

ASX Announcement

20 March 2020

Response to COVID-19

Pureprofile Limited (ASX: **PPL** or the **Company**) wishes to provide an update in response to the potential implications of COVID-19.

On 28 February 2020, Pureprofile released its half-year results. As of the date of this announcement, the Company's performance appeared consistent with the EBITDA guidance provided in the half-year results.

However, with the recent uncertainty in markets caused by the outbreak of COVID-19 the Company is currently assessing the potential financial impact this will have on its FY20 full-year results. Accordingly, the Company considers it prudent to withdraw its EBITDA guidance at this time.

Operational impact during this time will be minimal. The Company has business continuity measures in place to ensure that its services are able to continue without disruption.

This announcement has been authorised for release to the ASX by the Board of Directors.

- **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.

Pureprofile 

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