

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Pureprofile Ltd
ABN	37 167 522 901

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Paul Augustine Chan
Date of last notice	22 December 2016

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Beneficiary of The Chan Family Trust
Date of change	2 March 2017

+ See chapter 19 for defined terms.

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No. of securities held prior to change	Fully paid ordinary shares • 6,300,423 fully paid ordinary shares held directly. • 740,370 fully paid ordinary shares held by Connected Concepts Pty Ltd, an entity associated with the Director. • 20,196 fully paid ordinary shares held by World Fire Pty Ltd, an entity associated with the Director. Options • 166,667 unquoted options exercisable at \$0.50 and expiring 24 July 2020 • 166,667 unquoted options exercisable at \$0.50 and expiring 31 August 2021 • 166,666 unquoted options exercisable at \$0.50 and expiring 31 August 2022. Service Rights • 115,067 deferred STI Service Rights expiring 28 February 2018
Class	Fully paid ordinary shares
Number acquired	80,000
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$0.3647 per fully paid ordinary share

+ See chapter 19 for defined terms.

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No. of securities held after change	Fully paid ordinary shares • 6,380,423 fully paid ordinary shares held directly. • 740,370 fully paid ordinary shares held by Connected Concepts Pty Ltd, an entity associated with the Director. • 20,196 fully paid ordinary shares held by World Fire Pty Ltd, an entity associated with the Director. Options • 166,667 unquoted options exercisable at \$0.50 and expiring 24 July 2020 • 166,667 unquoted options exercisable at \$0.50 and expiring 31 August 2021 • 166,666 unquoted options exercisable at \$0.50 and expiring 31 August 2022. Service Rights • 115,067 deferred STI Service Rights expiring 28 February 2018
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market trade

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A

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No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	1 March 2017. Note that written clearance was provided in accordance with the Company's securities trading policy, notwithstanding the securities were traded outside of a closed period.

⁺ See chapter 19 for defined terms.