

ASX Announcement

8 December 2020

Pureprofile Shortfall Offer raises \$3.59 million

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to advise the results of the Shortfall Offer that was made to investors, as part of the Entitlement Offer under the Prospectus, details of which were announced on 19 October 2020 (the **Shortfall Offer**).

As announced on 19 November 2020, the Entitlement Offer raised \$7,072,018.88. The Shortfall Offer was also well supported with acceptances from investors totalling \$3,588,234.90 (representing a 30.6% take-up). The Company raised a total of \$10,660,253.78 through the Entitlement Offer and the Shortfall Offer.

The results of the Shortfall Offer are as follows:

| Item | Shares |
|--|-------------|
| Total number of Shortfall Shares offered under Shortfall Offer | 586,607,584 |
| Total of Shortfall Shares applied for under the Shortfall Offer | 179,411,745 |
| Percentage of Shortfall Shares applied for under the Shortfall Offer | 30.6% |
| Number of Shortfall Shares which were not subject to a valid application under the Shortfall Offer (Remaining Shortfall Shares) | 407,195,839 |
| Number of Remaining Shortfall Shares subscribed for by Lucerne Finance Pty Ltd in accordance with the underwriting arrangement disclosed in the prospectus dated 19 October 2020 | 270,364,584 |
| Number of Remaining Shortfall Shares subscribed for by Peloton Capital Pty Ltd in accordance with the underwriting arrangement disclosed in the prospectus dated 19 October 2020 | 136,831,255 |

The Shortfall Offer was fully underwritten by Lucerne Finance Pty Ltd and Peloton Capital Pty Ltd (**Underwriters**). Accordingly, the Remaining Shortfall Shares have been placed with the Underwriters.

The Shortfall Shares under the Shortfall Offer and the Remaining Shortfall Shares subscribed for by the Underwriters (together the **New Shares**) will be issued on Tuesday, 8 December 2020 and will rank equally in all respects with existing Pureprofile shares. Trading of the New Shares is expected to commence on the ASX the following business day.

The Company wishes to thank existing shareholders who participated in the original Entitlement Offer for their continued support and welcomes new investors who participated in the Shortfall Offer.

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

- ENDS -

For investor enquiries, 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 500 brands, publishers and research groups worldwide.

Pureprofile 

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