

## Appendix 4C

### Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

**Name of entity**

Pureprofile Ltd

**ABN**

37 167 522 901

**Quarter ended ("current quarter")**

30th June 2017

| <b>Consolidated statement of cash flows</b>               | <b>Current quarter<br/>\$A'000</b> | <b>Year to date<br/>(12 months)<br/>\$A'000</b> |
|---|------------------------------------|---|
| <b>1. Cash flows from operating activities</b>            |                                    |   |
| 1.1 Receipts from customers                               | 15,220                             | 51,774  |
| 1.2 Payments for  |                                    |   |
| (a) research and development                              | (621)                              | (2,852)   |
| (b) Cost of Sales   | (8,652)                            | (25,867)  |
| (c) advertising and marketing                             | (74)                               | (683)   |
| (d) leased assets   |                                    |   |
| (e) staff costs   | (3,866)                            | (14,177)  |
| (f) administration and corporate costs                    | (1,509)                            | (5,185)   |
| 1.3 Dividends received (see note 3)                       |                                    |   |
| 1.4 Interest received                                     | 1                                  | 13  |
| 1.5 Interest and other costs of finance paid              | (30)                               | (209)   |
| 1.6 Income taxes (paid)/received                          | (10)                               | 89  |
| 1.7 Government grants and tax incentives                  | 13                                 | 65  |
| 1.8 Other (provide details if material)                   |                                    |   |
| <b>1.9 Net cash from / (used in) operating activities</b> | <b>472</b>                         | <b>2,968</b>                                    |

|  |       |          |
|--|-------|----------|
| <b>2. Cash flows from investing activities</b> |       |          |
| 2.1 Payments to acquire:                       |       |          |
| (a) property, plant and equipment              | (161) | (284)    |
| (b) businesses (see item 10)                   |       | (14,694) |
| (c) investments                                |       |          |

| Consolidated statement of cash flows |   | Current quarter<br>\$A'000 | Year to date<br>(12 months)<br>\$A'000 |
|--------------------------------------|---|----------------------------|--|
|                                      | (d) intellectual property                             | (746)                      | (5,289)                                |
|                                      | (e) other non-current assets                          |                            |  |
| 2.2                                  | Proceeds from disposal of:                            |                            |  |
|                                      | (a) property, plant and equipment                     | (6)                        | 7                                      |
|                                      | (b) businesses (see item 10)                          |                            |  |
|                                      | (c) investments                                       |                            |  |
|                                      | (d) intellectual property                             |                            |  |
|                                      | (e) other non-current assets                          |                            |  |
| 2.3                                  | Cash flows from loans to other entities               |                            |  |
| 2.4                                  | Dividends received (see note 3)                       |                            |  |
| 2.5                                  | Other (provide details if material)                   |                            |  |
| 2.6                                  | <b>Net cash from / (used in) investing activities</b> | <b>(593)</b>               | <b>(20,260)</b>                        |

|           |   |            |               |
|-----------|---|------------|---------------|
| <b>3.</b> | <b>Cash flows from financing activities</b>                                 |            |               |
| 3.1       | Proceeds from issues of shares  |            | 17,000        |
| 3.2       | Proceeds from issue of convertible notes                                    |            |               |
| 3.3       | Proceeds from exercise of share options                                     |            |               |
| 3.4       | Transaction costs related to issues of shares, convertible notes or options | (91)       | (3,025)       |
| 3.5       | Proceeds from borrowings  | 855        | 6,371         |
| 3.6       | Repayment of borrowings   | 64         | (618)         |
| 3.7       | Transaction costs related to loans and borrowings                           |            |               |
| 3.8       | Dividends paid  |            |               |
| 3.9       | Other (provide details if material)   |            |               |
| 3.10      | <b>Net cash from / (used in) financing activities</b>                       | <b>828</b> | <b>19,728</b> |

|           |  |       |          |
|-----------|--|-------|----------|
| <b>4.</b> | <b>Net increase / (decrease) in cash and cash equivalents for the period</b> |       |          |
| 4.1       | Cash and cash equivalents at beginning of quarter/year to date               | 3,318 | 1,622    |
| 4.2       | Net cash from / (used in) operating activities (item 1.9 above)              | 472   | 2,968    |
| 4.3       | Net cash from / (used in) investing activities (item 2.6 above)              | (593) | (20,260) |
| 4.4       | Net cash from / (used in) financing activities (item 3.10 above)             | 828   | 19,728   |

