

ASX Announcement:

30 November 2017

Pureprofile Annual General Meeting 2017

CEO's Address

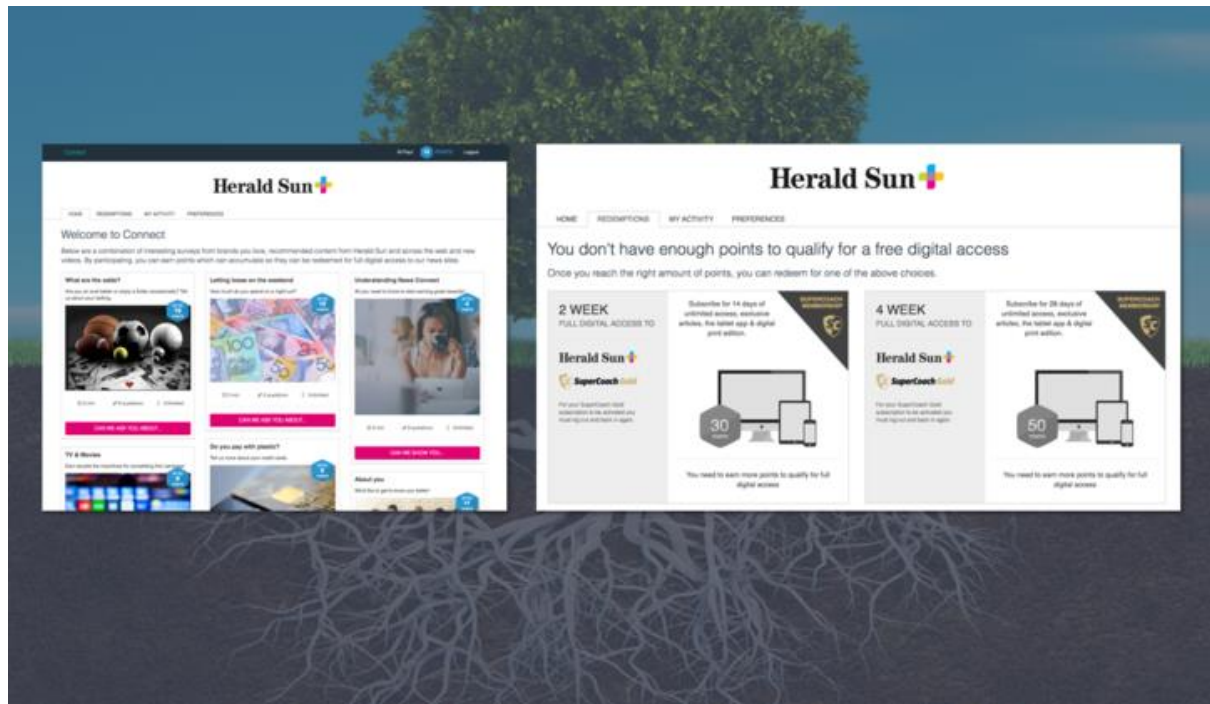
My name is Paul Chan and I am the founder of Pureprofile. Next week I will change my role from CEO to Chief Innovation Officer (CIO) of PPL. In this new role I will be able to focus on accelerating the commercialisation of our market leading platform and product suite.

A teal-colored rectangular graphic with a background of faint, light-colored icons including gears, arrows, and network nodes. Centered in the graphic is the text "We have been developing the Pureprofile big data SaaS platform for the past few years" in a white sans-serif font.

**We have been developing the
Pureprofile big data SaaS platform
for the past few years**

We have made a significant investment over the past few years to build a foundational new big data platform that will certainly deliver considerable competitive advantage as we roll out the applications that sit on, and utilise, the platform.


Pureprofile has a strong track record of innovation and commercialising great technology products. In the 2000s we moved market research online, a world first, but now is common practice. I strongly believe that product success *is* commercial success. We embarked on building the new platform just prior to our IPO in July 2015.



Off the back of this, we won the support of News Corp who, like most large organisations, needs to constantly innovate. We helped News Corp build and launch News Connect, a successful premium data-driven media solution. Our white label SaaS platform enabled News Corp readers to answer micro surveys in exchange for premium content. News Connect now has tens of thousands of profiled members and provides News Corp with the ability to use tens of millions of custom survey answers to target, optimise and validate client media campaigns.



