

Pureprofile Ltd

FY21 results analysis

Strong start to FY22 with July up 50%, valuation upgrade

Pureprofile Ltd 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. The company has an established position with delivering insights to clients across 89 countries and has captured through its panel fully declared, deep consumer profiles, first-party data and insights. Pureprofile has reported a 24% increase in audited FY21 sales revenues to \$30.0m and FY21 EBITDA of \$3.14m, which exceeded its guidance and grew 124% on the previous corresponding period. Net operating cashflow for the year grew 65% to \$2.4m. Reported NPAT for FY21 was \$2.81m and included \$6.17m in net non-recurring/non-cash items. Pureprofile also noted that it had started FY22 strongly with July revenue up 50% to \$3.1m on the pcp. Within this Data & Insights APAC lifted 41% to \$1.6m, Data & Insights UK/EU grew 27% to \$0.7m and the SaaS platform revenue jumped 207% on the pcp to \$0.3m. We have upgraded our forecasts to reflect the strong start to FY22 and have rolled the model for the new financial year, resulting in our base case DCF valuation increasing to \$0.064/share (previously \$0.053/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 end to FY21, FY22 starts well, earnings fcsts upgraded

PPL has reported FY21 sales revenues of \$30.0m and underlying EBITDA of \$3.14m in line with its announced results with its Q4 result in late July. The company noted that it has had a strong start to FY22 with July revenues of \$3.1m, up 50% on July 2020 and exceeding its expectations. Pureprofile noted that growth in new markets and existing customer activity had driven this growth. Data & Insights Asia Pacific revenues increased 41% to \$1.6m in July against the same period in FY21 while Data & Insights UK/EU revenues increased 27% to \$0.7m versus the pcp. The group's SaaS Platform revenue jumped 207% in July to \$0.3m. We note the strong start to FY22 and have upgraded our revenue forecasts by 5% to \$37.7m.

Base case DCF valuation of \$0.064/share (previously \$0.053)

We use the discounted cashflow methodology to value Pureprofile using a WACC of 14.5% (beta 2.0, terminal growth rate of 2.2%) and this derives an equity value of \$68.0m or \$0.064/share (previously \$0.053/share). Our terminal value is \$0.033/share within this valuation. As a sense check, this implies an FY22 EV/Sales multiple of 1.78x (based on our forecasts) which is still below the group of comparable domestic peers that we have identified. On the current share price of \$0.03/share, PPL is trading at 60% discount to the median multiple of its peers. In our view, continued demonstration of strong revenue growth and a sustainable return to profitability should underpin Pureprofile's share price in the near term.

Earnings History and RaaS' Estimates

Year end	Revenue(A\$m)	EBITDA adj (A\$m)	NPAT rep (A\$m)	EPS rep (c)	EV/Sales (x)	EV/EBITDA (x)	PER (x)
06/20a	24.2	1.6	(6.9)	(0.2)	1.08	16.1	na
06/21a	30.0	3.1	2.8	0.4	1.04	10.0	7.1
06/22e	37.7	5.2	1.7	0.2	0.84	6.1	18.7
06/23e	42.9	7.9	3.9	0.4	0.65	3.5	9.0

Source: RaaS Advisory Estimates for FY22e and FY23e, Company Data for historical earnings

Media & Advertising

27th August 2021

Share details

ASX Code	PPL
Share price (26 Aug)	\$0.03
Market Capitalisation	\$31.7M
Shares on issue	1,058M
Net cash 30 Jun 2021	\$0.6M
Free float	~52%

Share performance (12 months)



Upside Case

- Clean slate with legacy acquisitions sold and costs minimised
- Senior management team is highly experienced in building data insights businesses
- 91% of its 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

- Demonstrates continued sales momentum through FY22
- Expanding operating profitability to EPS growth

