

→ ASX Announcement

30 November 2023

Pureprofile secures new debt facility with big four Australian bank

Pureprofile Ltd (ASX: PPL or the **Company**) is pleased to advise that it has entered into a binding agreement for a A\$3 million amortising secured loan facility with the Commonwealth Bank of Australia (**Loan Facility**). The new Loan Facility will replace the Company's existing loan with Altor Capital Management Pty Ltd, which matures on 29 December 2023. Draw-down under the Loan Facility is available immediately.

Material Terms of the Loan Facility

- Amount: A\$3,000,000
- Facility Pricing:
 1. Line Fee - 4.20% per annum calculated on the Facility Limit
 2. Interest rate - BBSY Rate
- Term - 36 months
- Principal Repayment Terms - Quarterly principal repayments of A\$50,000
- Security: GSI provided by the Borrower and Guarantors

Commenting on the announcement, CEO, Martin Filz said: "securing this debt facility on commercial terms, with a major Australian bank is a testament to our Company's growth and maturity in the past three years."

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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