

Rule 3.19A.2

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/09/01 Amended 01/01/11

<b>Name of entity</b>	Pureprofile Ltd
<b>ABN</b>	37 167 522 901

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Paul Augustine Chan
<b>Date of last notice</b>	9 November 2016

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Direct or indirect interest</b>	Direct
<b>Nature of indirect interest (including registered holder)</b> Note: Provide details of the circumstances giving rise to the relevant interest.	
<b>Date of change</b>	22 December 2016

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+ See chapter 19 for defined terms.

**Appendix 3Y**  
**Change of Director's Interest Notice**

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<b>No. of securities held prior to change</b>	<p>Fully paid ordinary shares</p> <ul style="list-style-type: none"> <li>• 6,300,423 fully paid ordinary shares held directly.</li> <li>• 740,370 fully paid ordinary shares held by Connected Concepts Pty Ltd, an entity associated with the Director.</li> <li>• 20,196 fully paid ordinary shares held by Worldfire Pty Ltd, an entity associated with the Director.</li> </ul> <p>Options</p> <ul style="list-style-type: none"> <li>• 166,667 unquoted options exercisable at \$0.50 and expiring 24 July 2020</li> <li>• 166,667 unquoted options exercisable at \$0.50 and expiring 31 August 2021</li> <li>• 166,666 unquoted options exercisable at \$0.50 and expiring 31 August 2022.</li> </ul>
<b>Class</b>	Deferred STI Service Rights
<b>Number acquired</b>	115,067
<b>Number disposed</b>	Nil
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and estimated valuation	Nil consideration

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**Appendix 3Y**  
**Change of Director's Interest Notice**

<b>No. of securities held after change</b>	<p>Fully paid ordinary shares</p> <ul style="list-style-type: none"> <li>• 6,300,423 fully paid ordinary shares held directly.</li> <li>• 740,370 fully paid ordinary shares held by Connected Concepts Pty Ltd, an entity associated with the Director.</li> <li>• 20,196 fully paid ordinary shares held by Worldfire Pty Ltd, an entity associated with the Director.</li> </ul> <p>Options</p> <ul style="list-style-type: none"> <li>• 166,667 unquoted options exercisable at \$0.50 and expiring 24 July 2020</li> <li>• 166,667 unquoted options exercisable at \$0.50 and expiring 31 August 2021</li> <li>• 166,666 unquoted options exercisable at \$0.50 and expiring 31 August 2022.</li> </ul> <p>Service Rights</p> <ul style="list-style-type: none"> <li>• 115,067 deferred STI Service Rights expiring 28 February 2018</li> </ul>
<p><b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>Participant in deferred STI Service Rights plan.</p> <p>The issue of service rights to Mr Chan is in satisfaction of his FY2016 STI entitlement and was approved by Shareholders on 31 October 2016 at the AGM.</p>

**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	N/A
<b>Name of registered holder (if issued securities)</b>	N/A

+ See chapter 19 for defined terms.

## Appendix 3Y

### Change of Director's Interest Notice

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<b>Date of change</b>	N/A
<b>No. and class of securities to which interest related prior to change</b> <small>Note: Details are only required for a contract in relation to which the interest has changed</small>	N/A
<b>Interest acquired</b>	N/A
<b>Interest disposed</b>	N/A
<b>Value/Consideration</b> <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	N/A
<b>Interest after change</b>	N/A

#### Part 3 – <sup>+</sup>Closed period

<b>Were the interests in the securities or contracts detailed above traded during a <sup>+</sup>closed period where prior written clearance was required?</b>	No
<b>If so, was prior written clearance provided to allow the trade to proceed during this period?</b>	N/A
<b>If prior written clearance was provided, on what date was this provided?</b>	N/A

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