Pureprofile was founded on a vision driven by the rise of big data and consumer empowerment via the internet-revolution. This vision was articulated in our 2003 patent. It became obvious while



working with News Corp that there was a clear market need to build a big data platform that would enable large audience and content businesses, like News Corp, to move from audiences to profiles, enabling true one-to-one communication at scale. This platform would enable large media, music, content and entertainment companies to create deeper one-to-one relationships with the consumers of their products. These new media models and the application of Pureprofile's vision and SaaS platform have accelerated our own vision and given us the ability to monetise profiles at global scale.

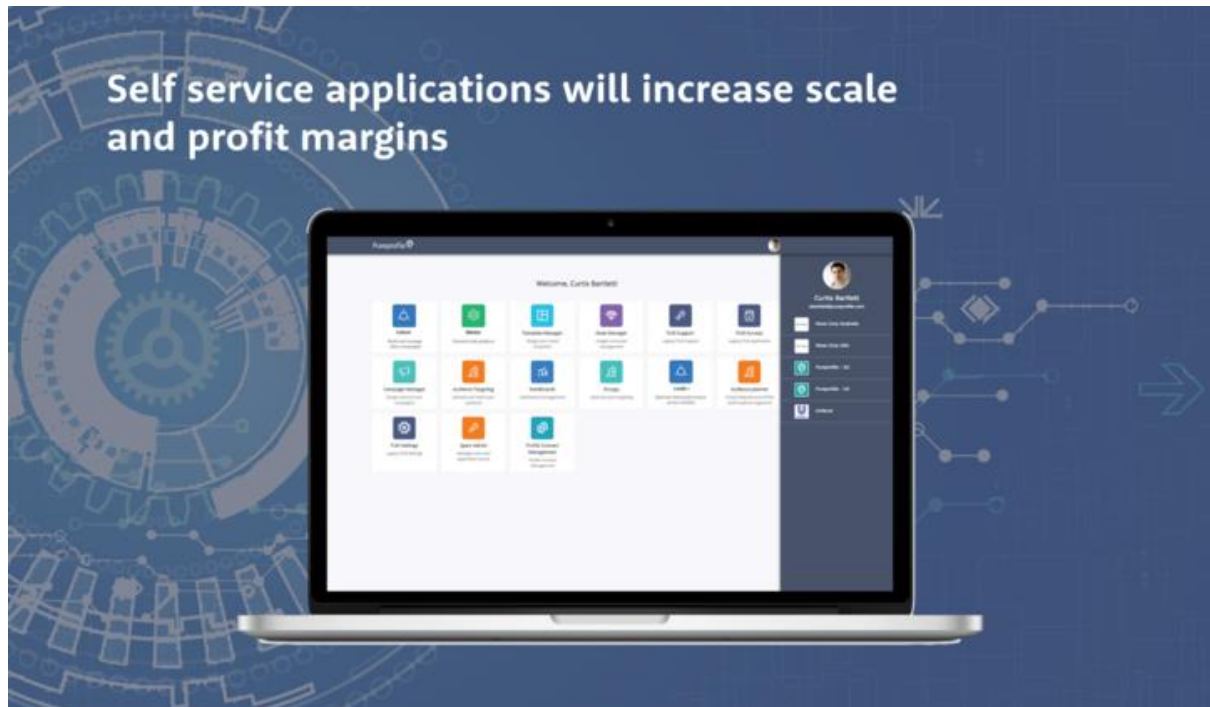


Solid business case for technology platform investment

In early 2016 we made a small but significant purchase of key technology assets and team members from Effective Measure, an early big data media measurement company that captured tens of billions of data points each month.

The integration of this team added significant big data capabilities. When combined with Pureprofile's consumer and SaaS applications, they provided a solid investment case for a large investment in expanding the Pureprofile SaaS platform. This could be scaled to tens or even hundreds of millions of profiles, yet have the finesse of exciting new mobile consumer applications.

In line with our commitment to product commercialisation, we started testing the foundations and most critical parts of the new platform with News Corp US in FY17, where the platform has been proven to confidently handle tens of millions of constantly updating profiles enriched with micro surveys and behavioural page data.



In the last 9 months we have made significant progress with the platform and launched the next generation of business self service applications, winning support and validation from some of the largest brands in the world in Unilever and News Corp. The platform and roadmap has been well-received and act as further validation of the product investment.

We are working with News Corp on what is being called Connect 2.0, which is a key strategic pillar of theirs and aligns with both the acquisitions we have made and the platform and applications we are building.

As brands with valuable data continue to grapple with commercialisation models, Pureprofile is well placed to partner with these businesses who are in search of platforms that can do far more than just manage data.

