



ASX Announcement

19 May 2025

Cleansing Notice under section 708A(5)(e) of the Corporations Act

Pureprofile Limited (ASX:PPLJ) (**Pureprofile** or the **Company**) advises that the Company has today issued 424,688 fully paid ordinary shares (**Shares**). The Shares were issued upon the exercise of vested employee incentive securities which were originally issued in FY23. In accordance with ASX Listing Rule 2.8.3(a), quotation of the Shares will be sought via the lodgement of an Appendix 2A within 10 business of the end of the quarter.

In accordance with section 708A(5)(e) of the Corporations Act 2001 (Cth) (**Corporations Act**) Pureprofile advises that:

1. the Shares were issued without disclosure to investors under Part 6D.2 of the Corporations Act;
2. as at the date of this notice, the Company has complied with:
 - a. the provisions of Chapter 2M of the Corporations Act as they apply to the Company;
 - b. sections 674 and 674A of the Corporations Act; and
 - c. as at the date of this notice there is no excluded information for the purposes of sections 708A(7) and 708A(8) of the Corporations Act.

This release was approved by the Pureprofile Board of Directors.

- ENDS -

For further information, please contact:

George Kopsiaftis, IR Department

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

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 850 clients.



Pureprofile Ltd

ABN 37 167 522 901

Strictly Private & Confidential

Sydney

263 Riley Street, Surry Hills, NSW 2010, Australia | P: +61 2 9333 9700 E: info@pureprofile.com
business.pureprofile.com