

ASX Announcement:

30 October 2018

Q1 FY2019 Update

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to provide the following update for Q1 FY2019.

Revenue

Q1FY2019 revenue was \$12.9m, up 5.6% on the prior quarter. The growth was primarily attributable to the Data & Insights and Media business units, which grew strongly on prior comparable period (29% and 19% respectively).

EBITDA

The reduction to the Company's cost base, which was undertaken in FY2018, continues to have a significant impact with positive EBITDA for a second consecutive quarter.

New client wins

The Company is pleased to report new projects have been commissioned in the US with Georgia-Pacific, one of the world's largest manufacturers and distributors of paper products, and through expansion of its relationship with global research agency, House of Brand. In Australia, the Company has also been commissioned by Medibank and Qantas Loyalty to provide on-going market research services.

Sale of media trading business

As disclosed to the ASX on 4 October 2018, the Company entered into a binding agreement to sell its media trading business (which forms part of its Media business unit) to SM1 Global Pty Ltd. The sale will complete on 31 October 2018.

- ENDS -

For further information, please contact:

Nic Jones

Chief Executive Officer

Pureprofile Limited

nic@pureprofile.com

+61 2 9333 9700

Andrew Edwards

Non-Executive Chairman

Pureprofile Limited

aedwards@pureprofile.com

+61 2 9333 9700

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.