend and streamline fieldwork using the flexible bidding tool

Control and autonomy

Manage sample and spend without relying on external parties

Speed and efficiency

Launch projects faster and manage fieldwork with reduced delays

Quality and reliability

Access trusted sample sources to deliver consistent, quality data

Next-gen insights solutions to make research faster, smarter and more accessible

FY25 Achievements & Financial Results

All commentary and financial metrics are presented on a continuing business basis (excluding discontinued Pure.amplify Media businesses).
EBITDA and EBITDA margin excludes significant items including share based payments

Pureprofile's Achievements in FY25

We delivered record results with $1.5m in NPAT, accelerated revenue growth of 19% and new technology solutions launched

- Net profit after tax for the year was **$1.5m**, up from **$0.1m** in FY24, supported by continued revenue growth and disciplined cost management
- Successfully achieved full year financial guidance delivering **$57.2m** in revenue, **$5.2m** in EBITDA and a **$5.7m** cash balance
- FY25 delivered **19%** revenue growth on pcp, up from **10%** in FY24, reflecting strong operational execution. This was achieved while preserving margin performance and continuing to invest for long-term growth
- Increased Rest of World revenue to **46%** of total revenue in FY25, up from **43%** in FY24
- Successful execution of the i-Link acquisition drove ANZ revenue growth to **12%** in FY25, a marked improvement from 2% growth in FY24. The acquisition was fully funded through cash flow and is delivering strong operational and financial performance
- **90%** of revenue from repeat clients in FY25 - a result of our rapid delivery, world-class service, and high quality data
- Launched **Datarubico** and new **AI** solutions in FY25, including Datarubico self-service data and insights solutions, synthetic responses and AI-powered social insights in partnership with Quilt.Ai

Record FY25: growth delivered, guidance met

FY25 delivered record full-year NPAT of **$1.5m**, revenue of **$57.2m** up **19%** on pcp, underpinned by the successful execution of our growth strategy. Platform revenue grew **23%** on pcp, as more clients leverage our solutions to deliver insights and drive revenue

ANZ revenue was up **12%** on pcp, driven by the i-link acquisition and strong performance by the team, in a competitive market where we already hold significant share. ROW delivered a **28%** uplift in revenue on pcp, underpinned by the UK and US, reflecting increasing demand for our solutions across international markets

EBITDA growth of **18%** on pcp to **$5.2m**, supported by top-line growth and disciplined cost management. EBITDA margin remained steady at **9%**, balancing profitability with investment in global expansion

Reported cash balance of **$5.7m** up from **$5.2m** at 30 June 2024, including a **$1.25m** payment for the i-Link acquisition and **$0.2m** in debt principal repayments during FY25, reflecting strong cash generation and disciplined capital management

Business Results	FY25	vs FY24
Revenue	$57.2m	19%
EBITDA	$5.2m	18%
EBITDA Margin %	9%	0 ppt%
Net Profit after Tax	$1.5m	1531%

Business Unit Revenues	FY25	vs FY24
ANZ (incl. Platform)	$30.8m	12%
Rest of World (incl. Platform)	$26.4m	28%
Platform	$11.1m	23%

Q1 FY26 Financial Results

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

Record quarterly revenue and global milestone as ROW surpasses ANZ

Revenue for Q1 FY26 was **$16.1m**, representing growth of **15%** on pcp, driven by continued expansion of our global footprint, as evidenced by growth in the Rest of World Business, up **34%** on pcp

EBITDA for Q1 FY26 of **$1.9m**, up **15%** on pcp, in line with our revenue growth, reflecting our strong cost discipline and improved operational efficiency while scaling the business

