

# Pureprofile Ltd

## H1 FY23 Results Analysis

### H1 result surprises on the upside, FY guidance confirmed

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. The company has an established position 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 delivered a better-than-forecast 19% increase in H1 FY23 sales revenue to \$24.8m and H1 EBITDA adjusted of \$2.16m, down 12.9% on the previous corresponding period due to the loss of income from the UK premises, new premises in India, forex losses and a bad debt provision. The EBITDA result was ahead of our forecast for \$1.9m. The EBITDA margin for the half was 8.7%. The company reiterated its FY23 guidance for its EBITDA margin to fall between 9.0-10.0% and for revenue to fall between \$48m to \$52m. We have incorporated the H1 results with some small upgrades to our FY23 revenue and EBITDA forecasts. Our base case valuation is \$0.093/share (previously \$0.09/share) fully diluted for all in the money options and performance rights. On the current share count, the valuation is \$0.106/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.

### Better than forecast result, small upgrades to FY23 forecasts

PPL has reported H1 FY23 revenue of \$24.8m, a record for the group and an increase of 19.0% on the pcp. The result was also ahead of our forecast for \$22.9m. Adjusted EBITDA for the half was \$2.16m, a decline of 12.9% on the pcp due to the investment in human capital, loss of income from the UK office sublease, a new post-COVID office opened in India, a forex loss and bad debt provision. Again the adjusted EBITDA result was ahead of our expectations. Strong growth in the Data & Insights APAC business surprised on the upside as did the SaaS platform. We have upgraded our FY23 revenue forecast by 7% to \$50.8m and our underlying EBITDA forecast by 2% to \$4.4m, which implies an EBITDA margin of 9%. This keeps our forecasts with the company's revenue guidance range of \$48m to \$52m for FY23 and EBITDA margin range of 9.0 to 10.0%.

### Base-case DCF valuation of \$0.093/share, fully diluted

We use the discounted cashflow methodology to value PPL and arrive at a fully diluted DCF of \$0.093/share (previously \$0.09/share), based on a WACC of 13.6% (risk-free rate of 3.5%, beta of 1.6). On the current share count, our valuation is \$0.106/share. Our peer analysis highlights that the company is trading at a ~50% discount to its Australian peers, despite being one of the few profitable companies in the smaller media and analytics sector. In our view, demonstration of an improving EBITDA margin together with continued revenue growth will underpin the share price in the near-term.

### Earnings history and RaaS' estimates (in A\$m unless otherwise stated)

Year end	Revenue	EBITDA adj.	NPAT rep.	EPS rep. (c)	EV/Sales (x)	EV/EBITDA (x)	PER (x)
06/21a	30.0	3.1	(3.4)	(0.3)	1.2	11.7	n.a
06/22a	41.7	4.0	(2.2)	0.02	0.8	8.7	n.a
06/23f	50.8	4.4	(0.3)	0.05	0.7	8.1	n.a
06/24f	56.3	6.0	1.6	0.14	0.6	5.7	23.6

Source: RaaS estimates for FY23f and FY24f; Company data for historical earnings

## Media & Advertising

3 March 2023

### Share Details

ASX code	PPL
Share price (2-Mar)	\$0.034
Market capitalisation	\$37.8M
Shares on issue	1,107M
Net cash 31-Dec-2022	\$1.1M
Free float	~78.25%

### Share Performance (12 months)



### Upside Case

- Growing share of revenue generated outside Australia in substantially larger markets
- Senior management team is highly experienced in building data insights businesses
- ~90% of revenue from repeat business

### Downside Case

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

### Catalysts

- Delivering on EBITDA margin guidance for FY23
- Expanding operating profitability to EPS growth

### Company Interviews

[Pureprofile \(ASX:PPL\) RaaS 2023 Outlook Interview 31/01/23](#)

[Pureprofile \(ASX:PPL\) RaaS Interview 2 March 2023](#)

### Board of Directors

Andrew Edwards	Non-Executive Chairman
Sue Close	Non-Executive Director
Albert Hitchcock	Non-Executive Director
Liz Smith	Non-Executive Director
Martin Filz	Managing Director/CEO

### Company Contacts

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

### RaaS Contacts

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

\*The analyst owns shares

## H1 FY23 Result Analysis

Pureprofile has delivered a strong H1 result with revenue jumping 19% to \$24.8m. EBITDA adjusted for one-time items was down 12.9% on the pcp to \$2.2m with the EBITDA margin reducing to 8.7% from 12.0% a year ago. This reflects the company's decision to invest in people, the panel, new technology and new regions to expand its footprint. We expect Pureprofile to leverage its investment over the next 12-24 months as it focuses on profitability.