Board of Directors

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

Comparable companies AU/NZ

CM8, EN1, MXO, PL1, RXH

RaaS Advisory contacts

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

*The analyst owns shares

FY21 result

As flagged at its Q4 result in late July, Pureprofile has delivered a strong FY21 result with sales revenue up 24% to \$30.0m and EBITDA up 121% to \$3.1m. The company ended the year with net cash of \$0.6m and a clean balance sheet following the recapitalisation of the business earlier in FY21. The FY21 result benefited from the one-time loan forgiveness of \$8.4m from its September 2020 recapitalisation. One-time costs of \$0.85m relating to the recapitalisation and restructure, a \$0.285m writedown on the sale of intangible assets, and non-cash share based payments of \$1.14m are included in the significant items calculation. Depreciation and Amortisation charges declined 14% in FY21 over FY20 as did net interest as a result of the debt reduction and recapitalisation which took place in H1 FY22.

	FY20	FY21	% change
Sales Revenue	24.2	30.0	24%
EBITDA	1.4	3.1	124%
D&A	4.4	3.7	(14%)
EBIT	(3.0)	(0.6)	(78%)
Net interest	4.1	2.7	(34%)
Tax	0.0	0.0	138%
NPAT pre significant items	(6.9)	(3.4)	nm
NPAT inc significant items	(9.8)	2.8	nm

Source: Company data, RaaS estimates

The company's Data & Insights division delivered across the board sales growth from both the Asia Pacific (+34% to \$17.1m) and UK/EU (+34% to \$7.5m) while the SaaS platform lifted revenues 119% to \$1.1m for the year. Revenue from the Flybuys partnership in Pureprofile Perks and the Audience Intelligence solution particularly bolstered the SaaS platform's revenues in the fourth quarter. During the year, the media business was re-branded Pure.amplify media in Australia and the UK. Pure.amplify Australia reported revenues of \$3.25m, down 6% on prior, while the UK division reported revenues of \$1.1m against \$1.8m the year before. As we discuss in the following section, July revenues from the media business signal improving conditions for the rebranded business.

	FY20	FY21	% chg
Data & Insights	18.4	24.6	33%
Pure amplify media	5.3	4.3	(19%)
SaaS platform	0.5	1.1	119%
Total Sales Revenue	24.2	30.0	24%

Source: Company data

Outlook

The company noted FY22 was off to a good start with a 50% increase in revenue to \$3.1m in July over the same month in FY21. SaaS platform revenues have continued their acceleration in July, up 207% to \$0.3m while Data & Insights Australia are up 41% to \$1.6m and Data & Insights UK/EU up 27% to \$0.7m. Pure.amplify's revenues for the month were \$0.5m which suggests on an annualised revenue run rate it is tracking to \$6m.

Earnings adjustment

We have upgraded our forecasts to reflect the strong start to FY22, although we note that if sales grow 50% every month against the same period last financial year, revenues will be closer to \$45m in FY22. Our FY22 revenue forecasts reflect growth of 26% on FY21 to \$37.7m. Our revenue forecasts have lifted 5% in both FY22 and FY23. We anticipate that Pureprofile will take advantage of its buoyant sales performance to invest further in people which ultimately has driven our forecast upgrade in FY23. We have adjusted our NPAT forecast in FY22 for higher D&A charges than our previous expectation.

Exhibit 3: Earnings adjustments

	FY22 old	FY22 new	FY23 old	FY23 new
Revenue	35.9	37.7	40.8	42.9
Gross Profit	20.2	21.3	23.2	25.0
EBITDA	5.2	5.2	7.2	7.9
NPAT (adjusted)	2.29	1.70	3.74	3.87

Source: RaaS estimates

On a divisional basis, we have lifted our forecasts across all three divisions, in particular the SaaS platform which is outperforming our expectations.

