

ASX Announcement

13 January 2022

Pureprofile joins forces with theAsianparent in Singapore

Pureprofile Limited (ASX: PPL or the Company) is pleased to announce a new partnership with theAsianparent (TAP), the largest content and community platform for parents in Southeast Asia which reaches more than 35 million users per month in Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, India, Sri Lanka, Hong Kong, Taiwan, Japan and Nigeria.

The partnership will utilise Pureprofile's SaaS technology, as used by Flybuys, Raiz and News Corp, to create an exclusive, standalone research community for theAsianparent. TAP members will be invited to access Pureprofile surveys through a dedicated website, allowing them to collect points that can be redeemed for e-gift vouchers that are accepted at more than 700 retail outlets.

The partnership is expected to create the largest insights panel of parents and expectant parents in Singapore, giving brands and businesses the unique ability to understand the thought processes and behaviours of millions of families.

Pureprofile CEO Martin Filz says:

"We are thrilled to partner with theAsianparent to aid brands and companies uncover insights from parents and their important everyday decisions, beliefs and sentiment. TheAsianparent's 35 million strong member base have a voice that companies want to hear."

The contract between TAP and Pureprofile is initially for 12 months with an automatic renewal. There are no material conditions that need to be satisfied in order to proceed with the contract. This is a revenue share agreement where Pureprofile will offer their customer surveys to TAP members. The first TAP country which will be enabled with the SaaS software enabling members to earn rewards for completing surveys is Singapore. Once this is established other countries in the networks will be rolled out. Singapore development is expected to be completed in Q3 and Pureprofile will update the market as to the financial impact in the next quarterly report. Having access to the extensive TAP network for surveys significantly increases the capacity for Pureprofile to conduct surveys for clients. In addition, the aim of the partnership is to create the worlds largest parent opinion panel for brands, governments, and institutions to gather insights. No other Data and Insights company has access to such a large and specific audience.

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

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For further information, please contact:

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data, insights and media organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers. The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients. For information visit: www.business.pureprofile.com

About theAsianparent

theAsianparent is the largest parenting community in Southeast Asia with a community of over 35 million mothers. Available in 11 languages across 13 countries, theAsianparent aims to help parents have healthy pregnancies and raise healthy, happy, confident children. theAsianparent investors include: Fosun International, JD.com, Mirae Asset-Naver New Growth Fund, Vertex Ventures, and SCBx10.



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