Net operating cashflow also reflected the investment made in the half, declining by \$1.52m to \$0.367m as a result of the investment in commercial headcount outside Australia, the loss of rental income from the UK premises (\$0.245m), the payment of \$0.158m in rental bonds/deposit for new offices, the payment of a \$0.459m cash short term incentive to the CEO and the increased redemption payments to panellists of approximately \$0.5m. Almost \$1.36m of the cash outflow is non-recurring.

### Exhibit 1: H1 FY23 versus H1 FY22 and RaaS forecast (in A\$m unless otherwise stated)

	H1 FY22	H1 FY23	% change	RaaS forecast
Revenue	20.8	24.8	19.0	22.9
Gross Profit	10.3	12.2	18.7	11.9
GP Margin	49%	49%	(0.2)	52%
EBITDA adjusted	2.5	2.2	(12.9)	1.9
EBITDA Margin	12.0%	8.7%	(26.8)	8.3%
NPAT adjusted	0.5	0.4	(26.6)	0.0
NPAT reported	(0.5)	(0.5)	(3.9)	0.0

Source: Company data

Data & Insights delivered the standout result across both APAC and UK/EU/US, with sales growth up respectively by 22.8% and 45.9%. The Pure.Amplify media business, however, offset this performance with a 26.5% decline in revenue to \$2.6m, with the company noting it was impacted by a softening in the macro environment for advertising and the decision to close the non-core UK operation. The SaaS platform grew by 10% in H1 FY23 to \$2.1m, well ahead of our forecast for the period.

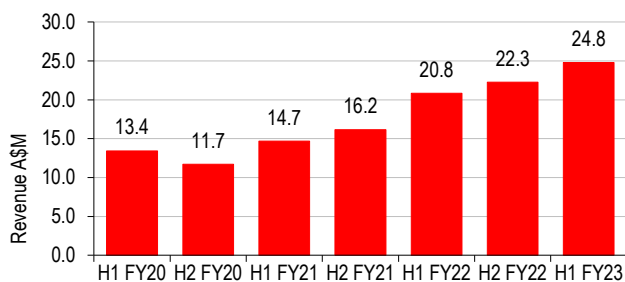
### Exhibit 2: Sales revenue by division (in A\$m unless otherwise stated)

	H1 FY22	H1 FY23	% change	RaaS forecast
Data & Insights APAC	10.3	12.7	22.8	10.8
Data & Insights UK/EU	5.1	7.4	45.9	7.6
SaaS platform	2.0	2.1	10.0	1.7
Pure.amplify Media	3.5	2.6	(26.5)	2.8
<b>Total Revenue</b>	<b>20.8</b>	<b>24.8</b>	<b>19.0</b>	<b>22.9</b>

Source: Company data

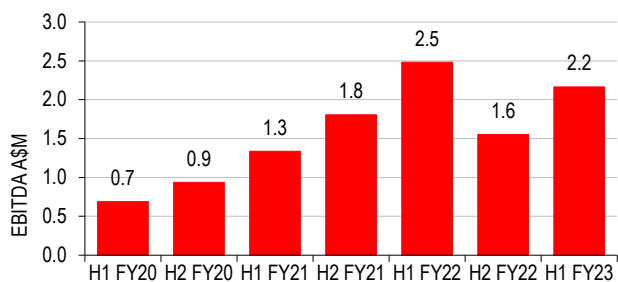
Pureprofile delivered a record revenue result in H1 FY23 and its second-best EBITDA result, behind H1 FY22 which was the comparable period for this result. Having made the investment in people and international expansion in H2 FY22 and H1 FY22, the company is focused on delivering operational improvement. We have plotted revenue and EBITDA by quarter in the next two exhibits to highlight the company's improving performance over the past three years.

