

# ➔ ASX Announcement

Monday 1 July 2024

## **Completion of Transaction Agreement with i-Link Research Solutions Pty Ltd**

Pureprofile Limited (ASX: PPL or the Company) is pleased to advise that the Transaction Agreement with i-Link Research Solutions Pty Ltd ("i-Link") and the Company, through its subsidiary Pureprofile Australia Pty Ltd ACN 093 819 713, has completed today.

The completion of the i-Link Transaction Agreement follows Pureprofile's announcement on 27 June 2024.

This announcement has been authorised for release to the ASX by the Company's Company Secretary.

**- ENDS -**

**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.

**Pureprofile** 

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