

ASX Announcement

29 January 2021

Chairman's Address to Shareholders

Dear Fellow Shareholders,

Officially we are here to provide a wrap up of the 2020 financial year. However, given the circumstances that have happened more recently I feel this information is moribund and as such I am going to focus on the now rather than the past.

However, I will summarise the 2020 year as follows;

2020 was a year of many important conversations. Our leadership and our longer term debt strategy being the most important. Changes were made in the leadership (more on this later) and we knew that we needed to get the company performing more profitably to have more meaningful and compelling conversation with our debt partner. And I'm happy to say we did just that. Whilst our revenues were impacted by Covid 19 our core Data and insights business continued to grow. Overall revenues were down mainly caused by the huge downturn in our Media and performance business. And as felt generically by all Media companies.

However, with a focus on reducing costs, down 25% on last year, we were able to increase EBITDA, up 197% on last year to 1.6m with our operating cash flow improving by \$1.8m

Further improvements in performance were a result of the sale of loss making business units, being Media Trading and Performance ANZ.

So onwards to a more relevant time.

As we entered Q3 of 2020 and the start of the Covid period we did all we could as a company to maintain our personnel and cut cost everywhere we could. This included salary reductions, a halt to board remuneration and many other aggressive initiatives. Importantly, these actions enabled us to maintain our head count and key skill set and allowed us to capitalise on opportunities when they presented themselves.

We consolidated, prepared for the worse and hoped for the best.

Revenue started to grow, EBITDA increased and the company had many months delivering an operating profit. Cash flow positive. We reinstated full salaries and invested in strategically and geographically placed sales focussed professionals. Specifically Australia, Singapore, India, Europe and UK.

Whilst the company continued to grow and deliver positive results the board re-engaged with Lucerne, our Debt Partner on strategies to free up Pureprofile from the stranglehold of its Debt. The debt we were carrying was far too great and the interest rate crippling. The Board knew that investors and other potential shareholders were always positive towards Pureprofiles products, positioning and the strategy. However, the debt was always

Pureprofile 

Pureprofile Limited
ABN 37 167 522 901

www.pureprofile.com
investor@pureprofile.com

Sydney Melbourne London New York Thessaloniki Mumbai

a stumbling block and a hinderance to investment. And also a hinderance to us maintaining and winning business!

Our Debt provider was understanding of our requirement and became an enthusiastic participant in the recapitalisation conversations. Lucerne appointed Advisory and Fund Management Company Conrad Capital Group to look after their asset and give further guidance. Lucerne engaged numerous consultants to give Conrad Capital further perspectives and Pureprofile passed the tests and a major recapitalisation and restructure of the company's balance sheet resulted. Allowing us to accelerate our Global Growth and convert this growth in a net cash positive way.

I'd like to thank Tim Hannon and Ben Wilson of Conrad capital for throwing themselves into this task, learning about everything we do and the industries we play in. A truly professional team and good partners for the future.

During this period I was also in discussions with a potential new CEO who obviously became an important consideration point as we entered into our restructure. I am so pleased that Martin Filz joined us. Martin inherited a company that had turned the corner and had momentum, but he has already built on this and further enhanced our performance, given a new focus to Product Development, strategic solutions and increased sales. He is an industry expert and loves nothing more than to hunt down business. And he's good at it.

Martin has complimented our leadership team with some key new recruits and brings a knowledge that gives focus to our Product Development and opens up new conversations with our existing accounts.

As you've undoubtedly seen we published our Q2 results which were exceptional and things will only get better from here.

All benchmarks are moving in the right direction and growing year on year and this is off the back of an amazing growth the previous year. We will be very much at the top end of our profit guidance for 2021. Martin will speak more to this later.

I would like to give a special shout out to Melinda Sheppard who has been such an amazing leader and continues to play an important role in the company's turnaround.

Melinda was instrumental in holding everything together in very difficult times. I thank you Melinda for your dedication, enthusiasm and undoubted strategic inputs.

Whilst financial performance is extremely important I'd like to reiterate our product offering, as this is what excites me beyond anything else.....Our Technology and data assets enable our clients to tap into key consumer trends, understand their market on a deeper and real time level and connect to Purchase intent audiences. We provide marketers with a single screen source of intelligence –

real data
from real people
in real time.

This requirement is paramount in today's difficult and changing environment. Big brands need new solutions, new insights and a better method of converting media costs into real time sales.



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We have the solutions that are being adopted by many major Brands. And more and more of these being SAAS solutions.

We have all but eradicated our debt, we are growing in all disciplines, we have a suite of products that are best of breed and so relevant in today's marketplace and we have momentum.

We have invested in sales people in Australia, Singapore, India, Europe and the UK and are poised for further and more global growth.

We are a company that deals in data. We know how to collaboratively work with consumers to unlock insights and importantly reward these consumers for their data. Companies are striving to understand this space, we're already experts.

The future for your investment and for our staff is very promising.

I'd like to thank all of our shareholder and employees and say to you all that Pureprofile has an amazing future.

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

- ENDS -

For further information, please contact:

Warrick Lace

Reach Markets

warrick.lace@reachmarkets.com.au

+61 (0) 404 656 408

About Pureprofile

Pureprofile Limited (ASX: PPL) connects brands with empowered customers across the world by finding, understanding and engaging them through direct-to-consumer technology platforms. The Pureprofile group is a global leader in data and insights, programmatic media and performance media. Pureprofile delivers next-generation marketing solutions for more than 500 brands, publishers and research groups worldwide.



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