Exhibit 4: Earnings adjustments to revenue lines

	FY22 old	FY22 new	FY23 old	FY23 new
Data & Insights	28.9	30.0	32.6	33.9
Pure amplify Media	5.3	5.7	5.7	6.2
SaaS Platform	1.7	1.9	2.5	2.8
Total Revenue	35.9	37.7	40.8	42.9

Source: RaaS estimates

Peer comparison

Pureprofile is a digital marketing business focussed on delivering consumer insights to brands, corporates, government and market research companies to help them make better decision outcomes. There are a range of digital marketing companies listed on the Australian and New Zealand exchanges which compete for investor attention. These include Crowd Media Holdings (ASX:CM8), engage:BDR (ASX:EN1), Motio (ASX:MXO), Plexure Group (ASX:PX1), and Rewardle (ASX:RXD)

As the following exhibit highlights, the Australian and New Zealand peer group is trading at a substantial premium to Pureprofile in terms of EV/sales, calculated on the peers' last financial year revenues. In comparison, Pureprofile is trading on 0.84x EV/sales based on our FY22 forecast and 1.0x its reported FY21 sales. Based on our DCF valuation, PPL's EV/Sales multiple for FY22 is 1.78x, still an 11% discount to this peer group.

Exhibit 5: Australian listed peers

Company	Code	Company Market Cap (M)	Enterprise value (M)	EV/Sales (Last FY) (x)
Crowd Media Holdings Ltd	CM8	16.1	19.8	1.2
Engage:BDR Ltd	EN1	10.2	9.7	0.6
Plexure Group Ltd*	PX1	97.7	57.2	2.0
Motio Ltd	MXO	17.6	16.2	5.6
Rewardle Holdings Ltd	RXH	6.8	6.8	11.3
Median		16.1	16.2	2.0

Source: Refinitiv Eikon, RaaS analysis Prices as at 25 August 2021 *also listed in NZ

Base Case DCF valuation upgraded to \$0.064/share (from \$0.053)

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 arrive at a base case valuation of \$0.064 after applying a WACC of 14.3% and terminal growth rate of 2.2% to our base case free cashflows. The terminal value accounts for \$0.033/share of our valuation.

Exhibit 6: Base Case DCF valuation

	Parameters
Discount rate (WACC)	14.5%
Terminal Growth Rate	2.2%
Beta	1.9
Present value of free cashflows (\$m)	33.0
Terminal value (\$m)	34.4
Plus Net Cash at June 30	(0.6)
Equity value (\$m)	68.0
Shares on issue (m)	1,058
Equity value per share	\$0.064