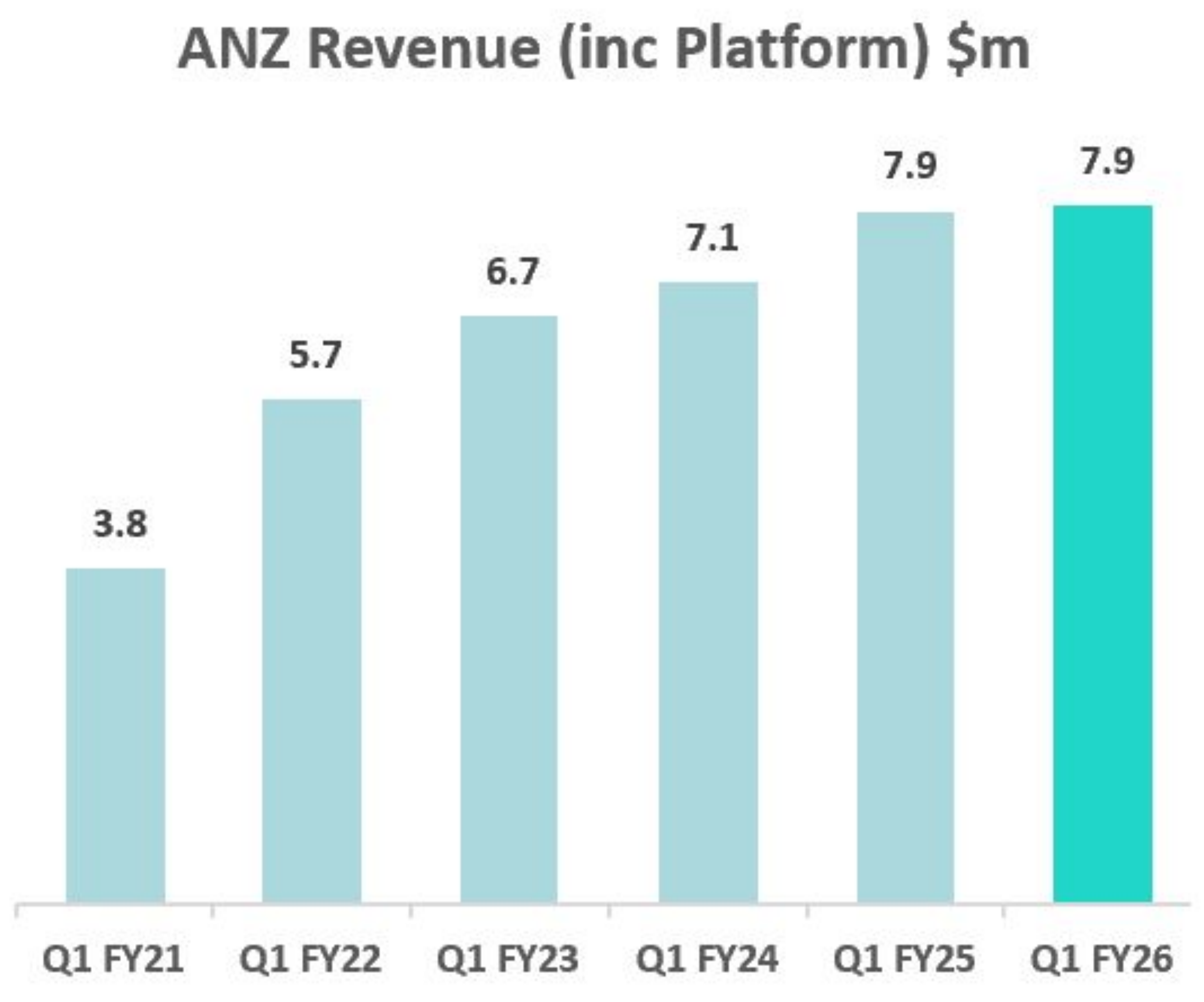
EBITDA margin remained stable on the pcp at **12%**, highlighting the company's focus on sustainable profitability as we continue to execute our strategic initiatives

