

ASX Announcement

Appendix 4E and FY2017 Results Presentation Update

Pureprofile Limited (ASX: **PPL** or the **Company**), wishes to advise it will release its Appendix 4E (preliminary financials) and FY2017 Results Presentation on Thursday, 31 August 2017.

Investors and analysts wishing to discuss the results are encouraged to register their interest via the 'Investor Enquiries' section of the Company's website at <https://businesses.pureprofile.com/investors>.

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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.