### Exhibit 3: Revenue by half year FY20 - FY23



Source: Company data, RaaS analysis

### Exhibit 4: Adjusted EBITDA by half year FY20 - FY23



Source: Company data, RaaS analysis

## Outlook

Pureprofile reiterated its full year guidance for revenue from \$48m-\$52m and that EBITDA margin would fall within the range of 9-10%. Pureprofile has also highlighted that it expects the full year FY23 operating cashflow to remain positive.

The company has stated that it is focused on moving to net profitability while growing the top line. The key focus will be on improving the profitability of projects, improving productivity and securing preferential pricing from suppliers. The company has also noted that as it increases revenues and maintains its cost base, it expects to see the EBITDA margin to increase.

## Earnings adjustment

We have updated our financial model for the H1 actuals and have taken into account the company's commentary and reiterated guidance. This has resulted in a small upgrade to our revenue and EBITDA forecast for FY23, despite a reduction in the gross profit margin forecast. We have also adjusted our FY24 forecasts to reflect our expectation that the advertising outlook will impact the Pure.amplify media business, and with caution, trimmed the growth outlook more generally for the business. Our underlying EBITDA margin forecast has also been reduced to 11% from 12%. Note that we continue to expect FY24 to be a profitable year for Pureprofile.

	FY23 old	FY23 new	FY24 old	FY24 new
Data & Insights	38.6	41.3	47.4	46.1
Pure amplify Media	5.6	5.0	5.8	4.9
Self Service Platform	3.8	4.5	5.2	5.3
<b>Total Revenue</b>	<b>48.0</b>	<b>50.8</b>	<b>58.4</b>	<b>56.3</b>
Gross profit	25.0	25.1	30.3	28.1
Gross profit margin	52%	50%	52%	50%
<b>EBITDA underlying</b>	<b>4.4</b>	<b>4.4</b>	<b>7.0</b>	<b>6.0</b>
EBITDA margin	9%	9%	12%	11%
NPAT underlying	0.3	(0.2)	2.4	1.6

Source: RaaS forecasts

## 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 decisions. There are a range of digital marketing companies listed on the Australian and New Zealand exchanges which compete for investor attention. These include Enero Group (ASX:EGG), Gratifii (ASX:GTI), Motio (ASX:MXO), Netccentric (ASX:NCL), Rewardle (ASX:RXD), Swift Networks (ASX:SW1) and Task Group (ASX:TSK), which is the former Plexure Group.

As the following exhibit highlights, the Australian and New Zealand peer group is trading at a median EV/Sales of 1.9x, based on the peers' last financial year revenues. This compares with PPL's FY22 EV/Sales multiple of 0.8x and the forecast FY23 EV/Sales multiple of 0.7x. We don't see any reason why PPL would trade at such a discount to this group, particularly given EGG is the only peer generating profits.

Company	Code	Company market cap	EV/Sales (Last FY) (x)
Enero Group Ltd	EGG	186.3	0.3
Gratifii Ltd	GTI	13.1	1.2
Motio Ltd	MXO	12.0	2.3
Netccentric Ltd	NCL	23.8	1.5
Rewardle Holdings Ltd	RXH	6.4	4.1
Swift Networks Group Ltd	SW1	5.9	0.6
Task Group Holdings Ltd*	TSK	117.1	2.5
Unith Ltd (formerly Crowd Media)	UNT	32.6	5.8
<b>Median</b>		<b>18.5</b>	<b>1.9</b>

Source: Refinitiv Eikon, RaaS analysis. Prices at 28 February 2023. \*Also listed in NZ

## Base-Case DCF Valuation Is \$0.093/share

We believe the discounted cashflow methodology is the most appropriate method to value PPL, given the relatively early stage of the company's lifecycle. This derives a base-case valuation of \$0.093/share fully diluted for in-the-money options. On the current share count of 1,107m, the valuation is \$0.106/share.

