



Pureprofile Ltd

H1 revenues up 44% to \$20.8m, ahead of RaaS' forecasts

Pureprofile Ltd (ASX:PPL) is a data analytics, consumer insights and media company underpinned by proprietary technology, servicing business decision makers in brands and media companies as well as market researchers. Pureprofile has reported a 44% increase in H1 FY22 sales revenues to \$20.8m driven by continued strong growth in the seasonally-biggest second quarter. Q2 FY22 revenues increased 31% to \$10.6m and EBITDA for the quarter was \$1.4m, an increase of 82% on pcp. H1 FY22 EBITDA was \$2.5m and the EBITDA margin expanded to 12% from 9% in H1 FY21. Net operating cashflow for the quarter was \$0.86m driven by a 54% increase in cash receipts to \$11.2m. PPL ended the period with net cash of \$1.7m. The result was well ahead of our forecasts and demonstrates the momentum PPL is experiencing as it executes its growth strategy. Revenues from the Data & Insights and SaaS platform beat our forecasts respectively delivering growth of 33% and 339%. Pure.amplify grew H1 revenues by 46% but revenues of \$3.5m were just below our forecast. The company has flagged it will give full FY guidance at its interim results next month. We will wait for the audited half-year result to adjust our forecasts. Our DCF-derived valuation remains at \$0.09/share fully diluted for in-the-money options and performance shares. On the current share count, our base-case valuation is \$0.10/share.

Business model

Pureprofile generates its revenue from providing data analytics and consumer insights derived from its actively managed panels of digital members accessed through its proprietary technology platform. Pureprofile also has a media arm which executes advertising campaigns for clients. In a world where privacy is increasingly valued, consumer insights and profiles generated through online panels allow businesses to gain the ability to segment, target and engage with their audiences without consumer privacy issues. In exchange, consumers are directly financially rewarded for their information and responses, and indirectly through more relevant content and personalised experiences.

Strong margin expansion, results reflect growth strategy

PPL has reported Q2 FY22 sales revenue of \$10.6m and underlying EBITDA of \$1.4m, respectively up 31% and 82% on the previous corresponding period (pcp), and continuing the growth momentum demonstrated in Q1. On an unaudited half-year basis, revenue increased 44% to \$20.8m, EBITDA by 53% to \$2.5m and net operating cashflow by 829% to \$1.6m. Excluding Jobkeeper and COVID-related savings, H1 EBITDA increased 147%. PPL'S EBITDA margin increased to 12.0% in the half, versus 9.3% in H1 FY21 and 5.2% in H1 FY20, reflecting the company's stated aim to lift EBITDA margins to ~40% within its three-year growth strategy. The result was ahead of our revenue, EBITDA and operating cashflow forecasts for Q2 FY22 and puts the company in good stead to exceed our full-year forecasts. We will address our forecasts following the release of the audited interim results in late February.

Base-case DCF valuation of \$0.09/share fully diluted

We use the discounted cashflow methodology to value PPL and arrive at a fully diluted DCF of \$0.09/share, based on a WACC of 12.3% (beta 1.6, terminal growth rate 2.2%). Our terminal value is \$0.05/share within our \$0.09/share valuation. On the current share count, our base-case valuation is \$0.10/share. In our view, continued demonstration of strong revenue growth and a sustained return to profitability should underpin PPL's share price in the near term.

