

ASX Announcement

Tuesday July 26th 2022

Appointment of Non-Executive Director to the Board of Pureprofile Limited

Pureprofile Limited (ASX: PPL or the Company) has today welcomed Albert Hitchcock to the company's board of directors.

With a distinguished career spanning more than 30 years, Albert brings extensive experience in information technology, product development and global operations. His deep domain knowledge and experience will be beneficial in guiding, advising and supporting the board and executive team in the evolution and development of the Company.

Andrew Edwards, Non-Executive Chairman said: "I am thrilled that Albert has elected to share his skills and expertise with Pureprofile in this capacity. Albert will contribute greatly to matters of strategic importance, leveraging his decades-long experience in digital, technology and operations to ensure our continued growth and success into the future. Having worked with Albert in the past, I have no doubt that his industry and corporate experience will be invaluable as we continue to build upon our SaaS and global growth strategies."

Albert was the Chief Operating Officer at Pearson, the world's leading learning company, and over the last 8 years led Digital Product Development, Information Technology, Operations, and created and managed Pearson's Global shared services functions.

Albert previously worked at Vodafone where he was Chief Information Officer for the Vodafone Group from 2007 and was responsible for the Information Technology teams within Vodafone and its operating companies around the world. Prior to that he held leadership roles at BAE Systems, Racal Electronics and Nortel Networks where he was also Global CIO.

In December 2018, Albert joined Nationwide Building Society as main board Non-Executive Director. Albert is a Fellow of the Institute of Engineering and Technology and a Chartered Engineer and is based in London.

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

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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 700 brands, publishers and research groups worldwide.



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