<b>Exhibit 7: Base-case DCF valuation</b>	
	<b>Parameters</b>
Discount rate (WACC)	13.6%
Terminal growth rate	2.2%
Beta	1.6
Present value of free cashflows (\$m)	53.1
Terminal value (\$m)	62.9
Plus net cash at 31-Dec-2022	1.1
Equity value (\$m)	117.1
Shares on issue (m) inc. in-the-money options and performance shares	1,265
<b>Equity value per share</b>	<b>\$0.093</b>
Source: RaaS estimates	

### Exhibit 8: Financial Summary

Pureprofile						Share price (2 March 2023)						A\$	0.034													
Profit and Loss (A\$m)						Interim (A\$m)						H122A	H222A	H123A	H223F	H124F	H224F									
Y/E 30 June	FY20A	FY21A	FY22A	FY23F	FY24F	Revenue	20.1	22.3	24.7	26.0	27.4	28.9	EBITDA	2.3	1.7	2.2	2.2	2.7	3.3							
Sales Revenue	24.2	30.0	41.7	50.8	56.3	EBIT	0.8	0.0	0.7	0.5	0.9	1.8	Gross Profit	13.7	16.8	21.5	25.1	28.1	NPAT (normalised)	0.5	(0.3)	0.4	0.2	0.5	1.1	
EBITDA underlying	1.6	3.1	4.0	4.4	6.0	Minorities	-	-	-	-	-	-	NPAT (reported)	(0.5)	(1.6)	(0.5)	0.2	0.5	1.1	EPS (normalised)	0.05	(0.03)	0.03	0.02	0.05	0.10
Depn	(1.0)	(0.8)	(0.6)	(0.5)	(0.7)	NPAT (reported)	(0.5)	(1.6)	(0.5)	0.2	0.5	1.1	EPS (reported)	(0.05)	(0.15)	(0.05)	0.02	0.05	0.10	Dividend (cps)	-	-	-	-	-	-
Amort	(3.3)	(3.0)	(2.7)	(2.8)	(2.6)	Dividend (cps)	-	-	-	-	-	-	Imputation	30.0	30.0	30.0	30.0	30.0	30.0	Operating cash flow	1.9	2.0	0.4	2.4	1.2	2.6
EBIT underlying	(2.7)	(0.6)	0.8	0.4	2.7	Imputation	30.0	30.0	30.0	30.0	30.0	30.0	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	Operating cash flow	1.9	2.0	0.4	2.4	1.2	2.6
Interest	(4.1)	(2.7)	(0.5)	(0.5)	(0.4)	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	Divisions	H122A	H222A	H123A	H223F	H124F	H224F	Operating cash flow	1.9	2.0	0.4	2.4	1.2	2.6
Tax	(0.0)	(0.0)	(0.1)	(0.1)	(0.7)	Divisions	H122A	H222A	H123A	H223F	H124F	H224F	Data & Insights	15.4	16.7	20.1	21.3	22.4	23.6	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Minorities	0.0	0.0	0.0	0.0	0.0	Data & Insights	15.4	16.7	20.1	21.3	22.4	23.6	Media	3.4	2.7	2.6	2.4	2.4	2.5	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Equity accounted assoc	0.0	0.0	0.0	0.0	0.0	Media	3.4	2.7	2.6	2.4	2.4	2.5	Platform	2.0	1.5	2.2	2.3	2.5	2.8	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
NPAT pre significant items	(6.9)	(3.4)	0.2	(0.2)	1.6	Platform	2.0	1.5	2.2	2.3	2.5	2.8	Sales revenue	20.8	20.9	24.8	26.0	27.4	28.9	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Significant items	(2.9)	6.2	(2.4)	(0.1)	0.0	Sales revenue	20.8	20.9	24.8	26.0	27.4	28.9	COGS	(9.8)	(10.4)	(12.5)	(13.0)	(13.7)	(14.5)	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
NPAT (reported)	(9.8)	2.8	(2.2)	(0.3)	1.6	COGS	(9.8)	(10.4)	(12.5)	(13.0)	(13.7)	(14.5)	Employment	(6.7)	(6.4)	(8.1)	(8.7)	(8.9)	(9.1)	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Cash flow (A\$m)						Employment	(6.7)	(6.4)	(8.1)	(8.7)	(8.9)	(9.1)	Technology, licence fees	(0.6)	(2.7)	(0.8)	(0.9)	(0.9)	(0.9)	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Y/E 30 June	FY20A	FY21A	FY22A	FY23F	FY24F	Technology, licence fees	(0.6)	(2.7)	(0.8)	(0.9)	(0.9)	(0.9)	Other costs	(0.6)	(1.1)	(1.1)	(1.1)	(1.1)	(1.2)	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
