



**ASX Announcement:**

**9 November 2017**

**Resignation of Director – Mr Matthew Berriman**

Pureprofile Ltd (ASX: **PPL** or the **Company**) wishes to advise the resignation of Mr Matthew Berriman as Non-Executive Director, effective immediately.

Originally an advisor to the vendors of the Cohort business, Mr Berriman was appointed to provide guidance on the Cohort integration and management of its business following its acquisition. With the final Cohort earn out consideration to be paid and the transaction completed, Mr Berriman leaves to focus on his role as CEO of Unlockd.

Executive Chairman, Andrew Edwards, said: 'On behalf of the Board, I thank Matt for his valuable input and services to the Company and wish him all the best. In particular, I wish him every success with his Unlockd project.'

The Company notes that as a result of Mr Berriman's resignation, Resolution 2 (Election of Director – Mr Matthew Berriman), as disclosed in the Company's Notice of Annual General Meeting and released on 30 October 2010, will be removed from the agenda of the Company's upcoming AGM.

**- 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.