

ASX Announcement:

3 April 2018

Pureprofile announces agreement with global micro-investment app, Acorns

Partnership opens up data sharing opportunities for 240,000 Acorns customers

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to announce it has partnered with mobile-first investment platform Acorns. The partnership will give Acorns' 240,000 users the opportunity to become Pureprofile members and monetise the power of their personal profiles.

From today, Pureprofile's Australian users will be able to redeem their cash earned from completing questions and surveys into their Acorns investment account. Later this year, Pureprofile surveys will be made available on the Acorns platform, allowing Acorns' users to boost their investments by participating in surveys and having their cash rewards directly deposited into their Acorns investment account.

The fast growing micro-investment app Acorns commenced Australian operations in February 2016. Users automatically invest spare change from everyday purchases, which Acorns' technology invests into a diversified portfolio to help grow their funds. Acorns' membership is skewed to a critical demographic for brands - Millennials. Finding out their opinions through Pureprofile will allow brands to gather insights into this increasingly important segment.

Pureprofile Chief Executive Officer, Nic Jones said: "In today's marketplace, the power is increasingly shifting from brands to the consumer. In order for brands to engage and retain customers, reliable data is more and more critical. Data becomes the new currency, and consumers are leveraging this to their advantage in a Me2B ("me-to-business") marketplace, also known as the Personal Information Economy.

"We're excited to announce our partnership with Acorns to enable more consumers to realise the full potential of their own data – all the while connecting brands with new potential customers who are actually interested in hearing from them."

Acorns Australia's Founder and CEO, George Lucas said: "We are excited to partner with Pureprofile and give our members the option to invest their rewards back into their Acorns account and also be given the opportunity to assist in providing valuable insights into mobile segment-based transactions. The opt-in mechanism is important to us to ensure users have complete control over their data profiles."

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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.

About Acorns

The Acorns app allows users to invest their small change into the stock market, building up a diversified portfolio and gaining financial freedom. Acorns was recently awarded Investment Innovator of the Year 2018 at the FinTech Business Awards and Australia's Best Tech Innovation at the 2017 Finder Innovation Awards. The platform is continuing to grow with over 240,000 accounts in Australia and is planning to launch a Superannuation product this year.