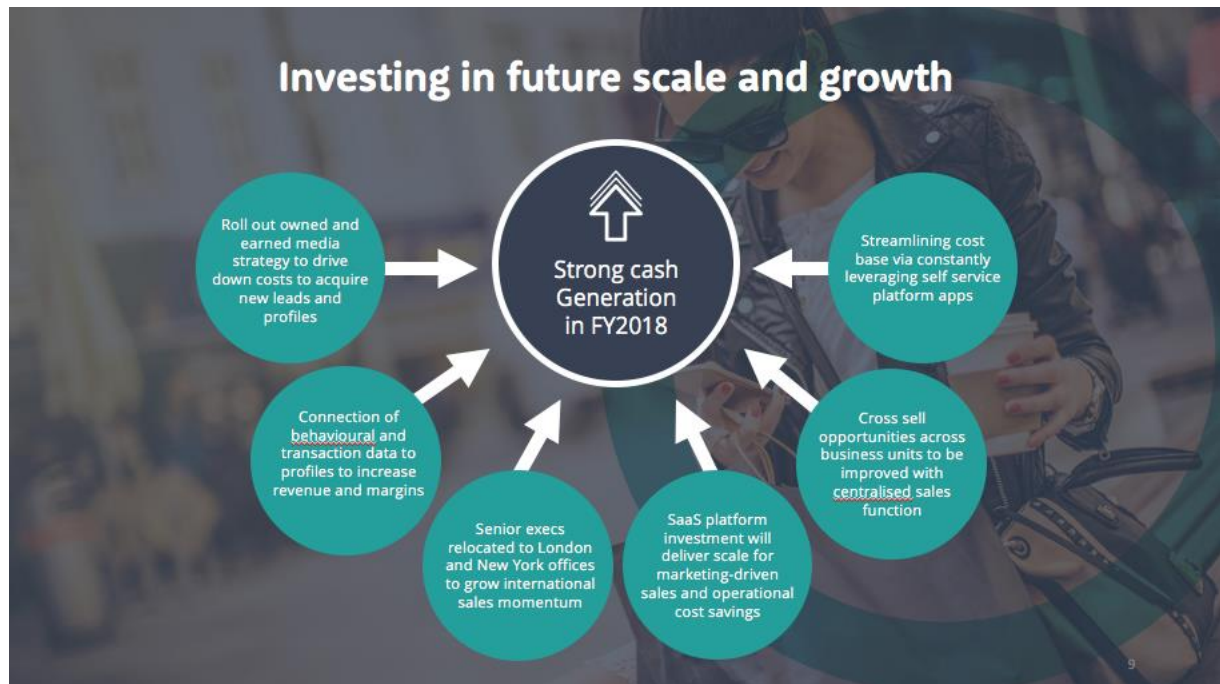
As I step into my new role I can confidently say I am most excited about our abundant pipeline filled with opportunities to work with some of the fastest growing startups, as well as the largest local and international brands. I will be extremely focused on finalising and launching a suite of exciting new products that will quickly grow the revenues of our complimentary data and insights, media and performance business units. In fact, one of the key reasons we have been building such large new opportunities, including News Connect 2.0, is the ability for us to quickly monetise via our existing business units, which offer a complete set of solutions across the entire media value chain.

A critical point to make is that we have ALREADY made significant investment in a highly capable product and engineering team that has put in more than 18 months of effort into building the new platform. Most importantly we have achieved necessary product market fit, the validation required to really ramp up the commercialisation of the platform. I believe Nic, our new CEO, is well placed to drive this as I once again focus all of my attention on launching highly commercial products.

Products that drive higher margins and profits

Building a great platform with proven product market fit is only one side of the commercial story. Over the past two years we have assembled an enviable set of monetisation capabilities across the digital marketing ecosystem.

As we continue to upgrade our data and insights, media and performance businesses into a cohesive product suite on the new platform, we will have clear competitive advantage. This competitive advantage will be product and technology-driven, enabling revenue to be scaled much faster than in the past.



Our stated strategy remains. We aim to aggressively streamline the organisation and cost base in H1 FY18 in order to set up the business for growth. This will be done through higher margin products and more scalable product delivery via the new platform applications.

Higher profitability will increase via product delivery automation and client self service applications.

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Macquarie trumps big four with new open banking platform

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"We certainly believe the data is the customer's data, and the customer should be able to use their data the way they want," says Ben Perham, Macquarie head of personal banking.