EBITDA	1.6	3.1	4.0	4.4	6.0	Other costs	(0.6)	(1.1)	(1.1)	(1.1)	(1.1)	(1.2)	EBITDA	2.3	1.7	2.2	2.2	2.7	3.3	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Interest	(0.3)	(0.2)	(0.3)	(0.4)	(0.4)	EBITDA	2.3	1.7	2.2	2.2	2.7	3.3	Margins, Leverage, Returns	FY20A	FY21A	FY22A	FY23F	FY24F	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Tax	(0.1)	(0.0)	(0.1)	(0.2)	(0.7)	Margins, Leverage, Returns	FY20A	FY21A	FY22A	FY23F	FY24F	EBITDA	6.7%	10.4%	9.7%	8.7%	10.7%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Working capital changes	0.1	(0.6)	0.2	(1.1)	(1.2)	EBITDA	6.7%	10.4%	9.7%	8.7%	10.7%	EBIT	(11.2%)	(2.0%)	1.9%	0.8%	4.8%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Operating cash flow	1.4	2.4	3.9	2.7	3.8	EBIT	(11.2%)	(2.0%)	1.9%	0.8%	4.8%	NPAT pre significant items	(28.5%)	(11.2%)	0.5%	(0.4%)	2.8%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Mtce capex	(0.0)	(0.0)	(0.1)	(0.5)	(0.7)	NPAT pre significant items	(28.5%)	(11.2%)	0.5%	(0.4%)	2.8%	Net Debt (Cash)	(24.6)	0.6	2.3	2.0	3.0	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Free cash flow	1.4	2.3	3.8	2.2	3.1	Net Debt (Cash)	(24.6)	0.6	2.3	2.0	3.0	Net debt/EBITDA (x)	(15.2)	0.2	0.6	0.5	0.5	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Growth capex	(2.4)	(2.0)	(2.2)	(2.2)	(2.1)	Net debt/EBITDA (x)	(15.2)	0.2	0.6	0.5	0.5	ND/ND+Equity (%)	(%)	417.1%	(19.9%)	(111.4%)	(71.1%)	(85.5%)	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Acquisitions/Disposals	0.0	0.0	0.0	(0.0)	0.0	ND/ND+Equity (%)	(%)	417.1%	(19.9%)	(111.4%)	(71.1%)	(85.5%)	EBIT interest cover (x)	(x)	n/a	n/a	0.6	1.1	0.2	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Other	0.0	0.0	0.0	0.0	0.0	EBIT interest cover (x)	(x)	n/a	n/a	0.6	1.1	0.2	ROA	(15.1%)	(3.4%)	3.9%	1.9%	12.1%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Cash flow pre financing	(1.0)	0.3	1.6	(0.1)	1.0	ROA	(15.1%)	(3.4%)	3.9%	1.9%	12.1%	ROE	71.2%	(37.4%)	(53.4%)	(6.1%)	27.9%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Equity	0.0	13.4	0.5	0.0	0.0	ROE	71.2%	(37.4%)	(53.4%)	(6.1%)	27.9%	ROIC	32.4%	(4.0%)	36.2%	30.3%	nm	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Debt	3.5	(10.8)	0.0	(0.2)	0.0	ROIC	32.4%	(4.0%)	36.2%	30.3%	nm	Working capital	(2.2)	(1.5)	(1.9)	(0.5)	0.7	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Dividends paid	0.0	0.0	0.0	0.0	0.0	Working capital	(2.2)	(1.5)	(1.9)	(0.5)	0.7	WC/Sales (%)	(9.2%)	(4.9%)	(4.5%)	(1.0%)	1.2%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Net cash flow for year	2.5	2.9	2.2	(0.3)	1.0	WC/Sales (%)	(9.2%)	(4.9%)	(4.5%)	(1.0%)	1.2%	Revenue growth	(9.3%)	23.8%	39.0%	21.9%	10.7%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Balance sheet (A\$m)						Revenue growth	(9.3%)	23.8%	39.0%	21.9%	10.7%	EBIT growth pa	n/a	n/a	(230.9%)	-48%	550%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Y/E 30 June	FY20A	FY21A	FY22A	FY23F	FY24F	EBIT growth pa	n/a	n/a	(230.9%)	-48%	550%	Pricing	FY20A	FY21A	FY22A	FY23F	FY24F	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Cash	1.8	3.6	5.3	5.0	6.0	Pricing	FY20A	FY21A	FY22A	FY23F	FY24F	No of shares (y/e)	(m)	118	1,100	1,107	1,107	1,107	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Accounts receivable	3.7	5.7	7.0	6.7	7.5	No