

→ ASX Announcement

29 August 2024

Updated Securities Trading Policy

In accordance with ASX Listing Rule 12.10, Pureprofile Limited (ASX: PPL or the Company) advises that it has updated its Securities Trading Policy. A copy of the updated Securities Trading Policy is attached and is also available on the Company's website at <https://business.pureprofile.com/corporate-governance/>.

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

- 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.

Pureprofile 

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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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PUREPROFILE LTD.

ACN 167 522 901

SECURITIES TRADING
POLICY

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1 Introduction and Purpose

Pureprofile Ltd (**Company**) and its subsidiaries (**Group**) is committed to complying with insider trading laws and establishing a best practice procedure for dealing in securities. This document sets out the Company's policy on dealing by Directors and employees in securities of the Company (**Company Securities**) and securities of other entities.

The purpose of this policy is to:

- a) ensure that all Directors, employees and contractors of the Company (and their associates) are aware of the insider trading laws as they apply to trading in Company Securities; and
- b) protect the reputation of the Company and its Directors and officers by seeking to avoid the possibility that misconceptions, misunderstandings or suspicions might arise as a result of trading by Directors and others who may be, or be perceived to be, in possession of inside information. This policy seeks to do so by imposing additional restrictions on the trading of securities by Restricted Persons (defined below).

2 Scope of policy

- 2.1 This Securities Trading Policy (**Policy**) is separate from and additional to the legal constraints imposed by the common law, the *Corporations Act 2001* (Cth) (**Corporations Act**) and the ASX Listing Rules (**Listing Rules**).
- 2.2 This Policy applies to all Directors and employees of Pureprofile Ltd. (ACN 167 522 901) (**Company**) and any of its subsidiaries in any part of the world, their spouses, children and related private entities, as well as contractors, consultants, advisers and auditors of the Company (**Restricted Persons**).
- 2.3 Subject to this Policy and to the restrictions below, Restricted Persons are permitted to deal in Company securities throughout the year.
- 2.4 Ultimately it is the responsibility of each person to ensure that none of his or her dealings could constitute insider trading under section 1043A of the Corporations Act.
- 2.5 This Policy does not apply to Excluded Trading.

3 Definitions

- 3.1 For the purposes of this Policy:
 - (a) **ASX** means the Australian Securities Exchange.
 - (b) **Board** means the board of Directors of the Company.
 - (c) **Closed Trading Period** means the period between:
 - (i) From the close of trading 30 June and 1 trading day following the announcement of the Company's preliminary final results to the ASX
 - (ii) From the close of trading 31 December and 1 trading day following the announcement of the Company's half year results to the ASX
 - (iii) In the event that the Company releases quarterly updates, from the close of trading of the quarter end and 1 trading day following the announcement of the Company's quarterly update to the ASX

- (iv) any other periods from time to time when the Company is considering matters which are subject to Listing Rule 3.1 (Continuous Disclosure) as resolved by the Board;
 - (v) any other periods when Designated Officers or Restricted Persons are not permitted to Deal in the Company's Securities as specified by any stock or security exchange that the Company is or may be listed upon; and
 - (vi) any other period when a Designated Officer or Restricted Person is in possession of Inside Information.
- (d) **Deal or Dealing** includes (without limitation):
- (i) applying for, acquiring or disposing of Securities;
 - (ii) granting, accepting, acquiring, disposing, exercising or discharging an option or other right or obligation to acquire or dispose of Securities;
 - (iii) entering, terminating, assigning or novating any securities lending agreement;
 - (iv) using a security or otherwise granting a charge, lien or other encumbrance over Securities;
 - (v) any transaction, including a transfer for nil consideration, or the exercise of any power or discretion affecting a change in ownership of a beneficial interest in Securities;
 - (vi) any other right, obligation or agreement, present or future, conditional or unconditional, in respect of (i) to (v) above; and
 - (vii) procuring another person to do any of (i) to (v) above.
- (e) **Designated Officer** means a Chairman of the Company, the remaining Directors, Chief Executive Officer, key management personnel or executive team member engaged in the general management of the Company, whether as an employee, consultant or contractor.
- (f) **Disclosure Officers** means the Chairman of the Company, or such other persons as appointed by the Board.
- (g) **Excluded Trading** means:
- (i) Dealings in Company Securities that do not result in a change to the beneficial interest of the Securities (e.g. Dealings between beneficially owned accounts such as superannuation funds);
 - (ii) Dealings in a fund or other scheme (other than a scheme only investing in Company Securities) where the assets are invested at the discretion of a third party (e.g. a managed fund);
 - (iii) Dealings by a trust, where the Designated Officer or Restricted Person is not a beneficiary of the trust and any decision to Deal is taken independent of the Designated Officer or Restricted Person;
 - (iv) acceptance of, or an undertaking to accept, a takeover offer;
 - (v) Dealings under an offer made to all or most of the Company's security holders, which has been approved by the Board (e.g. a rights issue, security purchase plan, dividend reinvestment plan or equal access buy-back);

