



ASX BookBuild Announcement - Initial Parameters

PUREPROFILE LTD (PPL)
("Issuer")

is using ASX BookBuild for an offer of Financial Products.

Set out below is important information about the offer.

ASX BookBuild Security Code: PPLXBB

Initial ASX BookBuild parameters	
Parameter	Parameter value
Offer Type	Value
Value/Volume to be raised	\$1,000,000.00
Opening Price (\$)	\$0.50
First Priority Offer Percentage (%)	0%
Second Priority Bid Percentage (%)	0%
Minimum percentage of the offer to be allocated in the stages after the First Priority Bid Allocation Phase and the Second Priority Bid Allocation Phase (%)	100%
Minimum Allocation Amount	\$2,000.00

Please note: The Issuer may have made and may subsequently make other market announcements about this bookbuild. Please refer to all market announcements for the Issuer's ASX Security Code released over the ASX Market Announcements Platform with report types ASX BookBuild - Upcoming or Commenced, ASX BookBuild - Change in Public Parameter and ASX BookBuild - Closed or Cancelled.

Unless indicated otherwise in the terms of the offer, the securities to which this offer relates are not being offered in the United States or to U.S. persons.