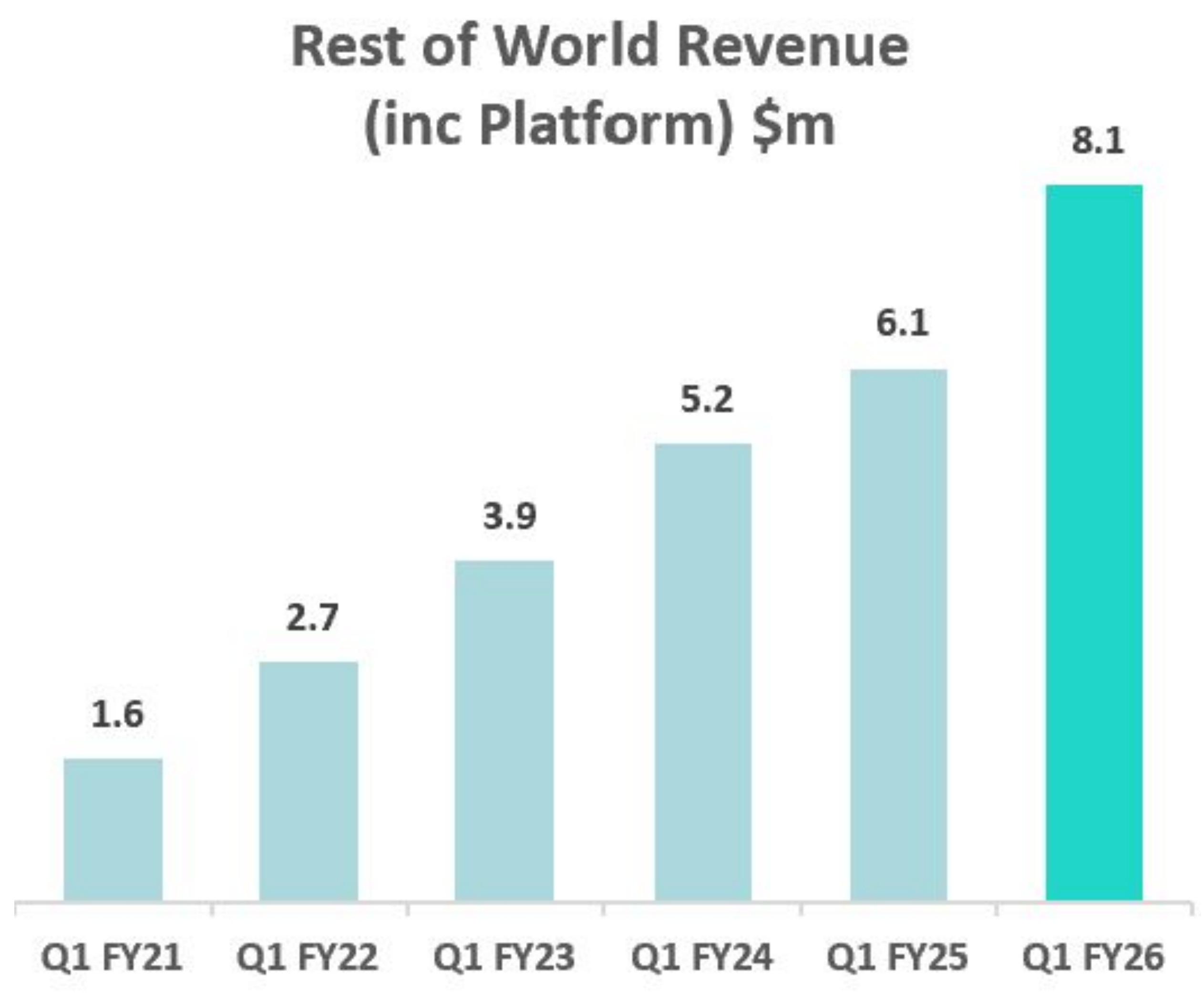
Business Results	Q1 FY26	vs Q1 FY25
Revenue	$16.1m	15%
EBITDA	$1.9m	15%

Business Unit Revenues	Q1 FY26	vs Q1 FY25
ANZ (incl. Platform)	$7.9m	1%
Rest of World (incl. Platform)	$8.1m	34%
Platform	$4.2m	45%