Earnings History and RaaS' Estimates	(In A\$m unless otherwise stated)
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Year end	Revenue	EBITDA adj.	NPAT rep.	EPS rep. (c)	EV/Sales (x)	EV/EBITDA (x)	PER (x)
06/20a	24.2	1.6	(6.9)	(0.2)	1.3	19.0	n.a
06/21a	30.0	3.1	(3.4)	(0.3)	2.6	24.7	n.a
06/22e	40.5	4.8	1.5	0.1	1.9	15.6	53.1
06/23e	45.3	8.1	4.0	0.4	1.6	8.8	22.4

Source: RaaS estimates for FY22e and FY23e; Company data for historical earnings

Media & Advertising

20th January 2022



Upside Case

- Clean slate with legacy acquisitions sold and costs minimised
- Senior management team is highly experienced in building data insights businesses
- 91% of revenues from repeat business and 25% (and growing) is subscription based (SaaS model)

Downside Case

- Market research industry growth rates underperform forecast expectations
- Competing with multinationals for business
- Investors likely to be leary of acquisitions

Catalysts

Expanding operating profitability to EPS growth

Board of Directors

Andrew Edwards Non-Executive Chairman
Sue Close Non-Executive Director
Tim Hannon Non-Executive Director
Martin Filz Managing Director/CEO

Company contact

Martin Filz (CEO)/ +61 2 9333 9700
Melinda Sheppard (COO)
info@pureprofile.com

RaaS Advisory contacts

Finola Burke* +61 414 354 712 finola.burke@raasgroup.com

*The analyst owns shares



Q2 FY22 Result

Pureprofile has delivered a better-than-forecast Q2 result with revenues lifting 31% to \$10.6m and EBITDA up 82% to \$1.4m. Cash receipts for the quarter were \$11.2m, up from \$7.3m in Q2 FY21 and from \$10.0m in Q1 FY22, and underpinned a positive net operating cashflow of \$0.86m. The company added to its net cash balance, ending the quarter with net cash of \$1.7m, up from \$0.8m in Q1 FY22.

Exhibit 1: Q1 FY22 versus Q1 FY21 (In A\$m unless otherwise stated)								
	Q1 FY21	Q1 FY22	% change	RaaS fct				
Sales revenue	8.2	10.6	31%	10.0				
EBITDA	0.7	1.4	82%	1.3				
Cash receipts	7.3	11.2	54%	10.2				
Operating cashflow	(0.30)	0.86	nm	(0.32)				
Source: Company data	a							

The company's Data & Insights division delivered across-the-board sales growth from both the Asia Pacific (+14% to \$5.3m) and UK/EU (+48% to \$2.6m), continuing the momentum demonstrated in Q1 FY22. The Pure.amplify media business delivered revenue growth of 16% to \$1.7m for Q2 FY22, which was around \$0.1m below our forecast for the quarter. The SaaS platform, however, outperformed with better-than-expected revenues of \$1.0m for the quarter, a 384% increase on pcp and well ahead of our forecast for \$0.05m. The SaaS platform is benefitting from brands seeking to collect and centralise customer data and insights and from the partnerships Pureprofile has struck with groups such as flybuys, News Corp and Raiz Invest.

Exhibit 2: Sales revenue by division (In A\$m unless otherwise stated)								
	Q2 FY21	Q2 FY22	% chg	RaaS fct				
Data & Insights APAC	4.6	5.3	14%	5.1				
Data & Insights UK/EU	1.8	2.6	48%	2.5				
SaaS platform	0.2	1.0	384%	0.5				
Pure.amplify Media	1.5	1.7	16%	1.8				
Total sales revenue	8.1	10.6	31%	9.9				
Source: Company data								

Preliminary H1 Result Ahead Of Forecast

Pureprofile also announced a preliminary, unaudited view of its H1 FY22 financial performance, reporting a 44% increase in revenues to \$20.8m and 52% increase in EBITDA to \$2.5m. EBITDA excluding Jobkeeper and COVID-related payments was up 147% on the pcp. Operationally, the company outperformed our forecasts as well. Cash receipts for the half were \$21.2m, an increase of 58% on H1 FY21 and \$1m ahead of our expectations. As a consequence, operating cashflow increased more than four-fold to \$1.6m for the half.