Source: RaaS estimates

Exhibit 7: Financial Summary

Pureprofile						Share price (26 August 2021)						A\$	0.03						
Profit and Loss (A\$m)						Interim (A\$m)						H120A	H220A	H121A	H221A	H221A	H221A		
Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	Revenue	13.2	11.1	14.7	16.2	18.0	19.7	EBITDA	0.7	0.9	1.3	1.8	2.2	3.0
Sales Revenue	26.7	24.2	30.0	37.7	42.9	EBIT	(1.5)	(1.2)	(0.6)	(0.0)	0.8	1.8	NPAT (normalised)	(3.3)	(3.6)	(3.2)	(0.2)	0.5	1.2
Gross Profit	15.5	13.7	16.8	21.3	25.0	Minorities	-	-	-	-	-	-	NPAT (reported)	(5.4)	(4.3)	4.8	(2.0)	0.5	1.2
EBITDA underlying	(1.3)	1.6	3.1	5.2	7.9	EPS (normalised)	(2.78)	(3.10)	(1.18)	(0.02)	0.05	0.11	EPS (reported)	(4.57)	(3.63)	1.80	(0.19)	0.05	0.11
Depn	(0.1)	(1.0)	(0.8)	(0.2)	(0.1)	Dividend (cps)	-	-	-	-	-	-	Imputation	30.0	30.0	30.0	30.0	30.0	30.0
Amort	(3.3)	(3.3)	(3.0)	(2.4)	(2.3)	Operating cash flow	(0.8)	2.3	0.3	2.1	(0.8)	2.4	Free Cash flow	0.4	3.4	1.2	3.2	0.2	3.4
EBIT underlying	(4.8)	(2.7)	(0.6)	2.6	5.5	Equity accounted assoc	0.0	0.0	0.0	0.0	0.0	0.0	Divisions	H120A	H220A	H121A	H221A	H221A	H221A
Interest	(2.4)	(4.1)	(2.7)	(0.2)	(0.2)	NPAT pre significant items	(7.9)	(6.9)	(3.4)	1.7	3.9	Data & Insights	9.8	8.6	11.7	12.2	14.3	15.7	
Tax	(0.4)	(0.0)	(0.0)	(0.6)	(1.5)	Significant items	(6.5)	(2.9)	6.2	0.0	0.0	Media	3.1	2.2	2.4	2.7	2.8	2.9	
Minorities	0.0	0.0	0.0	0.0	0.0	NPAT (reported)	(14.5)	(9.8)	2.8	1.7	3.9	Platform	0.2	0.3	0.4	0.7	0.9	1.1	
Equity accounted assoc	0.0	0.0	0.0	0.0	0.0	Cash flow (A\$m)						Sales revenue	13.2	11.1	14.4	15.6	18.0	19.7	
NPAT pre significant items	(7.9)	(6.9)	(3.4)	1.7	3.9	Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	COGS	(5.7)	(4.8)	(6.7)	(6.5)	(7.8)	(8.6)	
Significant items	(6.5)	(2.9)	6.2	0.0	0.0	EBITDA	(1.3)	1.6	3.1	5.2	7.9	Employment	(4.9)	(4.1)	(4.8)	(5.5)	(5.6)	(5.7)	
NPAT (reported)	(14.5)	(9.8)	2.8	1.7	3.9	Interest	(2.2)	(0.3)	(0.2)	(0.2)	(0.2)	Technology, licence fees	(1.2)	(1.2)	(1.1)	(1.2)	(1.2)	(1.2)	
Cash flow (A\$m)						Tax	(0.2)	(0.1)	(0.0)	(0.6)	(1.5)	Other costs	(1.0)	(0.6)	(0.7)	(1.1)	(1.1)	(1.2)	
Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	Working capital changes	3.3	0.1	(0.6)	(2.8)	(0.5)	EBITDA	0.7	0.9	1.3	1.8	2.2	3.0	
EBITDA	(1.3)	1.6	3.1	5.2	7.9	Operating cash flow	(0.4)	1.4	2.4	1.6	5.8	Margins, Leverage, Returns		FY19A	FY20A	FY21A	FY22F	FY23F	
Interest	(2.2)	(0.3)	(0.2)	(0.2)	(0.2)	Mtce capex	(0.1)	(0.0)	(0.0)	(0.1)	(0.1)	EBITDA	(4.9%)	6.7%	10.4%	13.8%	18.5%		
Tax	(0.2)	(0.1)	(0.0)	(0.6)	(1.5)	Free cash flow	(0.4)	1.4	2.3	1.5	5.7	EBIT	(17.8%)	(11.2%)	(2.0%)	6.8%	12.9%		
Working capital changes	3.3	0.1	(0.6)	(2.8)	(0.5)	Growth capex	(2.7)	(2.4)	(2.0)	(2.0)	(2.0)	NPAT pre significant items	(29.7%)	(28.5%)	(11.2%)	4.5%	9.0%		
Operating cash flow	(0.4)	1.4	2.4	1.6	5.8	Acquisitions/Disposals	0.7	0.0	0.0	0.0	0.0	Net Debt (Cash)	(15.9)	(24.6)	0.6	0.1	3.8		
Mtce capex	(0.1)	(0.0)	(0.0)	(0.1)	(0.1)	Other	0.0	0.0	0.0	0.0	0.0	Net debt/EBITDA (x)	(x)	n/a	(15.2)	0.2	0.0	0.5	
Free cash flow	(0.4)	1.4	2.3	1.5	5.7	Cash flow pre financing	(2.5)	(1.0)	0.3	(0.5)	3.7	ND/ND+Equity (%)	(%)	225.6%	417.1%	(19.9%)	(1.7%)	(68.5%)	
Growth capex	(2.7)	(2.4)	(2.0)	(2.0)	(2.0)	Debt	0.5	3.5	(10.8)	0.0	0.0	EBIT interest cover (x)	(x)	n/a	n/a	n/a	0.1	0.0	
Acquisitions/Disposals	0.7	0.0	0.0	0.0	0.0	Dividends paid	0.0	0.0	0.0	0.0	0.0	ROA	(19.2%)	(15.1%)	(3.4%)	13.1%	25.2%		