Q1 FY26 Financial Metrics Trends

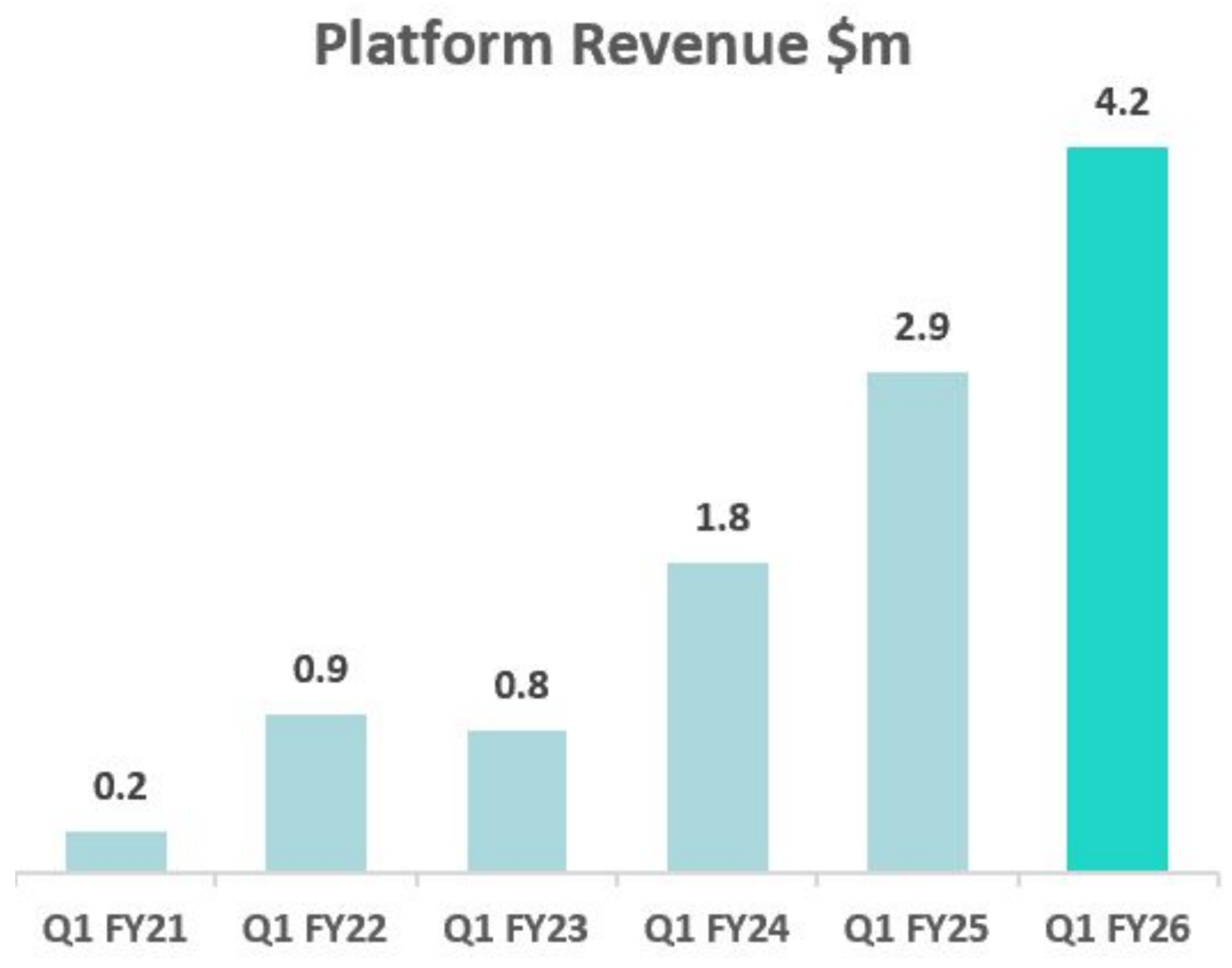
+16% 5-year CAGR

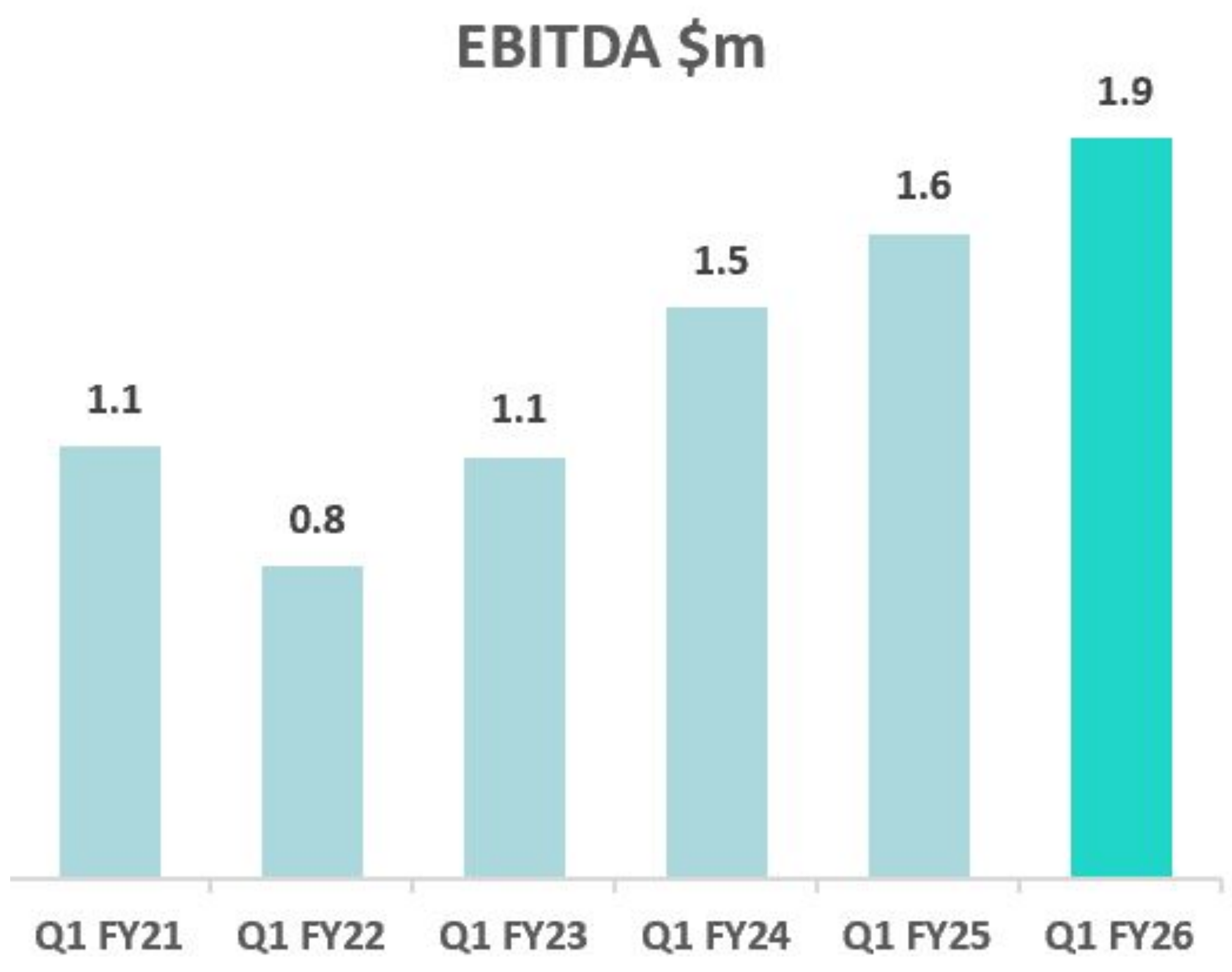




+38% 5-year CAGR

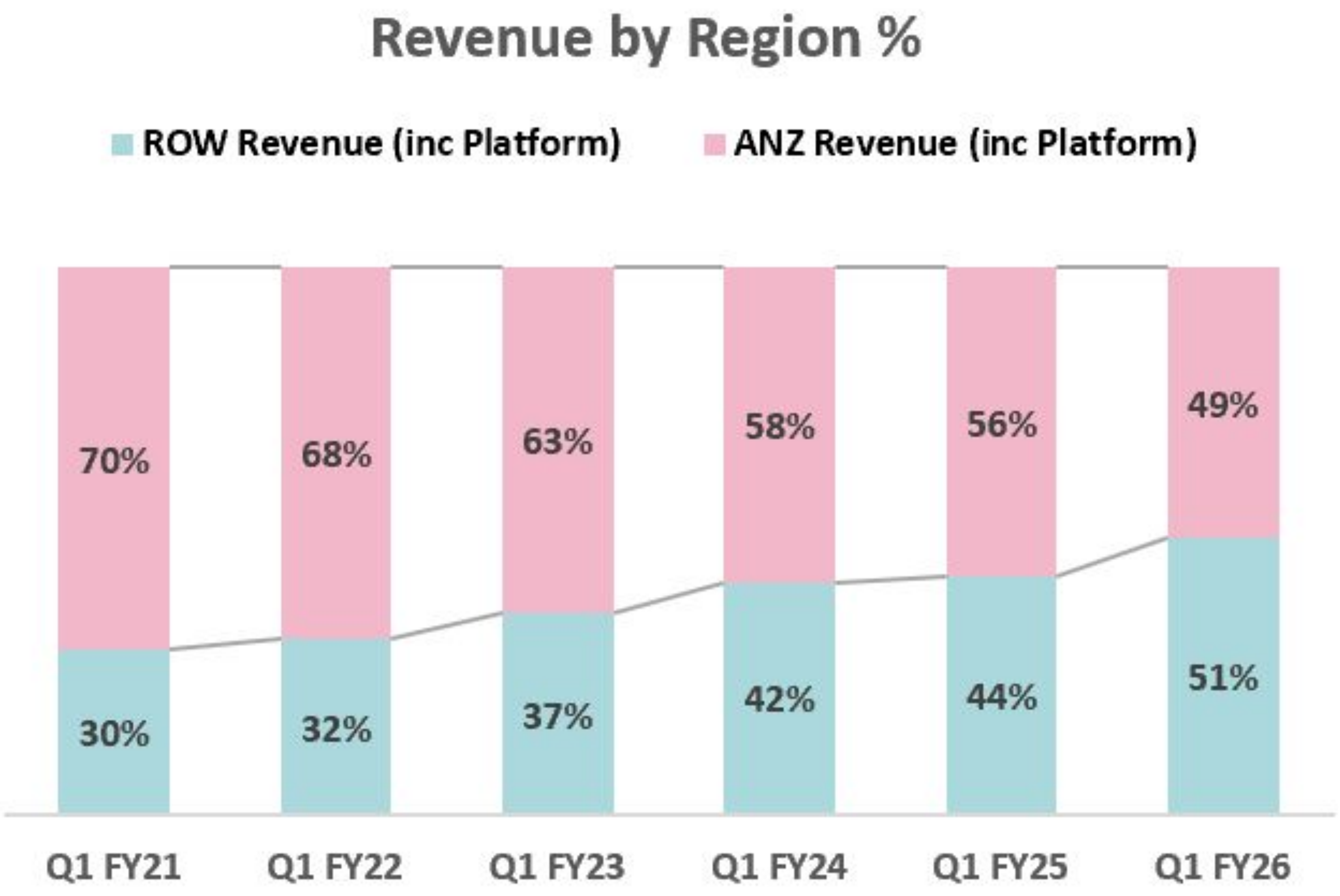
+79% 5-year CAGR





+11% 5-year CAGR

Global Expansion Reaches Milestone: ROW Revenue Surpasses ANZ for the First Time



- **Growing global presence**: For the first time, ROW revenue has surpassed ANZ, accounting for 51% of total revenue in Q1 FY26. This marks a major milestone in Pureprofile's evolution from a regionally focused business to a truly global insights and data company
- **Mitigating regional risk**: This geographic diversification in revenue mix significantly reduces Pureprofile's reliance on the ANZ region, where the Company already maintains a leading market position. By diversifying geographically, we have strengthened our ability to manage regional economic fluctuations and demand variability
