

**ASX Announcement:**

**23 April 2018**

**CEO's Operating Update for Pureprofile Ltd (PPL)**

Dear Investor,

I am pleased to update you on the positive progress being made in the turnaround of Pureprofile's operations and financial performance that was outlined in the H1FY2018 Investor Presentation.

Key points include:

- We have now identified the final round of cost savings to reduce the annualised operating cost base to the targeted \$20M. We continue to implement the cost reductions and remain confident of achieving the targeted cost base by June 2018;
- Improved financial performance for the month of March 2018, with improved revenues, gross profit and margin, along with the above mentioned operating cost reductions;
- 31 March 2018 cash balance of ~\$2.8M, following settlement of final Cohort payout;
- Ongoing sales momentum and new business wins with Kmart, Cancer Council and Amplified Intelligence in Australia and new business wins in the US market with Spotify and Amtrak;
- Continued improvement in the new-business pipeline with encouraging progress on meaningful new business opportunities that we aim to update the market on in the coming months; and
- CFO appointment and Board reconstitution process continues with short-list of candidates being advanced and new appointments planned to be announced this financial year.

I am pleased with the early positive progress being achieved on the turnaround. I am encouraged by the potential for further operational and financial performance improvements across the group and look forward to providing further updates to investors in coming months.

Yours Faithfully

**Nic Jones**  
CEO & Managing Director

**- 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.