Pureprofile empowers clients by sharing proprietary AI tools free of charge

AI Translations and AI Coding tools will be publicly available and free to use

SYDNEY, 10 September 2025: Global data and insights company Pureprofile Limited (ASX: PPL) is making two of its proprietary AI tools, AI Translations and AI Coding, freely available to clients, with more to follow in the coming months.

The aim is to encourage collaboration and support innovation in the wider insights industry, enabling clients to generate insights in a fraction of the time, at no additional cost, without relying on external translation houses, additional software or intensive manual processes.

- **AI Translations** enables users to translate content quickly and reliably in-house. Built with a research-first lens, the tool can be used for survey questionnaires and back-translating verbatims, allowing clients to execute multi-country projects with ease, unsurpassed accuracy and a nuanced understanding of cultural subtleties. The tool can also be used to translate marketing, social, legal and other non-survey content, driving efficiencies and saving costs across the entire business.
- **AI Coding** simplifies and accelerates the process of extracting actionable findings from open-text responses, which has traditionally been a time-consuming and resource-intensive task. Powered by natural language processing (NLP) models and generative AI, it categorises and analyses open-ended answers in a matter of minutes. Users upload verbatims for categorisation and can choose to upload pre-defined codeframes or have the tool generate them and provide sentiment analysis.

Users will be able to access the free tools via the Pureprofile Hub, a secure, centralised platform. Each customer will have their own login and credentials, with a quick-start guide and FAQ provided to assist them.

Niamh Fitzpatrick, Chief Product Officer, Pureprofile said: "At Pureprofile, we believe innovation is most powerful when shared. We see our AI tools as enablers of collaboration, and by sharing them with our clients, we ensure that innovation serves not just individual goals but the shared success of the data and insights industry. These tools will help our clients unlock the power of their data and gain relevant and accurate insights."

Placing data privacy at the centre of its AI offering, all client data submitted to Pureprofile's AI tools remains the property of the client and will be processed in accordance with applicable data protection laws, including GDPR. Pureprofile uses enterprise AI models in a secure, private tenant environment and data will not be shared or used to train external AI models.

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About Pureprofile
Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the “Why” behind the “What” through our unique ResTech and SaaS solutions. We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 850 clients.

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