- **Strategic investments driving growth**: The rise in ROW revenue reflects the payoff from sustained investment in international expansion. These strategic efforts have deepened client relationships, increased brand recognition, and accelerated demand for our data and insights solutions. As a result, Pureprofile is capturing a growing share of global research budgets
- **Diversification improving seasonality**: As ROW revenue continues to expand, it is expected to reduce the seasonal impact associated with the ANZ region's softer January–February holiday period, leading to a more stable quarterly revenue trajectory

FY26 Financial Guidance

Revenue

$63m to **$64m**

EBITDA Margin %

10% to **11%**

Our strategy to achieve these targets is aligned to our key priorities for FY26:

- **Innovative Client-facing Solutions:** Increasing the number of innovative products and services to expand our new client base and existing client share of wallet
- **Leveraging AI for Growth and Efficiency**: Integrating AI technologies to enhance our data insights and automation capabilities
- **Expand Margins**: Shifting our solutions mix from managed services to tech-enabled offerings, automated client solutions, leveraging AI to streamline our ways of working

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

Summary

- Sustained growth momentum - **15%** quarterly revenue uplift with Rest of World surpassing ANZ for the first time
- Leveraging scale & efficiency – stable margins with double-digit EBITDA growth of **15%**
- ROW delivered a **34%** uplift in revenue on pcp, highlighting sustained progress in our global growth strategy
- Ongoing uplift in and margin profitability through AI-driven process automation and expanding global revenue mix
- Scalable technology platform launched - Datarubico and AI-enabled solutions fuel future growth

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

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