of shares (y/e)	(m)	118	1,100	1,107	1,107	Weighted Av Dil Shares	(m)	118	1,058	1,089	1,107	1,107	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Inventory	0.0	0.0	0.0	0.0	0.0	Weighted Av Dil Shares	(m)	118	1,058	1,089	1,107	EPS Reported	cps	(8.22)	0.42	(0.20)	(0.03)	0.14	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Other current assets	1.2	1.7	1.8	2.3	2.3	EPS Reported	cps	(8.22)	0.42	(0.20)	(0.03)	0.14	EPS Normalised/Diluted	cps	(0.15)	(0.31)	0.02	0.05	0.14	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0
Total current assets	6.7	11.1	14.1	14.1	15.8	EPS Normalised/Diluted	cps	(0.15)	(0.31)	0.02	0.05	0.14	EPS growth (norm/dil)	n/a	n/a	(106.0%)	192.6%	168%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
PPE	0.2	0.1	0.1	0.2	0.2	EPS growth (norm/dil)	n/a	n/a	(106.0%)	192.6%	168%	DPS	cps	-	-	-	-	-	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Intangibles and Goodwill	7.4	6.2	5.8	5.3	4.8	DPS	cps	-	-	-	-	DPS Growth	n/a	n/a	n/a	n/a	n/a	n/a	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Investments	0.0	0.0	0.0	0.0	0.0	DPS Growth	n/a	n/a	n/a	n/a	n/a	Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Deferred tax asset	0.0	0.0	0.0	0.0	0.0	Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	Dividend imputation	30	30	30	30	30	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Other non current assets	2.4	1.9	1.1	2.1	2.1	Dividend imputation	30	30	30	30	30	PE (x)	-	8.1	-	-	23.6	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Total non current assets	10.0	8.3	7.0	7.6	7.1	PE (x)	-	8.1	-	-	23.6	PE market	15.0	15.0	15.0	15.0	15.0	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Total Assets	16.7	19.4	21.0	21.7	22.9	PE market	15.0	15.0	15.0	15.0	15.0	Premium/(discount)	(100.0%)	(46.0%)	(100.0%)	(100.0%)	57.1%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Accounts payable	6.0	7.2	8.9	7.2	6.8	Premium/(discount)	(100.0%)	(46.0%)	(100.0%)	(100.0%)	57.1%	EV/EBITDA	16.4	11.7	8.7	8.1	5.7	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Short term debt	24.4	0.0	0.0	3.0	3.0	EV/EBITDA	16.4	11.7	8.7	8.1	5.7	FCF/Share	cps	1.2	0.2	0.4	0.3	0.4	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Tax payable	0.0	0.1	0.1	0.0	0.0	FCF/Share	cps	1.2	0.2	0.4	0.3	0.4	Price/FCF share	2.8	15.6	9.5	11.5	8.4	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Other current liabilities	2.9	3.5	3.6	4.5	4.5	Price/FCF share	2.8	15.6	9.5	11.5	8.4	Free Cash flow Yield	36.4%	6.4%	10.5%	8.7%	11.9%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0		
Total current liabilities	33.3	10.8	12.5	14.7	14.3	Free Cash flow Yield	36.4%	6.4%	10.5%	8.7%	11.9%	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	
Long term debt	2.0	3.0	3.0	0.0	0.0	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0	Free Cash flow	3.0	3.2	1.7	3.8	2.6	4.0							



# 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: 6<sup>th</sup> 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](mailto: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](http://www.afca.org.au); Email: [info@afca.org.au](mailto: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 2023 RaaS Advisory Pty Ltd (A.B.N. 99 614 783 363). All rights reserved.