

→ ASX Announcement

Thursday 30 May 2024

Director Changes Update

Pureprofile Limited (ASX: PPL or the Company) is pleased to advise the appointment of Michael Anderson as the incoming Non-Executive Chair and Adrian Gonzalez as a Non-Executive Director, to replace outgoing Non-Executive Chair Linda Jenkinson and Non-executive Director, Albert Hitchcock. Michael Anderson and Adrian Gonzalez will be considered independent Directors.

The Board changes will take effect in two stages. Firstly, from 1 June 2024 Michael Anderson and Adrian Gonzalez are being appointed, with Michael Anderson as Non-Executive Chair of the Company, and Albert Hitchcock's resigning as a Non-Executive Director. Secondly, upon completion of Linda Jenkinson's resignation paperwork, the timing of Linda Jenkinson's resignation will be announced through the lodgement of an Appendix 3Z.

Michael Anderson is an experienced executive with an extensive background in media and market research. He served as CEO of MediaWorks NZ from 2016 to 2020 and was a Non-Executive Director with Villa Maria Estate between 2019 and 2021. Michael also held leadership roles at oOh!Media (ASX:OML), including as Non-Executive Chair from 2013 to 2017, and Non-Executive Director from 2017 to 2018. Additionally, he was Chair of OzTAM Pty Ltd for six years, a Director at Fairfax Media (ASX:FXJ) from 2010 to 2016, and Chief Executive of Austereo (ASX:AXL) from 2003 to 2010, after spending 13 years with the network in sales and marketing and as Chief Operating Officer. He holds a Bachelor of Arts degree in Political Science and Government from La Trobe University.

Adrian Gonzalez joins Pureprofile following a successful career in analytics and brand consulting. He was previously the CEO of Kantar Insights (LON:WPP) for North Asia, South-east Asia, and the Pacific. He currently serves as the Head of Corporate Development and Strategy at Geoscape Australia, is a Non-Executive Director at ADGILE Media, and holds an advisory role as a Member of the Board of Advisors at Quilt.AI. Adrian holds a master's degree in Business Innovation and Organizational Culture from York St. John University.

Commenting on the Board appointments, Managing Director Martin Filz, said: "I am pleased to welcome Michael and Adrian to the Board. I expect that their extensive backgrounds and

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relationships across the market research and data & insights industries will prove valuable in supporting the Company through the next stage of its growth."

This announcement has been authorised for release to the ASX by a sub-Committee of Directors on behalf of the Board.

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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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