

**ASX Announcement:**

**22 August 2017**

**Cohort Acquisition – Final Earn Out Payment**

Pureprofile (**ASX:PPL** or the '**Company**') wishes to advise the Further Shares and Earn Out Consideration payable to the vendors of the Cohort acquisition, following the conclusion of the Earn Out Period on 30 June 2017.

The Company confirms the following:

- PPL will issue 8,888,889 shares to the vendors at a share price of \$0.45 per share. These shares will be escrowed until 6 May 2018; and
- PPL will pay an amount of \$4,590,317 cash to the vendors.

The Company also wishes to advise that it will deliver its FY2017 results presentation on 30 August 2017. Dial-in details will be provided shortly.

**- Ends -**

**For further information, please contact:**

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**About Pureprofile**

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