- (vi) a requirement under a court order or court enforceable undertaking; or
- (vii) the exercise (but not the sale of Company Securities following exercise) of an option, performance right or a right under an employee incentive scheme, or the conversion of a convertible security.
- (viii) an acquisition of securities under an employee incentive scheme.
- (h) **generally available** means:
 - (i) readily observable;
 - (ii) made known in a manner that would, or would be likely to, bring it to the attention of people who commonly invest in the Company's Securities or Securities of a kind similar to the Company's Securities, and a reasonable period has elapsed to allow the information to be disseminated; or
 - (iii) able to be deduced, concluded or inferred from information referred to in clause 2.1(h)(i) or 2.1(h)(ii).

- (i) **Inside Information** is information that is not generally available and if it were generally available, a reasonable person would expect that it would – or would be likely to- influence investors in deciding whether to buy or sell particular securities.

The financial impact of the information is important, but strategic and other implications can be equally important in determining whether information is inside information. The definition of information is broad enough to include rumours, matters of supposition, intentions of a person (including the Company) and information which is insufficiently definite to warrant disclosure to the public.

Importantly, you need not be an "insider" to come across inside information. That is, it does not matter how you come to know the inside information (for example, you could learn it in the course of carrying out your responsibilities or in passing in the corridor or in a lift or at a dinner party).

Examples of insider trading includes without limitation:

- (i) The financial performance of the Company against its budget or prior comparable periods;
- (ii) market sensitive information such as a material upgrade or downgrade in forecast earnings;
- (iii) unpublished announcements;
- (iv) proposed changes in capital structure, including share issues, rights issues and the redemption of securities;
- (v) impending mergers, acquisitions, reconstructions, takeovers, etc.;
- (vi) significant litigation and disputes;
- (vii) significant changes in operations or proposed changes in the general character or
- (viii) nature of the business of the Company or its subsidiaries; cashflow information;

- (ix) management restructuring or Board changes;
- (x) an entity proposing to buy, or a security holder proposing to sell, a substantial number of Company securities;
- (xi) industry issues that may have a material impact on the Company;
- (xii) decisions on significant issues affecting the Company by regulatory bodies in Australia or other relevant;
- (xiii) allegations of any breach of the law or other regulatory requirements by the Company;
- (xiv) major or material purchases or sales of assets;
- (xv) proposed or new significant contracts;
- (xvi) a proposed dividend or change in dividend policy;
- (xvii) an event which could have a material impact (either positively or negatively) on production or profits (for example, disconnection or shut-in of production, a significant safety or environmental incident)
- (xviii) any information required to be disclosed to ASX under its continuous disclosure rules; and
- (xix) any possible claim against the Company or other unexpected liability.

If you possess inside information, you must not buy or sell Company Securities, advise or get others to do so or pass on the inside information to others. This prohibition applies regardless of how you learn the information.

The prohibition on insider trading applies not only to information concerning Company Securities. If a person has inside information in relation to securities of another company, that person must not deal in those securities.

- (j) **Securities** include (without limitation) shares, debentures, options to subscribe for new shares, options over existing shares, warrant contracts performance rights and other derivatives relating to the shares.
- (k) **Written Clearance** means permission given to a Restricted Person or Designated Officer to Deal in Company Securities in circumstances otherwise prohibited by this Policy.

4 Prohibition on insider trading

In summary, if you have any inside information (defined in section 3 above) about the Company (or another relevant entity, such as a company with which the Company is considering a transaction) which is not publicly known, it is a criminal offence for you to:

- 4.1** Restricted Persons, must not, trade in Company Securities (or securities of any other relevant entity);
- 4.2** Restricted Persons must not, under any circumstances, Deal or procure another person to Deal in the Securities of the Company or any other entity if they are in possession of Inside Information regarding the Company or the relevant other entity.
- 4.3** Restricted Persons must not, pass on inside information to someone else (including colleagues, family or friends) knowing (or where you should have reasonably known) that

the other person will, or is likely to, use that information to trade in, or procure someone else to trade in, Company Securities (or securities of the other relevant entity).

5 Dealings by restricted persons

- 5.1 A Restricted Person (who is not a Designated Officer) may only Deal in Company Securities:
- (a) outside of a Closed Trading Period; or
 - (b) within a Closed Trading Period, if the Restricted Person has obtained Written Clearance from the Disclosure Officer in accordance with clause 6 of this Policy and an exceptional circumstance exists under clause 7 of this Policy.

6 Dealings by designated officers

- 6.1 A Designated Officer may only Deal in Company Securities:
- (a) outside of a Closed Trading Period, if the Designated Officer has obtained Written Clearance from the Disclosure Officer in accordance with clause 6 of this Policy; or
 - (b) within a Closed Trading Period, if the Designated Officer has obtained Written Clearance from the Disclosure Officer in accordance with clause 6 of this Policy and an exceptional circumstance exists under clause 7 of this Policy.

