

**ASX Announcement:**

**23 November 2018**

**Deferred consideration for sale of media trading business to be received in shares**

Pureprofile Limited (ASX: **PPL** or the **Company**) refers to the ASX announcement dated 4 October 2018 relating to the sale of its media trading business.

The Company advises that the purchaser has elected to pay the deferred consideration of \$400,000 in Pureprofile shares, by way of a selective share buy-back, subject to approval at the Company's upcoming AGM.

If the selective share buy-back is approved, the Company will receive and cancel 2,969,562 ordinary shares on issue.

The Company's AGM will be held on 30 November 2018.

**- 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.