

ASX Announcement

19 November 2020

Pureprofile Entitlement Offer raises \$7.07 million

Pureprofile Limited (ASX: **PPL** or the **Company**) wishes to advise the results of the pro rata renounceable rights issue from eligible shareholders (the **Entitlement Offer**).

The Entitlement Offer was well supported with acceptances from eligible shareholders totalling \$7,072,018.88 (representing a 37.6% take-up).

The results of the Entitlement Offer are as follows:

Item	Shares
Total number of New Shares offered under Entitlement Offer	940,208,528
Total of New Shares applied for under the Entitlement Offer	353,600,944
Percentage of New Shares applied for under the Entitlement offer	37.6%
Number of New Shares which were not subject to a valid application under the Entitlement Offer (Shortfall Shares)	586,607,584

The New Shares issued under the Entitlement Offer will rank equally in all respects with existing Pureprofile shares, and will be issued on Tuesday, 24 November 2020.

The Shortfall Offer

Further to the announcement lodged with the ASX on 17 November 2020, the Company wishes to remind investors that the Shortfall Offer is currently open, and investors can subscribe for shares at an issue price of \$0.02 per share under the Shortfall Offer.

Full details of the Shortfall Offer can be found in the Prospectus lodged with the ASX on 19 October 2020 (**Prospectus**).

The Shortfall Offer is expected to close at 5.00pm (AEDT) on Friday, 20 November 2020. The Shortfall Offer is subject to availability of shares, the Prospectus issued by the Company, the

Corporations Act 2001 (Cth) and the ASX Listing Rules. Pursuant to the timetable in the Prospectus, shares under the Shortfall Offer are expected to be issued by 8 December 2020.

This announcement has been authorised by the Board of Pureprofile Ltd.

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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 500 brands, publishers and research groups worldwide.



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