

## **ASX Announcement:**

**17 July 2018**

### **Appointment of Directors to the Board of Pureprofile Limited**

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to announce the appointment of Ms Sue Klose and Mr Marcelo Ulvert to its Board of Directors.

Non-Executive Chairman, Andrew Edwards, said: "I am very pleased with the new appointments to the Board. Both Sue and Marcelo bring relevant industry experience and are highly regarded in their respective fields. Sue has expertise in business strategy and marketing and Marcelo's strengths lie in sales and his intimate knowledge of the Pureprofile leads business. With costs stabilising in FY2018, the Board has the right mix of skills to provide guidance and oversight as we move our focus to growth."

#### ***Ms Sue Klose, Non-Executive Director (commencing 1 September 2018)***

Sue is an experienced executive, board director and team leader, with a diverse background in digital business growth, corporate development, strategy and marketing. Previously the Chief Marketing Officer of GraysOnline, she was responsible for brand strategy, marketing operations and digital product strategy.

In prior roles in consulting and global media companies, including 12WBT and News Ltd, Sue has led strategic planning and development and is passionate about helping teams continually seek new opportunities for growth and innovation. As Director of Digital Corporate Development for News Ltd, Sue screened hundreds of potential investments, leading multiple acquisitions, establishing the CareerOne and Carsguide joint ventures, and holding multiple board roles in high-growth digital and SaaS business.

Sue has an MBA in Finance, Strategy and Marketing from the J.L. Kellogg School of Management at Northwestern University, and a Bachelor of Science in Economics from the Wharton School of the University of Pennsylvania. Sue is a Non-executive Director of Nearmap, a provider of aerial imagery (ASX: NEA) and Aftercare, one of Australia's largest mental health care providers.

#### ***Mr Marcelo Ulvert, Non-Executive Director (commencing 1 September 2018)***

With 25 years sales and marketing experience, Marcelo oversaw the inception, development and growth of the global sales and marketing strategy for Cohort, delivering \$30m in annual revenue.

A commercial innovator, Marcelo has a proven ability to drive strategic partnerships with blue chip brands, and conceptualize and develop mutually profitable relationships across a global client base. He executes independently whilst mentoring and driving the teams around him, ensuring a level of continuity through the business. Marcelo is a compelling and sought-after speaker with a natural ability to engage clients and stakeholders, and build confidence within internal teams.

A member of the Australian Institute of Company Directors, since leaving Cohort, Marcelo has mentored the founders of Lusio Rehab, a medical tech start-up that is part of Remarkable's Accelerator programme, which is funded by the Telstra Foundation. He is also the Founding Director of Give a Little Love Foundation, which has delivered over \$500,000 in funding to many leading charities including Cerebral Palsy Alliance and ChildFund Australia.

**- ENDS -**



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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.