| Consolidated statement of cash flows |  | Current quarter<br>\$A'000 | Year to date<br>(12 months)<br>\$A'000 |
|--------------------------------------|--|----------------------------|--|
| 4.5                                  | Effect of movement in exchange rates on cash held  | 23                         | (10)                                   |
| 4.6                                  | <b>Cash and cash equivalents at end of quarter</b> | <b>4,048</b>               | <b>4,048</b>                           |

| 5.  | Reconciliation of cash and cash equivalents<br>at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts | Current quarter<br>\$A'000 | Previous quarter<br>\$A'000 |
|-----|--|----------------------------|-----------------------------|
| 5.1 | Bank balances  | 4,048                      | 3,318                       |
| 5.2 | Call deposits  |                            | -                           |
| 5.3 | Bank overdrafts  |                            | -                           |
| 5.4 | Other (provide details)  |                            |                             |
| 5.5 | <b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>   | <b>4,048</b>               | <b>3,318</b>                |

**6. Payments to directors of the entity and their associates**

- 6.1 Aggregate amount of payments to these parties included in item 1.2
- 6.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2

| Current quarter<br>\$A'000 |
|----------------------------|
| -                          |
| -                          |

**7. Payments to related entities of the entity and their associates**

- 7.1 Aggregate amount of payments to these parties included in item 1.2
- 7.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2

| Current quarter<br>\$A'000 |
|----------------------------|
| 0                          |
| -                          |

| <b>8. Financing facilities available</b><br><i>Add notes as necessary for an understanding of the position</i>   | <b>Total facility amount<br/>at quarter end<br/>\$A'000</b> | <b>Amount drawn at<br/>quarter end<br/>\$A'000</b> |
|--|---|--|
| 8.1 Loan facilities  | (7,500)   | (6,499)  |
| 8.2 Credit standby arrangements  |   |  |
| 8.3 Other (please specify)   |   |  |
| 8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well. |   |  |

A facility exists with CBA represented by:

**Structure**

Facility A - Market rate Loan Facility - \$4m (Acquisition fund to finance Cohort Group acquisition),  
Facility B - Corporate Overdraft facility - \$3m (To assist in funding working capital)  
Facility C - Bank Guarantee facility - \$0.5m (To support real property leases)

**Security**

Secured on First Ranking General Security Interest / General Security Agreement over all assets and undertakings of the Pureprofile Group

**Interest**

Facility A – Line fee of 3.25% + margin of the Average Bid rate with reference to BBSY  
Facility B – Line Fee of 1.12% + margin of Corporate Overdraft rate of 8.88% less 2.00%  
Facility C – Line Fee of 2.25% + margin of 0.25% issuance Fee.

| <b>9. Estimated cash outflows for next quarter</b> | <b>\$A'000</b>  |
|--|-----------------|
| 9.1 Research and development                       | (700)           |
| 9.2 Cost of Sales                                  | (7,500)         |
| 9.3 Advertising and marketing                      | (100)           |
| 9.4 Leased assets                                  |                 |
| 9.5 Staff costs                                    | (4,000)         |
| 9.6 Administration and corporate costs             | (1,500)         |
| 9.7 Other (provide details if material)            | (100)           |
| <b>9.8 Total estimated cash outflows</b>           | <b>(13,900)</b> |

| 10. Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above) | Acquisitions  | Disposals |
|---|---|-----------|
| 10.1 Name of entity   | a) Cohort Holdings Australia Pty Ltd<br>b) Cohort Australia Pty Ltd<br>c) Cohort Developments Pty Ltd<br>d) Omnilead Pty Ltd<br>e) Cohort Global Ltd<br>Cohort Global LLC |           |
| 10.2 Place of incorporation or registration   | a) Australia<br>b) Australia<br>c) Australia<br>d) Australia<br>e) United Kingdom<br>United States of America   |           |
| 10.3 Consideration for acquisition or disposal                                      | Up to \$32m via shares and cash contingent on performance conditions.<br>\$18m upfront payment. (\$15m cash and \$3m shares issued)                                       |           |
| 10.4 Total net assets   | Total Net Assets including Intangibles up to purchase consideration of \$32m.   |           |
| 10.5 Nature of business   | Digital marketing   |           |

### Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Sign here:



(Director)

Date: 26<sup>th</sup> July 2017

Print name: Andrew Edwards

### Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.