Other	0.0	0.0	0.0	0.0	0.0	Net cash flow for year	(2.0)	2.5	2.9	(0.5)	3.7	ROE	968.1%	71.2%	(37.4%)	36.9%	52.4%		
Cash flow pre financing	(2.5)	(1.0)	0.3	(0.5)	3.7	Balance sheet (A\$m)						ROIC	(53.8%)	(27.4%)	(4.0%)	66.9%	226.2%		
Equity	0.0	0.0	13.4	0.0	0.0	Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	NTA (per share)	n/a	n/a	n/a	n/a	n/a	0.00	
Debt	0.5	3.5	(10.8)	0.0	0.0	Cash	0.5	1.8	3.6	3.1	6.8	Working capital	(2.9)	(2.2)	(1.5)	1.3	1.8		
Dividends paid	0.0	0.0	0.0	0.0	0.0	Accounts receivable	6.4	3.7	5.7	7.2	8.1	WC/Sales (%)	(10.7%)	(9.2%)	(4.9%)	3.4%	4.1%		
Net cash flow for year	(2.0)	2.5	2.9	(0.5)	3.7	Inventories	0.0	0.0	0.0	0.0	0.0	Revenue growth	5.4%	(9.3%)	23.8%	25.7%	13.6%		
Balance sheet (A\$m)						Other current assets	1.1	1.2	1.7	1.7	1.7	EBIT growth pa	n/a	n/a	n/a	-523%	116%		
Y/E 30 June	FY19A	FY20A	FY21A	FY22F	FY23F	Total current assets	8.0	6.7	11.1	12.0	16.7	Pricing	FY19A	FY20A	FY21A	FY22F	FY23F		
Cash	0.5	1.8	3.6	3.1	6.8	PPE	0.2	0.2	0.1	0.1	0.0	No of shares (y/e)	(m)	119	118	1,058	1,058	1,058	
Accounts receivable	6.4	3.7	5.7	7.2	8.1	Intangibles and Goodwill	11.1	7.4	6.2	5.8	5.5	Weighted Av Dil Shares	(m)	119	118	1,058	1,058	1,058	
Inventories	0.0	0.0	0.0	0.0	0.0	Investments	0.0	0.0	0.0	0.0	0.0	EPS Reported	cps	(12.2)	(8.2)	0.4	0.1	0.3	
Other current assets	1.1	1.2	1.7	1.7	1.7	Deferred tax asset	0.0	0.0	0.0	0.0	0.0	EPS Normalised/Diluted	cps	(5.1)	(0.2)	0.4	0.2	0.4	
Total current assets	8.0	6.7	11.1	12.0	16.7	Other non current assets	0.0	2.4	1.9	1.9	1.9	EPS growth (norm/dil)	n/a	n/a	-380%	-62%	128%		
PPE	0.2	0.2	0.1	0.1	0.0	Total non current assets	11.3	10.0	8.3	7.8	7.5	DPS	cps	-	-	-	-	-	
Intangibles and Goodwill	11.1	7.4	6.2	5.8	5.5	Total Assets	19.4	16.7	19.4	19.8	24.2	DPS Growth	na	n/a	n/a	n/a	n/a		
Investments	0.0	0.0	0.0	0.0	0.0	Accounts payable	9.3	6.0	7.2	5.9	6.4	Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%		
Deferred tax asset	0.0	0.0	0.0	0.0	0.0	Short term debt	16.5	24.4	0.0	0.0	0.0	Dividend imputation	30	30	30	30	30		
Other non current assets	0.0	2.4	1.9	1.9	1.9	Tax payable	0.1	0.0	0.1	0.1	0.1	PE (x)	-	-	7.1	20.6	9.0		
Total non current assets	11.3	10.0	8.3	7.8	7.5	Other current liabilities	2.3	2.9	3.5	3.5	3.5	PE market	18.0	18.0	18.0	18.0	18.0		
Total Assets	19.4	16.7	19.4	19.8	24.2	Total current liabilities	28.2	33.3	10.8	9.5	10.0	Premium/(discount)	(100.0%)	(100.0%)	(60.3%)	14.5%	(49.8%)		
Accounts payable	9.3	6.0	7.2	5.9	6.4	Long term debt	0.0	2.0	3.0	3.0	3.0	EV/EBITDA	-	13.3	16.1	9.9	6.1	-	
Short term debt	16.5	24.4	0.0	0.0	0.0	Other non current liabs	0.1	0.1	1.9	1.9	1.9	FCF/Share	cps	-0.3	1.2	0.2	0.2	0.6	
Tax payable	0.1	0.0	0.1	0.1	0.1	Total long term liabilities	0.1	2.1	4.9	4.9	4.9	Price/FCF share	-	11	2.4	13.3	19.1	5.4	
Other current liabilities	2.3	2.9	3.5	3.5	3.5	Total Liabilities	28.3	35.4	15.7	14.3	14.9	Free Cash flow Yield	(8.9%)	41.2%	7.5%	5.2%	18.5%		
Total current liabilities	28.2	33.3	10.8	9.5	10.0	Net Assets	(8.9)	(18.7)	3.7	5.4	9.3								
Long term debt	0.0	2.0	3.0	3.0	3.0	Share capital	41.5	41.5	59.9	59.9	59.9								
Other non current liabs	0.1	0.1	1.9	1.9	1.9	Accumulated profits/losses	(50.6)	(60.4)	(57.6)	(55.9)	(52.1)								
Total long term liabilities	0.1	2.1	4.9	4.9	4.9	Reserves	0.3	0.2	1.5	1.5	1.5								
Total Liabilities	28.3	35.4	15.7	14.3	14.9	Minorities	0.0	0.0	0.0	0.0	0.0								
Net Assets	(8.9)	(18.7)	3.7	5.4	9.3	Total Shareholder funds	(8.9)	(18.7)	3.7	5.4	9.3								

