

→ ASX Announcement

17 October 2023

Appointment of Non-Executive Director – Mark Heeley

Pureprofile Limited (ASX: PPL or the Company) is delighted to announce the appointment of Mark Heeley to its Board of Directors, effective immediately. Serving as a Non-Executive Director, Mark brings with him a wealth of experience and expertise along with a proven track record of building and fostering businesses in the media, marketing, software, consumer intelligence and social media management spaces. All of which makes him an outstanding addition to Pureprofile's Board.

Between 1990 and 2002, Mark founded and was joint CEO of Claydon Heeley, a London based, direct marketing agency. The business had offices in London and Beijing with 100+ employees when it was acquired in 1998 by Omnicon.

In the early 2000's, Mark became an advisor and early stage investor in media and technology businesses, taking an active role on the boards of investee companies. He was appointed Chairman of Improveline, a UK based startup providing property related services to the insurance industry and a Non-Executive Director of Hometrack, a digital business providing automated valuations, risk and insights to the property industry.

More recently, Mark was an early investor and Board member of Brandwatch, serving as Chairman for 12 years. Brandwatch grew rapidly from a five person start-up to an international market leader in consumer research, employing 1000+ people, with offices in seven countries. Brandwatch's technology provides real time consumer insights to clients using a SaaS based platform. The Company was acquired by private equity firm Platinum in 2021 for \$450m USD.

Mark Heeley holds a Bachelor degree from Durham University, United Kingdom and resides in Sydney, Australia.

Commenting on this announcement, Pureprofile Chair, Linda Jenkinson, noted: "Mark's appointment is a valuable addition to our Board. His substantial expertise in the insights and consumer research industry and his experience in building global high-growth companies will greatly benefit Pureprofile, as we navigate the next phase of our growth journey."

In response to his appointment, Mark Heeley expressed his enthusiasm, saying, "I am thrilled to be joining the Pureprofile Board. The current industry trends underscore the growing demand for data and insights to better serve customer needs. I believe that Pureprofile is exceptionally well positioned to seize this global growth opportunity."

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 and insights organisation providing industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

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 750 clients.

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