7 Written clearance

- 7.1 The Disclosure Officer may give Written Clearance in respect of a proposed Dealing by a Restricted Person or Designated Officer (**Applicant**), if:
- (a) the Applicant has provided the Disclosure Officer with a completed application in the form of the template in **Annexure A**, at least three (3) business days prior to the proposed Dealing; and
 - (b) if after notifying the Board and consulting with the other Disclosure Officers (or Board, as the case may be), in the reasonable opinion of the Disclosure Officer:
 - (i) there is no matter which constitutes Inside Information in relation to the proposed Dealing;
 - (ii) there is no reason to believe that the proposed Dealing will breach this Policy; and
 - (iii) if applicable, an exceptional circumstance exists under clause 7 of this Policy.
- 7.2 Written Clearance may be provided in any written form, including email.
- 7.3 Where Written Clearance is given, the proposed Dealing must be commenced by the Applicant within 5 business days of receiving the Written Clearance.
- 7.4 The Disclosure Officer must:
- (a) keep a written record of:
 - (i) any information or request received in connection with this Policy; and
 - (ii) any Written Clearance given; and

- (b) send a copy of that record to the Company Secretary for keeping.

7.5 Written Clearance provided under this Policy does not negate a Restricted Person or Designated Officer's obligations under the Corporations Act with respect to insider trading.

8 Exceptional circumstances

8.1 Exceptional Circumstances may include:

- (a) a financial hardship that cannot otherwise be relieved, after all reasonable alternatives have been investigated.
- (b) a requirement by court order, or enforceable undertaking to transfer or sell Company Securities; or
- (c) other exceptional circumstances as determined by the Disclosure Officers.

9 Dealing by associated persons

9.1 If a Restricted Person or Designated Officer is prohibited from Dealing under this Policy, that person must use their best endeavors to prohibit any Dealing by:

- (a) any related party (including family members, nominee companies and family trusts); or
- (b) any investment manager on their behalf or on behalf of a related party.

10 Prohibition on hedging & derivative trading

10.1 Participants in any Company share, option, performance rights or other plan are prohibited from Dealing in derivatives, hedging or other similar arrangements in relation to Securities that:

- (a) have not vested.
- (b) have not been released to the participant; or
- (c) have vested but are subject to trading restrictions.

11 Speculative trading

11.1 Restricted Persons and Designated Officers must not engage in short term trading of Company Securities.

11.2 For the purposes of this section, short term trading means any purchase and sale of Company Securities where both transactions occur within a period of six months or less.

12 Notification by directors

12.1 A Director must notify the Company Secretary as soon as possible if there is any change in the Director's relevant interest in Securities of the Company or a related body corporate of the Company, so that the Company Secretary can make the necessary notifications to ASX as required by the Listing Rules and Corporations Act.

13 Margin loans

- 13.1** Restricted Persons and Designated Officers are prohibited from entering into margin loan arrangements to fund the acquisition of Company Securities or in relation to which Company Securities may be used as security against loan repayment.

14 Questions and further information

- 14.1** If you have any questions or require further information on how to comply with this Policy, please contact the Disclosure Officer or the Company Secretary of the Company.

15 Amendments

- 15.1** This Policy may be amended from time to time by resolution of the Board.

Date: 26 August 2024

Signed:



Chair of the Board of Directors of Pureprofile Ltd.

Annexure A: Application for Written Acknowledgement Prior to Dealing in the Securities of PUREPROFILE LTD., its Subsidiaries and Related Companies

Name (BLOCK CAPITALS)

Securities as indicated below:

Company Name:

Class Of Securities
(Eg: Ordinary Shares)

Registered in the Name of:
(See Note 1)

Nature of Interest:
(See Note 2)

Nature of Transaction:
(See Note 3)

As far as I am aware, I am not in possession of any inside information as defined in the Securities Trading Policy, in relation to Pureprofile Ltd., its subsidiaries and related companies. If this should change before the deal is transacted, I undertake not to proceed.

Please provide acknowledgement by countersigning and returning a duplicate of this form.

Signed: Date:

Permission given on the basis that the transaction is completed by no later than close of business on:

.....

Signed: Date:

(Please see overleaf for signing authorities)

Notes:

- | | |
|--------------------------------------|---|
| 1. Registered in the Name of: | Give full name and if not yourself state the connection to yourself |
| 2. Nature of Interest: | Specify precisely, i.e: personally, joint holding or as trustee |
| 3. Nature of Transaction: | Specify precisely, e.g: sale of shares |

Authorisation levels:

- (a) in the case of an employee or his or her associate, the Company Secretary, Chief Executive Officer or Chairperson;
- (b) in the case of an officer or his or her associate, the Company Secretary, Chief Executive Officer or Chairperson;
- (c) in the case of a Director or his or her associate, the Chairperson; or
- (d) in the case of the Chairperson or his or her associate, the Chief Executive Officer and the full board.