New global data legislation supporting the growth of Pureprofile products

Governments around the world clearly see the growing importance and value of personal data for their citizens. This is manifesting itself in new legislation that delivers significant opportunities for Pureprofile. Financial institutions that possess valuable transactional data are being targeted first by the new regimes who are legislating for individuals be able to access their data.

We are having a growing number of exciting conversations with brands around the world who now need to take a proactive approach in dealing with the new realities of the personal data legislation being introduced in to Europe next year.

I was highly buoyed to see Macquarie Bank announce that they will jump ahead of the Big Four Banks and lead with data portability and consumer FinTech applications. We look forward to working with Banks like Macquarie, who believe that consumers will own and benefit from their personal data as Pureprofile always has.

Our acquisition strategy and the way in which we will market and sell our upgraded products is pragmatic and revenue-generating. As we upgrade our product offerings to beautiful and innovative applications, we will bring consumers and brands closer together than ever before. We will enable brands and consumers to create positive interactions and rewarding experiences around profiles and personal data.



Pureprofile well placed for blockchain

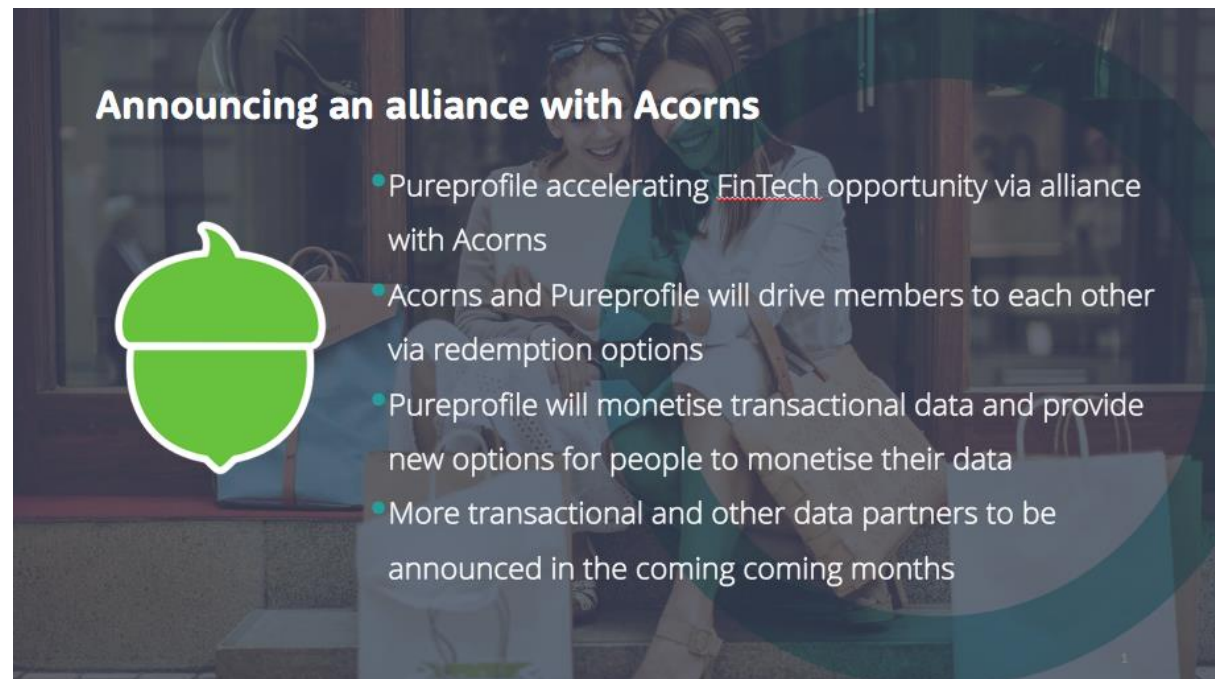
- The Pureprofile platform and supporting database architecture is positioned perfectly to take advantage of blockchain technologies
- Several personal data based ICO's (Initial *Public* Coin Offerings) demonstrating clear opportunity for Pureprofile
- Blockchain will enable personal data to be secured promoting trust and new revenue opportunities
- Redemption options via blockchain are being considered

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Pureprofile is well placed for blockchain.