Source: RaaS Advisory



FINANCIAL SERVICES GUIDE

RaaS Advisory Pty Ltd

ABN 99 614 783 363

Corporate Authorised Representative, number 1248415

of

BR SECURITIES AUSTRALIA PTY LTD

ABN 92 168 734 530

AFSL 456663

Effective Date: 6th May 2021



About Us

BR Securities Australia Pty Ltd (BR) is the holder of Australian Financial Services License ("AFSL") number 456663. RaaS Advisory Pty Ltd (RaaS) is an Authorised Representative (number 1248415) of BR.

This Financial Service Guide (FSG) is designed to assist you in deciding whether to use RaaS's services and includes such things as

- who we are
- 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

RaaS is the entity providing the authorised AFSL services to you as a retail or wholesale client.

What Financial Services are we authorised to provide? RaaS is authorised to

- provide general advice to retail and wholesale clients in relation to
 - Securities
- deal on behalf of retail and wholesale clients in relation to
 - Securities

The distribution of this FSG by RaaS is authorized by BR.

Our general advice service

Please note that any advice given by RaaS is general advice, as the information or advice given will not take into account your particular objectives, financial situation or needs. You should, before acting on the advice, consider the appropriateness of the advice, having regard to your objectives, financial situation and needs. If our advice relates to the acquisition, or possible acquisition, of a particular financial product you should read any relevant Prospectus, Product Disclosure Statement or like instrument. As we only provide general advice we will not be providing a Statement of Advice. We will provide you with recommendations on securities

Our dealing service

RaaS can arrange for you to invest in securities issued under a prospectus by firstly sending you the offer document and then assisting you fill out the application form if needed.

