

→ ASX Announcement

1 August 2024

Change of Company Secretary

Pureprofile Limited (ASX: PPL or the Company) advises that it has appointed Patricia Vanni of Automic Group as Company Secretary effective from 1 August 2024.

Ms Vanni is a qualified lawyer with more than 20 years' professional experience spanning corporate governance, mergers & acquisitions, project finance, contracts and compliance, as well as company secretarial services for ASX listed, private, and not-for-profit companies across several industries. Ms Vanni holds a Bachelor of Laws and is admitted to practice in Brazil and Victoria, Australia. She is also an Affiliate of the Governance Institute of Australia.

Ms Vanni's appointment follows Robyn Slaughter's resignation from her role as Company Secretary. The Board thanks Ms Slaughter for her services to the Company.

For the purposes of ASX Listing Rule 12.6, Ms Vanni will be the person responsible for communications between the Company and ASX.

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

- ENDS -

For further information, please contact:

George Kopsiaftis, IR Department

george.kopsiaftis@irdepartment.com.au | +61 409 392 687

Pureprofile 

Pureprofile Ltd.
ABN 37 167 522 901

business.pureprofile.com
info@pureprofile.com

Sydney
263 Riley Street
Surry Hills
NSW 2010
+61 2 9333 9700

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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