

# ASX Announcement

30 March 2021

## Pureprofile partners with Flybuys to launch Pureprofile Perks

Pureprofile Limited (ASX: **PPL** or the **Company**) is pleased to provide an overview of a new partnership with Flybuys, the Australian loyalty program and a joint venture between Wesfarmers and Coles.

The particulars of the partnership focus on the use of Pureprofile's SaaS technology to create an exclusive research community for Flybuys members. Flybuys members can access Pureprofile surveys through either the Flybuys app or website, allowing them to collect Flybuys points that can be redeemed for over 1,000 reward options.

The partnership is expected to create the largest insights panel in Australia. Allowing more brands and businesses to unearth the attitudes and behaviours of real Australians.

Pureprofile CEO Martin Filz says:

"Fluctuating consumer sentiment is an ongoing Australian consumer trend, which is why it's imperative that brands regularly check in with their base and nimbly respond to what the data may reveal. We are excited to work alongside Flybuys and their loyalty members and to find out what's important to them in 2021 and beyond."

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

**- ENDS -**

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### **About Pureprofile**

Pureprofile Limited (ASX: PPL) connects businesses with empowered consumers across the world by connecting, understanding and engaging them through direct-to-consumer technology platforms. Pureprofile is a global leader in consumer research, data and insights and programmatic media. Pureprofile delivers next-generation marketing solutions for more than 500 brands, publishers and research groups worldwide. For information visit: [www.business.pureprofile.com](http://www.business.pureprofile.com)

### **About Flybuys**

Established in 1994, Flybuys is Australia's most popular loyalty program, helping Australians to enjoy a wide range of rewards and benefits when they shop. Flybuys is committed to serving its more than 8 million active members with new and exciting ways to engage with the program. Flybuys points can be collected across 23 participating brands making up 25% of Australian retail sales including Coles, Kmart, Target, Catch.com.au and Optus. Flybuys also allows members to collect points via its financial, insurance and travel services partners. Flybuys is a joint venture between Wesfarmers and Coles. For more information, visit [www.flybuys.com.au](http://www.flybuys.com.au)



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