How are we paid?

RaaS earns fees for producing research reports. Sometimes these fees are from companies for producing research reports and/or a financial model. When the fee is derived from a company, this is clearly highlighted on the front page of the report and in the disclaimers and disclosures section of the report.

We may also receive a fee for our dealing service, from the company issuing the securities.

Associations and Relationships

BR, RaaS, its directors and related parties have no associations or relationships with any product issuers other than when advising retail clients to invest in managed funds when the managers of these funds may also be clients of BR. RaaS's representatives may from time to time deal in or otherwise have a financial interest in financial products recommended to you but any material ownership will be disclosed to you when relevant advice is provided.

Complaints

If you have a complaint about our service you should contact your representative and tell them about your complaint. The representative will follow BR's internal dispute resolution policy, which includes sending you a copy of the policy when required to. If you aren't satisfied with an outcome, you may contact AFCA, see below. BR is a member of the Australian Financial Complaints Authority (AFCA). AFCA provide fair and independent financial services complaint resolution that is free to consumers.

Website: www.afca.org.au; Email: info@afca.org.au; Telephone: 1800931678 (free call)

In writing to: Australian Financial Complaints Authority, GPO Box 3, Melbourne, VIC, 3001.

Professional Indemnity Insurance

BR has in place Professional Indemnity Insurance which satisfies the requirements for compensation under s912B of the Corporations Act and that covers our authorized representatives.

DISCLAIMERS and DISCLOSURES

This report has been prepared and issued by RaaS Advisory Pty Ltd on behalf of Pureprofile Ltd. RaaS Advisory has been paid a fee by Pureprofile to prepare this report. RaaS Advisory and its principals, employees and associates may hold shares in companies that are covered and, if so, this will be clearly stated on the front page of each report. RaaS Advisory, its principals, employees and associates operate under RaaS's policies on personal dealing and conflicts of interest. This research is issued in Australia by RaaS Advisory and any access to it should be read in conjunction with the Financial Services Guide on the preceding two pages. All information used in the publication of this report has been compiled from publicly available sources that are believed to be reliable. Opinions contained in this report represent those of the principals of RaaS Advisory at the time of publication. RaaS Advisory provides this financial advice as an honest and reasonable opinion held at a point in time about an investment's risk profile and merit and the information is provided by the RaaS Advisory in good faith. The views of the adviser(s) do not necessarily reflect the views of the AFS Licensee. RaaS Advisory has no obligation to update the opinion unless RaaS Advisory is currently contracted to provide such an updated opinion. RaaS Advisory does not warrant the accuracy of any information it sources from others. All statements as to future matters are not guaranteed to be accurate and any statements as to past performance do not represent future performance.

Assessment of risk can be subjective. Portfolios of equity investments need to be well diversified and the risk appropriate for the investor. Equity investments in listed or unlisted companies yet to achieve a profit or with an equity value less than \$50 million should collectively be a small component of a balanced portfolio, with smaller individual investment sizes than otherwise.

The science of climate change is common knowledge and its impacts may damage the global economy. Mitigating climate change may also disrupt the global economy. Investors need to make their own assessments and we disclaim any liability for the impact of either climate change or mitigating strategies on any investment we recommend.

Investors are responsible for their own investment decisions, unless a contract stipulates otherwise. RaaS Advisory does not stand behind the capital value or performance of any investment. Subject to any terms implied by law and which cannot be excluded, RaaS Advisory shall not be liable for any errors, omissions, defects or misrepresentations in the information (including by reasons of negligence, negligent misstatement or otherwise) or for any loss or damage (whether direct or indirect) suffered by persons who use or rely on the information. If any law prohibits the exclusion of such liability, RaaS Advisory limits its liability to the re-supply of the Information, provided that such limitation is permitted by law and is fair and reasonable. Copyright 2021 RaaS Advisory Pty Ltd (A.B.N. 99 614 783 363). All rights reserved.