

ASX Announcement

19 June 2017

Pureprofile announces partnership with Branded Research Inc. to immediately springboard growth in US and UK

- Strengthens Pureprofile's enterprise offering across US and UK within programmatic media, digital publishing, and market research.
- Provides Pureprofile instant access to 1.7m consumer profiles in the US and UK.
- Accelerates global momentum delivering products faster in the US and UK markets.
- Integration to be completed by August 2017.

June 19, 2017 - Pureprofile Limited (ASX: PPL, or "the Company"), a leader in user-generated consumer profiling, is pleased to announce it has signed a partnership with Branded Research Inc. (Branded). The partnership will leverage Pureprofile's proprietary profiling technology to enrich Branded's 1.7 million US and UK panel members. The significant increase in the number of profiles will increase Pureprofile's offering in the US and UK markets within programmatic media, digital publishing and market research.

Branded is a global research company that leverages trusted social communities to provide reliable and powerful research metrics to clients. Pureprofile will provide longitudinal profiling, insights and programmatic media technology to the Branded consumer base.

Partnering with Branded represents a logical next step in accelerating growth. The addition of 1.7m consumers immediately increases Pureprofile's capacity and will attract local US and UK brands as well as extending opportunities with major international brands and existing global clients such as Unilever, Audi and News Corp.

Paul Chan, Founder and CEO of Pureprofile said it was very important for Pureprofile to find a consumer focused partner that offered significant scale. "The partnership with Branded and its 1.7m panel members provides the opportunity to leverage our investment in our proprietary profiling technology to enrich them into high valuable profiles. This helps connect brands to consumers, and monetise our existing clients and new global brands in the UK and US."

Matt Gaffney, CEO, Branded said, "a good partner shares similar sensibilities. Pureprofile's continued commitment to building a first class product, combined with their proven track record as a multi-faceted insights company, aligns perfectly with our approach at Branded, particularly as we evolve ourselves as a comprehensive data collection platform. We're delighted about the partnership and the opportunity at large."



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About Pureprofile (ASX: PPL)

Pureprofile Limited (ASX: PPL) connects brands with empowered consumers across the world by finding, understanding and engaging them through direct-to-consumer technology platforms. The Pureprofile group is a global leader in data insights, programmatic media, big data, and quantitative research, as well as consumer lead generation through the recently acquired Cohort group. Pureprofile delivers next generation marketing solutions for more than 700 brands, publishers and research groups worldwide.

About Branded:

Branded (Branded Research Inc.) is a global market research company offering online and quantitative sample solutions. Humanising data collection by leveraging trusted social communities, Branded provides reliable and powerful data to both consumer and b2b clients worldwide. Branded represents a comprehensive data collection platform, and actively engages with consumers to reach specified target audiences, resulting in more precise and complete end data. To learn more, visit brinc.co.