Exhibit 3: H1 FY22 versus H2 FY21 (In A\$m unless otherwise stated)								
	H1 FY21	H2 FY22	% change	RaaS fct				
Sales revenue	14.4	20.8	44%	20.2				
EBITDA	1.6	2.5	52%	2.4				
Cash receipts	13.4	21.2	58%	20.2				
Operating cashflow	0.3	1.6	459%	0.4				
Source: Company data								

On a divisional basis, Pureprofile also outperformed our expectations, with revenues generated by Data & Insights APAC and UK/EU respectively up 25% and 52% on the pcp and the SaaS platform up 339% to \$2.0m, well ahead of our H1 forecast for \$1.4m in revenues. Pure.amplify Media's revenues were a little behind our forecast but still up 44% half on half.



Exhibit 4: Sales re	Exhibit 4: Sales revenue by division (In A\$m unless otherwise stated)								
	H1 FY21	H2 FY22	% chg	RaaS fct					
Data & Insights APAC	8.2	10.3	25%	10.1					
Data & Insights UK/EU	3.3	5.1	52%	5.0					
SaaS platform	0.4	2.0	339%	1.4					
Pure.Amplify Media	2.4	3.5	45%	3.6					
Total sales revenue	14.4	20.8	44%	20.2					
Source: Company dat	а								

While the result was ahead of our forecasts, we will hold off on changes to our modelling until the company reports its interim results in late February. Pureprofile also has indicated that it will provide guidance on the second half at this time.

Base-Case DCF Valuation Is \$0.09/Share Fully Diluted

We believe the discounted cashflow methodology is the most appropriate method to value PPL, given the relatively early stage of the company's lifecycle. We apply a discount rate of 12.3% (beta 1.6, terminal growth rate of 2.2%). This derives a base-case valuation of \$0.09/share fully diluted for in-the-money options and performance rights. On the current share count of 1,100m, the valuation is \$0.10/share.

Exhibit 6: Base-case DCF valuation	
	Parameters
Discount rate (WACC)	12.3%
Terminal growth rate	2.2%
Beta	1.6
Present value of free cashflows (\$m)	44.4
Terminal value (\$m)	65.3
Plus net cash at Dec-30	(1.7)
Equity value (\$m)	111.3
Shares on issue (m) including in-the-money options and performance shares	1,259
Equity value per share fully diluted	\$0.09
Equity value per share on current share count (1,100m)	\$0.10
Source: RaaS estimates	



