

# → ASX Announcement

22<sup>nd</sup> December 2023

## **Sale of Shares by Martin Filz, CEO and Melinda Sheppard, CFO**

Pureprofile Ltd (ASX: PPL or the company) advises that Martin Filz, CEO, and Melinda Sheppard, CFO, have in the last week sold approximately 5.3 million and 6.1 million shares, respectively.

The share sales are to fund personal tax liabilities resulting from share-based remuneration payments, relating to the long-term and short-term incentive programs over the last three years.

Martin Filz maintains a shareholding of approximately 33m shares (3%) of the Company.

Commenting on the announcement, Chair, Linda Jenkinson said: "The Board appreciates that over the last three years, Martin and Melinda received a significant amount of their remuneration in share-based payments, to help support the Company's balance sheet and fund growth initiatives. The Board acknowledges the sale of shares as necessary in meeting their financial commitments."

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

- ENDS -

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### **About Pureprofile**

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

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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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