The platform we have developed will enable blockchain technologies and new revenue models to be realised around the exchange of information and attention. The personal data space is alive with blockchain ICO's (Initial Coin Offerings) mostly using the Ethereum platform. The blockchain

distributed ledger approach to trust and privacy places Pureprofile perfectly with optional ways to secure data and enable brands to subscribe to personal data with further trust. As banks are forced into the new regime of consumer driven data portability it will become very evident that transactional data combined with behavioural and self-reported data makes Pureprofile a highly exciting investment proposition.

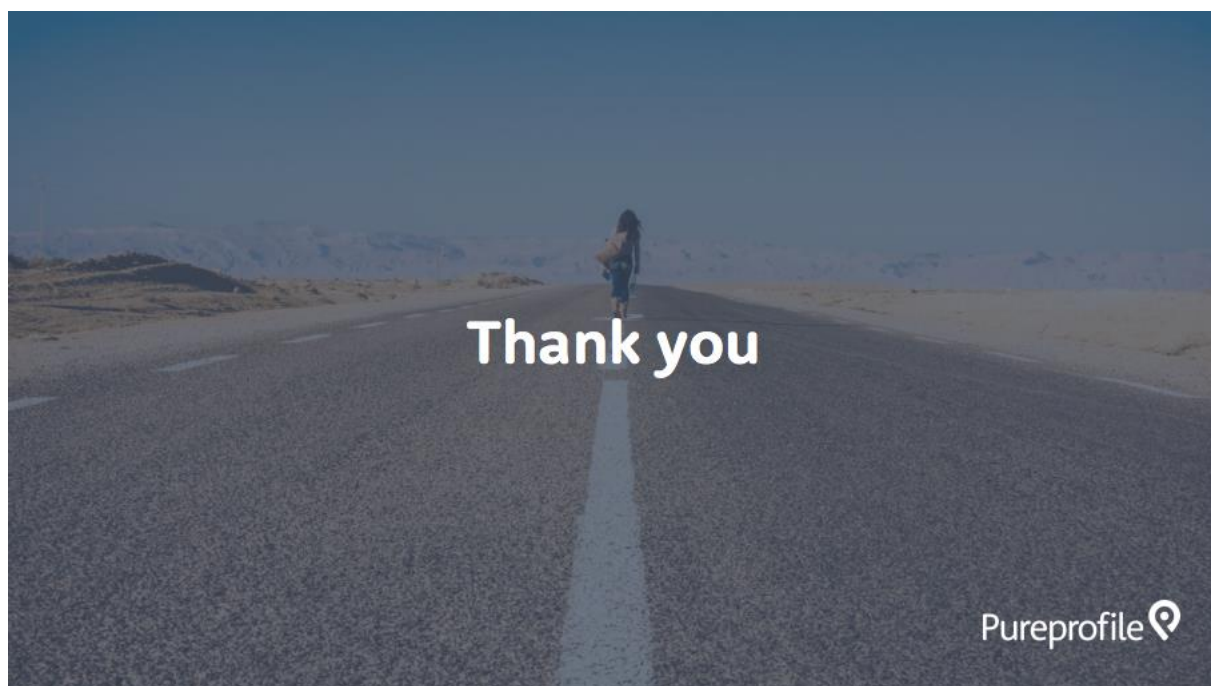


Announcing an alliance with Acorns

- Pureprofile accelerating FinTech opportunity via alliance with Acorns
- Acorns and Pureprofile will drive members to each other via redemption options
- Pureprofile will monetise transactional data and provide new options for people to monetise their data
- More transactional and other data partners to be announced in the coming coming months

Announcing an alliance with Acorns

I would like to take this opportunity to announce an alliance with Acorns, a fast growing FinTech application that provides novel ways to move the concept of pocket change into a smart personal finance app with solid roots in financial literacy. I look forward to working with the Acorns team and helping their fast growing member base monetise their transactional data with Pureprofile, creating clear opportunities for consumers to profit from their data.



I'm excited not only to focus all of my efforts on the bank of Innovations that will drive Pureprofile to new heights, but also to welcome Nic Jones as our new CEO. Nic has had an incredibly relevant set of experiences helping to build, manage and grow some of the largest digital businesses. Nic's most recent experience with Vevo is of particular relevance. Nic grew the Vevo offices globally and has a reputation for building great commercial teams. As chief revenue officer Nic helped to build Vevo into an incredibly successful global new media company.

It is a significant milestone when a founder gets to hand over the reigns of the company he has built to a seasoned and proven CEO - someone I truly look forward to learning from. I am eager to work very closely with Nic as he develops great global teams and connects his network to Pureprofile's world leading platform and products.

Thank you.

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