Exhibit 7: Financial Summary

Pureprofile						Share price (20 January 2022)					A\$	0.07
Profit and Loss (A\$m)						Interim (A\$m)	H120A	H220A	H121A	H221A	H221A	H221
Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	Revenue	13.2	11.1	14.7	16.2	20.2	20
						EBITDA	0.7	0.9	1.3	1.8	2.4	2
Sales Revenue	26.7	24.2	30.0	40.5	45.3	EBIT	(1.5)	(1.2)	(0.6)	(0.0)	1.0	1
Gross Profit	15.5	13.7	16.8	22.6	26.7	NPAT (normalised)	(3.3)	(3.6)	(3.2)	(0.2)	0.7	C
EBITDA underlying	(1.3)	1.6	3.1	4.8	8.1	Minorities	-	-	-	-	-	-
Depn	(0.1)	(1.0)	(0.8)	(0.1)	(0.1)	NPAT (reported)	(5.4)	(4.3)	4.8	(2.0)	0.7	(
Amort	(3.3)	(3.3)	(3.0)	(2.5)	(2.3)	EPS (normalised)	(2.78)	(3.10)	(1.18)	(0.02)	0.06	0.
EBIT underlying	(4.8)	(2.7)	(0.6)	2.2	5.7	EPS (reported)	(4.57)	(3.63)	1.80	(0.19)	0.06	0.
Interest	(2.4)	(4.1)	(2.7)	(0.2)	(0.2)	Dividend (cps)	-	-	-	-	-	-
Tax	(0.4)	(0.0)	(0.0)	(0.6)	(1.5)	Imputation	30.0	30.0	30.0	30.0	30.0	30
Minorities	0.0	0.0	0.0	0.0	0.0	Operating cash flow	(0.8)	2.3	0.3	2.1	1.6	- :
Equity accounted assoc	0.0	0.0	0.0	0.0	0.0	Free Cash flow	0.4	3.4	1.2	3.2	2.6	
NPAT pre significant items	(7.9)	(6.9)	(3.4)	1.5	4.0	Divisions	H120A	H220A	H121A	H221A	H221A	H22
Significant items	(6.5)	(2.9)	6.2	0.0	0.0	Data & Insights	9.8	8.6	11.7	12.2	15.2	1
NPAT (reported)	(14.5)	(9.8)	2.8	1.5	4.0	•	3.1	2.2		2.7	3.6	;
Cash flow (A\$m)	(1.110)	(0.0)				Platform	0.2	0.3	0.4	0.7	1.4	
Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	Sales revenue	13.2	11.1	14.4	15.6	20.2	20
EBITDA	(1.3)	1.6	3.1	4.8	8.1	oulco revenue	10.2		1414	10.0	20.2	
Interest	(2.2)	(0.3)	(0.2)	(0.2)	(0.2)	COGS	(5.7)	(4.8)	(6.7)	(6.5)	(8.9)	(9
Tax	(0.2)	(0.3)	(0.2)	(0.2)	(1.5)	Employment	(4.9)		(4.8)	(5.5)	(6.4)	(9
Working capital changes	3.3	0.1	(0.6)		(0.6)	Technology, licence fees		(4.1)	(4.0)	(1.2)		
		1.4		(0.5)	. ,		(1.2)	(1.2)		, ,	(1.2)	(1
Operating cash flow	(0.4)		(0.0)	3.7	5.8	Other costs	(1.0)	(0.6)	(0.7)	(1.1)	(1.2)	(1
Mtce capex	(0.1)	(0.0)	(0.0)	(0.0)	(0.1)	EDITDA .	0.7		4.0	4.0	0.4	
Free cash flow	(0.4)	1.4	2.3	3.7	5.7	EBITDA	0.7	0.9	1.3	1.8	2.4	
Growth capex	(2.7)	(2.4)	(2.0)	(2.1)	(2.1)							
Acquisitions/Disposals	0.7	0.0	0.0	0.0		Margins, Leverage, Returns		FY19A	FY20A	FY21A	FY22F	FY2
Other	0.0	0.0	0.0	0.0	0.0			(4.9%)	6.7%	10.4%	11.9%	17.9
Cash flow pre financing	(2.5)	(1.0)	0.3	1.5		EBIT		(17.8%)	` '	(2.0%)	5.5%	12.6
Equity	0.0	0.0	13.4	0.5	0.0	1 0		(29.7%)	(28.5%)	(11.2%)	3.6%	8.8
Debt	0.5	3.5	(10.8)	0.0	0.0			(15.9)	(24.6)	0.6	2.7	(
Dividends paid	0.0	0.0	0.0	0.0	0.0	Net debt/EBITDA (x)	(x)	n/a	(15.2)	0.2	0.6	(
Net cash flow for year	(2.0)	2.5	2.9	2.1	3.6	ND/ND+Equity (%)	(%)	225.6%	417.1%	(19.9%)	(64.3%)	(138.6%
Balance sheet (A\$m)						EBIT interest cover (x)	(x)	n/a	n/a	n/a	0.1	0
Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	ROA		(19.2%)	(15.1%)	(3.4%)	10.5%	22.7
Cash	0.5	1.8	3.6	5.7	9.3	ROE		968.1%	71.2%	(37.4%)	27.4%	44.9
Accounts receivable	6.4	3.7	5.7	7.7	8.6	ROIC		(53.8%)	(27.4%)	(4.0%)	68.2%	289.1
Inventory	0.0	0.0	0.0	0.0	0.0	NTA (per share)		n/a	n/a	n/a	0.00	0.0
Other current assets	1.1	1.2	1.7	1.7	1.7	Working capital		(2.9)	(2.2)	(1.5)	0.1	(
Total current assets	8.0	6.7	11.1	15.1	19.7	WC/Sales (%)		(10.7%)	(9.2%)	(4.9%)	0.1%	1.4
PPE	0.2	0.2	0.1	0.0	0.1	Revenue growth		5.4%	(9.3%)	23.8%	35.1%	11.6
Intangibles and Goodwill	11.1	7.4	6.2	5.9	5.7	EBIT growth pa		n/a	n/a	n/a	-467%	156
Investments	0.0	0.0	0.0	0.0	0.0	Pricing		FY19A	FY20A	FY21A	FY22F	FY2
Deferred tax asset	0.0	0.0	0.0	0.0		No of shares (y/e)	(m)	119	118	1,100	1,100	1,10
Other non current assets	0.0	2.4	1.9	1.9	1.9	Weighted Av Dil Shares	(m)	119	118	1,058	1,100	1,10
Total non current assets	11.3	10.0	8.3	7.9	7.7		. ,			,,,,,	,	.,.,
Total Assets	19.4	16.7	19.4	23.0	27.3	EPS Reported	cps	(12.2)	(8.2)	0.4	0.1	(
Accounts payable	9.3	6.0	7.2	7.6		EPS Normalised/Diluted	cps	(5.1)		(0.3)	0.1	(
Short term debt	16.5	24.4	0.0	0.0		EPS growth (norm/dil)		n/a			-144%	172
Tax payable	0.1	0.0	0.0	0.0		DPS	cps	- 1/a	- 1/a	-		-
Other current liabilities	2.3	2.9	3.5	3.5		DPS Growth	оро	na	n/a	n/a	n/a	-
Total current liabilities	28.2	33.3	10.8	11.3		Dividend yield		0.0%	0.0%	0.0%	0.0%	0.0
		2.0				•						U.U
Long term debt	0.0		3.0	3.0	3.0	·		30	30		30	22
Other non current liabs	0.1	0.1	1.9	1.9	1.9	· /		- 10 0	- 10 0	16.9	61.3	22
Total long term liabilities	0.1	2.1	4.9	4.9	4.9	PE market		18.0	18.0		18.0	18
Total Liabilities	28.3	35.4	15.7	16.1	16.4	Premium/(discount)			(100.0%)	(6.1%)	240.8%	24.2
Net Assets	(8.9)	(18.7)	3.7	6.9	10.9	EV/EBITDA		- 17.0	19.0	24.7	15.6	-
						FCF/Share	cps	-0.3			0.3	
Share capital	41.5	41.5	59.9	60.4		Price/FCF share		- 27	5.7	32.6	20.8	13
Accumulated profits/losses	(50.6)	(60.4)	(57.6)	(55.0)	. ,	Free Cash flow Yield		(3.8%)	17.4%	3.1%	4.8%	7.6
Reserves	0.3	0.2	1.5	1.5	1.5							
Minorities	0.0	0.0	0.0	0.0	0.0							
	(8.9)	(18.7)	3.7	6.9	10.9							

Source: RaaS estimates, Company data for actuals



FINANCIAL SERVICES GUIDE

RaaS Advisory Pty Ltd

ABN 99 614 783 363

Corporate Authorised Representative, number 1248415

of

ABN 92 168 734 530
AFSL 456663

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- our services
- how we transact with you
- how we are paid, and
- complaint processes

Contact Details, BR and RaaS

BR Head Office: Suite 5GB, Level 5, 33 Queen Street, Brisbane, QLD, 4000

RaaS. 20 Halls Road Arcadia, NSW 2159

P: +61 414 354712

E: finola.burke@raasgroup.com

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to

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